



**SOUTHERN
WOMEN'S
SHOW** 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

september 23-25 charleston area convention center

CHARLESTON

SHOW IN REVIEW





The **SOUTHERN WOMEN'S SHOW IN CHARLESTON** debuted on September 23-25, 2016 at the Charleston Area Convention Center and was the latest addition to the highly successful series of Women's Shows produced by Southern Shows, Inc. for over 30 years. The inaugural show featured exhibits, interactive workshops, entertainment and features on fashion, food, home décor, art, education, business, healthcare and travel, all in a festive and comfortable atmosphere. With almost 300 exhibits, women from the Lowcountry area were able to shop, compare, sample and most of all have fun.

TOTAL AD CAMPAIGN \$168,301
PR IMPRESSIONS 3,690,583
NUMBER OF EXHIBIT SPACES 296



OVERVIEW



SCENES FROM THE SHOW

The inaugural show attracted **MOTHERS, DAUGHTERS, GIRLFRIENDS AND CO-WORKERS** who attended the three day event. Our show surveys indicated that women came to the show to shop, attend cooking demonstrations, sample gourmet items from the SC Department of Specialty Foods, watch fashion shows and stage presentations, register for promotions and prizes, explore artisan works at the Etsy Pavilion, chat with regional authors, meet special guests, and have fun.



DEMOGRAPHICS

The show aligned with local nonprofits including the **CENTER FOR WOMEN, JUNIOR LEAGUE OF CHARLESTON, SUSAN G. KOMEN – LOWCOUNTRY AFFILIATE, PET HELPERS** and **LEAGUE OF WOMEN VOTERS**. On Friday morning, as an official Kickoff to the Southern Women's Show, the Center for Women hosted the *Influential Women in Business* breakfast which drew over 125 community leaders and recognized outstanding women across the lowcountry. The Junior League of Charleston promoted the show at their membership meetings and sold cookbooks at the show. Susan G. Komen – Lowcountry Affiliate promoted the show through their social media platforms and Pet Helpers hosted a furry fashion show on stage.



Center for Women Breakfast



Junior League Exhibit Space



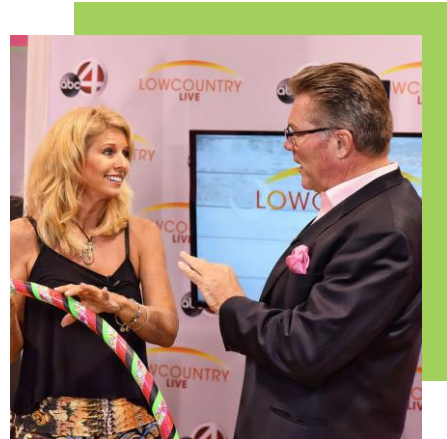
Susan G. Komen Exhibit Space

NONPROFIT PARTNERSHIPS

On Friday, **LOWCOUNTRY LIVE** broadcast from the show and featured six different segments highlighting a variety of exhibitors and features. **NASH FM 96.9 RADIO PERSONALITY BILL WEST** and **1250 WTMA RADIO PERSONALITY CHARLIE JAMES** both showed off their cooking skills on the Food Lion Kitchen Stage. **LOWCOUNTRY PARENT** hosted a *Mother Daughter Lookalike contest* and **POST & COURIER** sponsored a selfie station and Free Friday promotion for their readers. Throughout the three days, **LIVE 5 WSCS** featured several personalities at the show for meet and greet opportunities.



Mother Daughter Contestants



*Lowcountry Live
at the Show*



Post & Courier Ad

LIVE MEDIA COVERAGE ONSITE

AGE

45 - 54 YEARS OLD (30%)

55 - 64 YEARS OLD (22%)

35 - 44 YEARS OLD (22%)

25 - 34 YEARS OLD (34%)

65+ YEARS OLD (8%)

18 - 24 YEARS OLD (5%)

MARITAL STATUS



MARRIED
58%



SINGLE
42%



HAVE CHILDREN
74%



NO CHILDREN
26%

CHILDREN

EDUCATION LEVEL



83% COLLEGE OR HIGHER

HOUSEHOLD INCOME

43% | \$50,000 - \$74,999

26% | \$25,000 - \$49,999

18% | \$75,000 - \$99,999

13% | \$100,000+

RACE

73%

CAUCASIAN

23%

AFRICAN AMERICAN

2%

OTHER

2%

LATINO

WHO DID YOU COME WITH



FAMILY - 48%



FRIENDS - 40%



ALONE - 10%



CO-WORKERS - 2%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
68%



COOKING DEMOS &
FOOD SAMPLING - 48%



PROMOS, PRIZES &
CONTESTS - 42%



FASHION SHOWS &
STAGE PRESENTATIONS - 34%



HEALTH SCREENINGS
27%



CELEBRITY &
SPECIAL GUESTS - 15%

DO YOU PLAN TO RETURN IN 2017?



YES - 98%



NO - 2%

WOMEN'S SHOW SERIES AUDIENCE PROFILE

SOUTHERN
**WOMEN'S
SHOW** 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



*Val Chmerkovskiy
From Dancing with the Stars*



Girls Night Out



The Frozen Sisters



*Fashion Shows
from Fly Modern Boutique*



*Mother Daughter Lookalike
Sponsored by Lowcountry Parent*



Food Lion Kitchen Stage

Throughout the three days, exciting and educational activities were held on two different stages. The stages featured innovative **COOKING** programs, **FUN** contests and promotions, **FASHION** shows and more – all designed to attract, captivate and entertain the target audience.

FEATURES & PROMOTIONS



SOUTHERN WOMEN'S SHOW 2016
 SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN
 september 23-25 charleston area convention center
 CHARLESTON
 SOUTHERN WOMENSSHOW.COM
 CHEVROLET
 PROUD SPONSORS
 FOOD LION The Post and Courier
 SAVE \$4 discount tickets available at Walgreens
 SOUTHERN WOMENSSHOW.COM
 featuring
 Shop 'Til You Drop All Weekend
 Meet Val From Dancing with the Stars
 Creative Cooking Classes All Weekend
 PROUD SPONSORS
 CHEVROLET FOOD LION The Post and Courier
 800.849.0248 A Southern Shows, Inc. Production

SOUTHERN WOMEN'S SHOW 2016
 SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN
 september 23-25
 CHARLESTON
 charleston area convention center
 Test drive a new Chevy at the show and receive a FREE GIFT courtesy of
 CHEVROLET
 CHEVROLET official vehicle of the SOUTHERN WOMEN'S SHOW
 friday 10am-7pm
 saturday 10am-5pm
 sunday 11am-5pm
 SOUTHERN WOMENSSHOW.COM
 featuring
 Shop 'Til You Drop All Weekend
 Meet Val From Dancing with the Stars
 Creative Cooking Classes All Weekend
 PROUD SPONSORS
 CHEVROLET FOOD LION The Post and Courier
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A comprehensive marketing and advertising campaign promoted the show for three weeks through **TELEVISION, RADIO, PRINT** and numerous **DIGITAL PLATFORMS** as well as **SOCIAL MEDIA** and **GRASSROOTS MARKETING** initiatives. The show was promoted with signage in 6 Chevy Dealerships, 26 Walgreens stores and hundreds of retail locations, increasing sponsor awareness in high traffic locations, as well as media contesting and promotions.

ADVERTISING EXPOSURE



The Southern Women's Show received comprehensive television coverage and exposure. In addition to a two week paid schedule on two network stations, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 62

TOTAL TV CAMPAIGN \$68,100

SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SAVE \$4
discount tickets available at *Walgreens*

Charleston Convention Center
September 23th - 25th

 **The Post and Courier** 
postandcourier.com

SouthernWomensShow.com

[Click here for TV Spot](#)



TELEVISION ADVERTISING



Eight radio stations promoted the show to listeners through different formats, including: **ADULT CONTEMPORARY, URBAN, COUNTRY** and **POP**.



[Click here for Radio Link](#)

Numerous spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements were run on key stations featuring sponsors and promotions.

NUMBER OF STATIONS 8

NUMBER OF RADIO SPOTS 304

TOTAL RADIO CAMPAIGN \$50,000



RADIO ADVERTISING



SOUTHERN WOMEN'S SHOW september 23-25, 2016
CHARLESTON
 charleston area convention center

SOUTHERN WOMEN'S SHOW.COM

CHARLESTON
 The Southern Women's Show is REALLY happening in Charleston!

Three packed days of the ultimate shopping extravaganza showcasing over 1000 vendors, gourmet food, home décor treasures and more. Register to win \$2K in these **Black Friday** deals and get one on one with the show's top stylists. Fashion shows, delicious cooking classes, celebrity appearances and more of all types it's all about the girl club! Your choice, **Friday**, **Black Friday** and **Sunday**! Don't miss the **Star** or **Weekend** along with **Val Chmerkovskiy**!

DANCE with Val Chmerkovskiy

Take a spin on the dance floor with Valentin Chmerkovskiy from **Dancing with the Stars**! The former four-time champion comes to Charleston to teach the hearts of the South on and off the dance floor. In addition to his master classes, Chmerkovskiy will introduce the Charleston area to his signature style and a cutting edge, he will be the master class to dance with **Anna** and the **Cherrie's** partner with **Leann**! Chmerkovskiy will be the master class to dance with **Leann**! Chmerkovskiy will be the master class to dance with **Leann**!

Friday night is Girls Night Out

Friday night is **Girls Night Out** and you'll be able to enjoy the show all night long! **Black Friday** **Wine** **Lunch** **Happy Hour**

Click here for more info.

In addition, you can enjoy a special feature show featuring the **Top Ladies** and **Business** ladies for **Black Friday** featuring **Leann** from **WAG** and **Anna** from **Leann**!

Meet the FROZEN SISTERS!

The **Frozen Sisters** are coming to the show on Sunday during **Mother Daughter Day**.

There will be a **sing-along** and **story-telling** as well as a **special** **performance**.

Bring your **processors** to meet **Esha** and **Anna** at 7pm on Sunday.

The Food Lion Kitchen Stage

Throughout the three days, tempt your taste buds and watch chefs in action at the **Food Lion Kitchen Stage**. Check out the **Chopped Challenge** where chefs square off to compete. You can also play to win \$25 gift cards by guessing the **Food Lion** face off!

Recipes with Nathalie Dupree

Nathalie Dupree, the author of **Mastering the Art of Southern Cooking** will be on the **Food Lion Kitchen Stage** on Saturday and Sunday sharing some of her favorite recipes and signing her cookbooks.

FREE HAIRCUT!

Rock Your Hair with a **FREE Haircut**? Celebrate night, **Beauty** will be on hand to cut and style your locks with the perfect fit. You'll want to stick to on **Black Friday Hair** **Mastering** **Mastering** **Mastering** and **Get a Lift** **Volume** **Spice**.

Fashion with Kimberly Shows

Get inspired with the latest fashions with runway shows from **Miller Lewis Model & Talent Agency**, **FLY Modern Boutique**, **Faith Boutique** and others.

Four-legged Fashion Fun

Catch the four-legged fashion show on Saturday from **Pet Helpers!**

Celebrate PINK FRIDAY!

At the Southern Women's Show - on **Friday** **Pink Friday** - our version of **Black Friday**.

Look for the pink balloons for special deals and steals!

SPECIAL DISCOUNT CODE!

CLICK & SAVE 50%
 Use code **PAC16**

As a courtesy to **The Post and Courier**, we are pleased to share a special code that will provide you with a **50% discount** off the door price.

Simply use code **PAC16** when ordering ticket online!

The Post and Courier **Charleston** **Facebook** **Twitter** **Instagram**

SOUTHERN WOMEN'S SHOW 2016

september 23-25
 CHARLESTON
 charleston area convention center

MEET FROZEN SISTERS on Sunday - Mother Daughter Day

THE POST AND COURIER **FOOD LION**

800.840.0348 A Southern Show, Inc. Production



A digital media campaign was integrated into the marketing plan to reach women on-the-go and target a younger demographic (25-40 years) and included advertising through **FACEBOOK**, and geo-targeting ads.

IMPRESSIONS 314,000

VALUE \$11,897

SOUTHERN WOMEN'S SHOW

September 23-25
 CHARLESTON
 charleston area convention center

MEET VAL CHMERKOVSKIY
 from dancing with the stars

Text "VAL" to 45203 for a chance to Dance with Val
 Now through Sept 22

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SOUTHERN WOMEN'S SHOW 2016

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



MEET VAL FROM DWTS
september 23-25
CHARLESTON
charleston area convention center



FOOD LION

discount tickets at *Walgreens*

SOUTHERNWOMENSSHOW.COM

SOUTHERN WOMEN'S SHOW 2016

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



MEET THE FROZEN SISTERS
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SOUTHERNWOMENSSHOW.COM

SOUTHERN WOMEN'S SHOW 2016

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



SHOP 'TIL YOU DROP!
september 23-25
CHARLESTON
charleston area convention center



FOOD LION

discount tickets at *Walgreens*

SOUTHERNWOMENSSHOW.COM

IMPRESSIONS:
3,093,376

TOTAL
CAMPAIGN:
\$9,875

DIGITAL BILLBOARDS

SOUTHERN
WOMEN'S
SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

The Southern Women's Show was advertised through an extensive print campaign with **THE POST & COURIER** as well as weekly and monthly **REGIONAL PUBLICATIONS** in order to saturate the market.

SHOW PROGRAM DISTRIBUTION 5,000 NUMBER OF PRINT ADS 17
TOTAL PRINT SCHEDULE \$28,429

NEWSPAPERS & MAGAZINES



A dedicated Public Relations Firm generated buzz with women in the market through scheduled live **TV & RADIO INTERVIEWS, PRINT EDITORIAL** in the **THE POST & COURIER**, magazines and numerous **ONLINE CALENDAR LISTINGS**. They delivered extensive media coverage through all advertising platforms.

IMPACT 3,690,583 Impressions

MOULTRIE NEWS
East Cooper's Weekly Community Newspaper Since 1964

Home News Sports Opinion Obituaries Photos Community Events Videos

'Dancing with the Stars' dancer to appear at Southern Women's Show

Monday, July 25, 2016



"Dancing with the Stars" star Val Chmerkovskiy will be making an appearance at the Southern Women's Show on Saturday, Sept. 24. The show will be held at the Charleston Area Convention Center from Sept. 23 to 25. This is the show's debut in the Lowcountry.

Chmerkovskiy has been a regular on "Dancing with the Stars" since 2011. He won the show's 20th season when he partnered with Rumer Willis in 2015. A Ukrainian-American professional dancer, he is a two-time World Latin Dance Champion and a 14-time U.S. National Latin Dance champion. A true renaissance man, Chmerkovskiy also plays the violin, is the co-owner of Dance with Me, which has dance studios across the country, and has launched his own clothing line.

The Southern Women's Show, along with ABC Channel 4, will promote a contest for a chance to dance with Chmerkovskiy at the show. Details for the contest will be shared with the general public in September via social media channels for the show and the television station.

The show offers women the opportunity to connect with local and national exhibitors. Attendees can experience health and beauty products, cooking demonstrations, shopping, fashion shows and more.

prweb HOME NEWS CENTER BLOG CREATE A FREE ACCOUNT

Tuesday, October 18, 2016

Southern Women's Show Makes First Appearance Ever in Charleston

The Southern Women's Show to make its first appearance in the Lowcountry in September 2016.

CHARLESTON, SC (PRWEB) MAY 31, 2016

The Southern Women's Show will come to the Charleston Area Convention Center in North Charleston from September 23 to 25. This marks the series' first appearance ever in the Lowcountry.

The Southern Women's Show series consists of 11 events that feature local vendors who specialize in fashion, food, health, fitness, business, education, travel, leisure, home and art, as well as a variety of celebrity guest appearances. Launched in 1983, this annual series makes its way across the nation to places such as Raleigh, Birmingham, Charlotte, Jacksonville, Memphis, Nashville, Orlando, Richmond and Savannah.

"We are thrilled to bring our show to Charleston," says Stacy Abernathy, executive show manager. "Charleston is without a doubt the quintessential host city for a Southern Women's Show. We look forward to working with local vendors to showcase all types of products and services to our guests."

The Charleston show is sponsored by Chevrolet, Food Lion, Post and Courier and Little Black Dress Wines. Hours for the Charleston event are Friday, 10 a.m. to 7 p.m.; Saturday, 10 a.m. to 5 p.m.; Sunday, 11 a.m. to 5 p.m. Admission is \$12 at the door, \$6 for children ages 6 to 12, and free for children 6 and under. Advance tickets can be purchased at area Walgreens. For groups of 10 or more, advance tickets of \$8 per person are available. Visit southernshows.com for more information.

Southern Women's Show is an event series produced by Southern Shows Inc. based out of Charlotte, NC. Southern Shows began in 1959 and is now in a dozen markets with shows that bring in a combined attendance of over 600,000 guests. The first Southern Women's Show was held in 1982 as a response to companies wanting to reach the female customer. Guests to the show enjoy a wide array of shopping boutiques, fashion shows, cooking demos, plus an opportunity to meet with health experts and learn new home décor trends. To learn more about Southern Shows Inc., visit southernshows.com and to connect with the Southern Women's Show in Charleston on social media, visit Facebook, Twitter, Pinterest and Instagram.

SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN

SOUTHERN WOMEN'S SHOW

Charleston is without a doubt the quintessential host city for a Southern Women's Show. We look forward to working with local vendors to showcase all types of products and services to our guests.

The Post and Courier

Features - Arts and Travel

Southern Women's Show making Charleston debut

By Emily Mercer
Special to The Post and Courier
10/18/2016

Shopping online is easy. We can order exactly what we're looking for at the best price and we don't have to wait in line. So why would we leave our comfortable homes to battle traffic, heat, and crowds to shop?

Because shopping online can get lonely, because sometimes you just want to hold the book, the bracelet or the bag in your hands before you buy, and because events like the Southern Women's Show make it easy for us to close our laptop and get in the car.

Jean Zimmerman, founder of Southern Shows, launched the first Southern Women's Show in Charlotte in 1983. Today, the company has expanded this successful event where you can "walk up and down the pages of your favorite woman's magazine" to 11 cities, including Charleston for the first time.

"As the first Women's Show in the country, we wanted to educate, inspire, connect and entertain women," says co-founder Laura Campbell. "Major companies were taking note of the power of the women's market in the '80s, and firms embraced the show to conduct workshops, sponsor wonderful entertainment and capture the attention of this growing, powerful market. The show brought national, regional and local companies together in one place at one time to talk with women, and presented an event dedicated to women. Over the years have seen the launch of hundreds of brands. We are particularly delighted to bring it to Charleston this fall."

The Charleston show will run from Sept. 23-25 at the North Charleston Convention Center. Show highlights include "Dancing with the Stars" season 20 winner, Val Chmerkovskiy, who danced with Rumer Willis, daughter of actors Bruce Willis and Demi Moore. There are cooking demos, a fashion show, a girls' night out, and a mother-daughter day.

Local businesses have a big presence at the show, and the Center for Women will host its inaugural Influential Women in Business breakfast. The recently opened Buntin Books will have a Writer's Showcase and author signings. An Ety Pavilion will feature local and regional craftspeople, and the League of Women Voters of Charleston will offer voter registration.

In an effort to recognize women of influence, the Center for Women asked community members to nominate individuals in four categories: Leadership, Entrepreneurship, Advocacy and Rising Star. The finalists in each category are:

Leadership: Elmore Raven, My Sister's House; Angela Mack, Gibbs Museum of Art; and Margie Morris, Charleston Promise Neighborhood.

Advocacy: Kat Morgan, ChangeAbility Solutions; Germaine Jenkins, Fresh Future Farm; and Carole Swedick, Dee Horan Lowcountry Children's Center.

Entrepreneurship: Angel Roberts, Peace Love Hip Hog; Ashley T. Caldwell, The Modern Connector; and Barbara Annette Gathers, Tri-County Women's Project.

Rising Star: Cristina Lopez, MUSC; Melissa Moore, We Are Family; and Page Bullington, Blackbaud Inc.

The final winner of each category will be announced at the breakfast on Friday morning.

"Center for Women is proud to honor women in business for their significant accomplishments in a world that is still learning to embrace equality at all levels," says Amy Brennan, executive director at Center for Women. The breakfast also will feature Christine Osborne, businesswoman and owner of Wonder Works Toys, as the keynote speaker.

For book lovers, Buntin Books will host "a really eclectic list of authors," according to Patti Morrison, director of events.

Authors will be signing books all weekend and will kick off with local author Janet Lee Berg, who will be on hand to sign her debut novel, "Sambard's Shadow." The novel is based on true-life events detailing a Jewish family's escape from the Nazis, and the emotional turmoil suffered in the aftermath.

Nathalie Dupree and Jennifer Brule will be doing cooking demos and signing books at the Food Lion Stage. Food Lion is a show sponsor, as is The Post and Courier and others.

Founder Zimmerman knew what she was doing all those years ago. According to Forbes, women are the world's most powerful consumers, and their impact on the economy is growing every year. The Southern Women's Show began in the pre-internet days, and has evolved as the style of consuming has evolved.

Says Campbell says, "The magic of the show is the ability to discover new products, talk with experts about health care concerns, try new skin care regimens, and get a makeover, free haircut, even your fu done."

Ladies, close your laptop, grab your handbag, and embrace the magic.

SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN

PR IMPRESSIONS



A social media campaign was integrated into the marketing plan to reach busy women through **FACEBOOK** updates, promotions on **GROUPON**, **TWITTER**, and **INSTAGRAM**. Show Updates through the Official Show Website and **E-NEWSLETTERS** kept fans engaged.

E-NEWSLETTER SUBSCRIBERS 585

FACEBOOK FANS 1,953

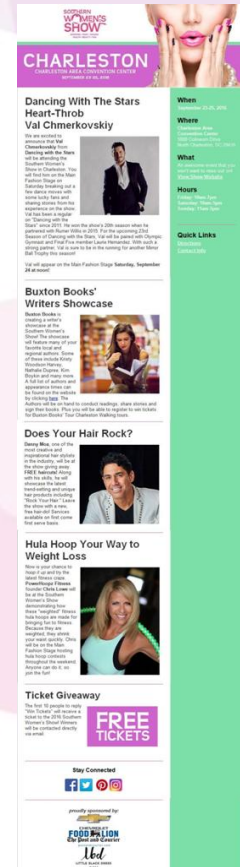
UNIQUE PAGEVIEWS 36,727

GROUPON REDEMPTIONS 224

INSTAGRAM FOLLOWERS 128

TWITTER FOLLOWERS 122

TOTAL VALUE \$339,822



SOCIAL MEDIA & E-NEWS





Show sponsors enhanced the success of the Southern Women's Show and created exciting and interesting features, promotions and activities within the show.



FOOD LION

lbd
LITTLE BLACK DRESS
WINES

The Post and Courier

postandcourier.com

SPONSORS

**SOUTHERN
WOMEN'S
SHOW**²⁰¹⁸
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

It is a privilege to bring the very best in health, beauty, home, fashion and more to the greater Charleston area. With the help of our sponsors, partners and exhibitors, the 2016 Southern Women's Show was a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

[Stacy Abernethy](#)

Executive Show Manager

[Ashton Powell](#)

Assistant Show Manager

[Laura Campbell](#)

Sponsorship Director



september 22-24 charleston area convention center

CHARLESTON

WE LOOK FORWARD TO WORKING WITH YOU IN 2017

