



Show in Review
Southern Women's Show Charlotte
September 19 – 22, 2013
Charlotte Convention Center

THOUSANDS ATTENDED



Thank you for being a part of the 2013 Southern Women's Show in Charlotte at the uptown Charlotte Convention Center. The 31st annual show attracted **thousands of guests** and provided you with the opportunity to meet, engage, connect and sell to this large audience. Media coverage generated **millions of impressions** across the community and highlighted the show, celebrity guests, special events, exhibitors and sponsors.



DEMOGRAPHICS



Age:

18 – 24	8%
25 – 34	10%
35 – 44	29%
45 – 54	21%
55 – 64	21%
65+	12%

Race:

Caucasian	66%
African American	24%
Latino	2%
Asian	5%
Other	4%

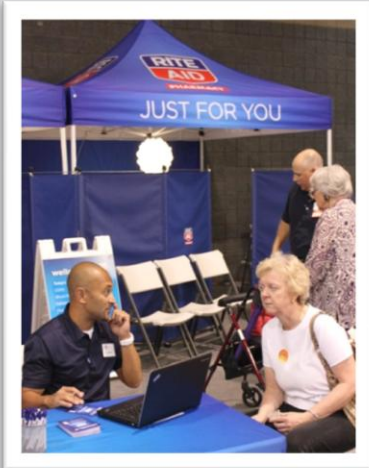
Household Income:

\$25 - \$50,000	22%
\$50 – \$75,000	27%
\$75 - \$100,000	10%
\$100 - \$150,000	6%
\$150,000+	2%

Marital Status:

Single	22%
Married	58%
Separated	4%
Divorced	12%
Widowed	4%

DELIVERING YOUR AUDIENCE



SPECIAL GUESTS



Celebrity appearances attracted media attention and guests. From Jessica Robertson of A & E's *Duck Dynasty*, to coupon experts, top chefs, style coaches and motivational speakers, a superior line-up of special guests inspired and entertained.



Jessica Robertson,
A & E's Duck Dynasty



Brian Maynor,
Style Coach & Image Consultant



Sandra Dubose,
Mrs. Black North Carolina 2011
Author of *My Crown and Glory;*
It's NOT About the Hair

POWERFUL PARTNERSHIPS



Thank you to our sponsors. Outstanding sponsors and partners extended the reach of the show and created exciting and interactive features within the show.



CHEVROLET

The Charlotte Observer
charlotteobserver.com



MILLIONS OF IMPRESSIONS



The Southern Women's Show was promoted through an extensive paid and promotional advertising and marketing campaign designed to spread the word, attract a qualified audience and promote your participation. The campaign generated outstanding live coverage and television, radio, newspaper and magazine exposure throughout the region.

	Impressions
Television Advertising	3,185,967
Radio Advertising	4,052,740
Newspaper Advertising	3,574,931
Official Show Program	158,802
Specialty Publications	80,000
Public Relations	1,401,620
Official Show Website	125,545
E-Newsletters	<u>27,902</u>
Total Impressions	12,607,507

TELEVISION ADVERTISING



Paid and promotional spots, on air promotions, online contests, live coverage, E-Newsletter campaigns, Facebook and Twitter were combined to reach millions of women and families and promote your name across the viewing market. Hundreds of television spots running on a variety of stations resulted in **3,185,967 media impressions**.



28 Spots
603,000 Impressions



28 Spots
1,019,000 Impressions



21 Spots
1,186,000 Impressions



52 Spots
188,757 Impressions



136 Spots
189,210 Impressions

RADIO ADVERTISING



Paid and promotional spots, live liners, contests and interviews were designed to capture listeners' attention and drive traffic to the show. The range of stations ensured that listeners of many formats heard about the event and were invited to attend. The radio campaign resulted in **4,052,740 impressions**.


95 Spots
590,040 Impressions


60 Spots
293,200 Impressions


56 Spots
204,900 Impressions


88 Spots
367,600 Impressions


66 Spots
336,000 Impressions


12 Spots
89,400 Impressions


44 Spots
171,600 Impressions


2,000,000 Impressions

PRINT ADVERTISING



Advertisements in *The Charlotte Observer* and regional magazines heightened awareness for the show and sponsors. The ad campaign promoted show features, stage schedules, celebrity guests, sponsors and exhibitors to activate the interest of readers.

- ❖ 17 print ads in *The Charlotte Observer* resulted in **2,699,634 impressions**. Additional web ads on charlotteobserver.com and the Yahoo network resulted in **875,297 impressions**.
- ❖ Official Show Program was distributed through *The Charlotte Observer* to **158,802 subscribers** on Thursday, September 19th with an additional **5,000 copies** of the program distributed onsite.
- ❖ Ads in *Currents*, *Little Ones* and *Today's Charlotte Woman* promoted the show to a potential reach of **80,000 readers**.

NEW LOCATION

Southern Women's Show®

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

September 19-22
Charlotte Convention Center

Thursday 10am - 7pm | Friday 10am - 8pm
Saturday 10am - 7pm | Sunday 10am - 5pm
Adults \$10 at the Door | Youth (6-12) \$5
Under 6 FREE with Paying Adult

**Come Tailgate with Us on Sunday
FREE Admission*
10am-1pm**

Meet
Jessica Robertson
from A & E's
DUCK DYNASTY
Visit the website for appearance details.

Discount Tickets at Harris Teeter \$7.50

The Charlotte Observer | CHEVROLET | Harris Teeter

www.SouthernWomensShow.com

PRINT ADVERTISING



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SAME FACE, NEW PLACE

Meet Jessica Robertson from A&E's DUCK DYNASTY

Come Tailgate and Do Some Pre-Game Shopping On Us!
FREE ADMISSION!
Sunday 10am-1pm

Thank You to Our Sponsors

Save! Discount Tickets at Harris Teeter.
www.SouthernWomensShow.com

©2013 AMERICAN CENTRAL • THE CHARLOTTE OBSERVER • THURSDAY SEPTEMBER 19, 2013

Southern Women's Show®

Fashion & Fun

The Southern Women's Show has been one of the Charlotte area's signature events for more than three decades. Thousands of mothers and daughters, sisters, co-workers and friends make it an annual tradition. The fun begins September 19 and runs through the 22 in a new uptown location at the Charlotte Convention Center at 501 S. College St.

The Southern Women's Show is an annual fashion shopping, shopping, and fun. It's trading thousands of dollars each year, the event offers a unique atmosphere featuring well-known retailers, specialty boutiques, entertainment and programs of interest for women. Supercharge it with the shopping, celebrity appearances, prizes and pampering. Food, fashion and beauty is here, health and travel, the Southern Women's Show is a shopping extravaganza of adventures, will bring and fun for all ages on the go.

Calling all Duck Dynasty Fans!

Ladies, family and friends are all at the center of A&E's most beloved series, *Duck Dynasty*. Come to the show of the Southern Women's Show to meet the cast members, including the show's host, Willie Robertson. He'll be talking to you about his life on the show and his family. He'll be talking to you about his life on the show and his family.

Step Out with Duck Dynasty Fans!

Ladies, family and friends are all at the center of A&E's most beloved series, *Duck Dynasty*. Come to the show of the Southern Women's Show to meet the cast members, including the show's host, Willie Robertson. He'll be talking to you about his life on the show and his family. He'll be talking to you about his life on the show and his family.

Pick Your Purse

Ladies, bring your lady friends and family to the Southern Women's Show to pick up your new fall fashion. Pick up your new fall fashion. Pick up your new fall fashion.

A Way to a Woman's Heart

Start your day with a beautiful view of the heart. Start your day with a beautiful view of the heart. Start your day with a beautiful view of the heart.

2013 Spotlight Stage

Thursday, Sept. 19		Friday, Sept. 20		Saturday, Sept. 21		Sunday, Sept. 22	
10:00am	11:00am	10:00am	11:00am	10:00am	11:00am	10:00am	11:00am

Next stop... Food, Fashion and Fun at the Southern Women's Show

Ride the Rail to the Southern Women's Show. And keep some change \$5 off Admission with your light rail ticket.

2013 Fashion & Entertainment Stage

Thursday, Sept. 19		Friday, Sept. 20		Saturday, Sept. 21		Sunday, Sept. 22	
10:00am	11:00am	10:00am	11:00am	10:00am	11:00am	10:00am	11:00am

The Top 10 Things You Won't Want to Miss

1. **Show Us Your Smile** - Meet the stars of the show...
2. **Find New Roads** - Discover new shopping spots...
3. **Beauty with Belk** - Exclusive beauty products...
4. **Sleep Number** - Comfortable mattresses for sale...
5. **The Firefighter Fashion Show is back and hotter than ever!** - A fashion show featuring firefighters...
6. **Here's to Your Health** - Health and wellness products...
7. **Step Out with Shoe Carnival** - New arrivals and special offers...
8. **Vote Vu** - A fashion show featuring the winners of the Vote Vu contest...
9. **Take Five... You Deserve It** - A special event for mothers and daughters...
10. **Set Sail with Mann Travels** - Exclusive travel packages...

2013 Southern Women's Show Exhibitors

Entrepreneur Events and Press	124-129, 130	Lincoln Study Jewelry	509	Miss Air Wellness USA	1294
Fashion Models & Personal Styling	812	Melbourne Bridal	208	Missy G's Hair Salon	508
Flower Power	130	Miami Beach	1333-1110	Nature's Best Skin Care	208

Official Show Program

TV, RADIO, PRINT TRADE



To generate additional media exposure, local TV and radio stations partnered with the show to conduct ticket giveaways, interviews and on air promotions. Community newspapers and magazines across the state ran advertisements and listed the show in their calendar of events. Combined, this increased awareness through fun on air and in paper contests for both listeners and readers.

TV Trade Value: \$2,945

Radio Trade Value: \$44,585

Print Trade Value: \$19,545

NEW LOCATION

Southern Women's Show
Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

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Charlotte Convention Center
Thursday 10am - 7pm | Friday 10am - 8pm
Saturday 10am - 7pm | Sunday 10am - 5pm
Adults \$10 at the Door (\$8 with Ad) | Youth (6-12) \$5
Under 6 FREE with Paying Adult

SAME FACE. NEW PLACE.

SOUTHERN WOMEN'S SHOW.
800.948.0245
A Southern Shows Inc. Production

Meet
Jessica Robertson
from *DUCK DYNASTY*
Visit the website for
appearance details.

\$2 Off with this Ad*
*Discount valid on one adult show time admission with this ad. Not valid with any other discount.

The Charlotte Observer
charlotteobserver.com

CHEVROLET

www.SouthernWomensShow.com

PUBLIC RELATIONS



A dedicated Public Relations team generated coverage through numerous publications and websites. Press releases, media alerts and personal outreach resulted in **1,401,620 impressions**.

WEB & SOCIAL MEDIA



- ❖ 125,545 web impressions on the Official Show Website
- ❖ Weekly status updates to 3,875 Facebook fans
- ❖ Weekly tweets to 46 Twitter followers
- ❖ Six E-Newsletters to a database of subscribers resulting in 22,363 impressions



Southern Women's Show
September 19-22, 2013
Charlotte, NC
Charlotte Convention Center
Shop. Taste. Learn. Live!

Take Five. You Deserve It.
Five After Five. Make it a date at the Southern Women's Show for Girl's Night, Co-Worker Rendezvous, Neighborhood Gathering or Mom's Meetup. Enjoy \$5 admission Thursday-Saturday after 5pm. On Friday from 5pm-8pm, redeem this coupon for a complimentary glass of Cupcake Wine.*
*Must be 21 years of age or older. While supplies last.

Duck Dynasty
Meet Jessica Robertson Sunday at 1pm at the Fashion & Entertainment Stage. Jessica is the wife of the youngest Robertson son, Jep, a busy mother to their four kids (Lily, Merrit, Priscilla, and River) and involved in expanding the family business. She'll be sharing stories about life in Louisiana and the importance of family, and answering all your *Duck Dynasty* questions.

Chevrolet
FIND NEW ROADS™ with Chevrolet. Hit the brakes and take a pit stop at the Chevrolet exhibit to check out the new 2014 Camaro, Impala and Traverse. Then put yourself behind the wheel and take a test drive at the show. As a thank you, you'll receive a \$5 Starbucks gift card courtesy of Chevrolet. It pays to drive a Chevy!

Exclusive Offer!
\$10 off seats to AIDA at the Belk Theater - October 19, 24, 27 (some exclusions apply, call for details). Don't miss the #1 opera of all time - AIDA! The classic story of love and war set in Ancient Egypt to unforgettable music. There are only 3 opportunities to experience AIDA. Get your tickets here or call 704-372-1000. Claim your discount using the promo code: **SWOMENS10**

Tips for Show Guests
Full Year Subscription to one of the following magazines included in your ticket purchase: *Better Homes and Gardens*, *MORE*, *Ladies' Home Journal* and *Fitness*.

SPECIAL OFFER: Be one of the first 25 people to respond to this e-news to receive a FREE Women's Show shopping bag!

CLICK HERE TO BUY YOUR TICKETS

Proudly Sponsored By
The Charlotte Observer
CharlotteObserver.com
CHEVROLET

WE ARE NOW ON TWITTER
Like us on Facebook

OFFSITE EXPOSURE



Money saving coupon and ticket offers drove attendance.

- ❖ Discount coupons were distributed through the Official Show Website.
- ❖ Thousands of advance discount tickets were sold at 120 Harris Teeters stores.
- ❖ Thousands of complimentary admission tickets were distributed to sponsors, exhibitors and local retailers.
- ❖ 350 tickets were distributed at 27 local Chevrolet dealerships.

Hundreds of posters, table tents and register cards built awareness locally.

- ❖ Posters displayed at Belk SouthPark, Dillard's SouthPark, 27 Chevrolet dealerships, 120 Harris Teeter stores, 12 Shoe Carnival stores and Northlake Mall promoted the show and sponsors.
- ❖ Local ambassadors distributed signage to local boutiques, restaurants, salons, etc. to generate exposure and buzz about the show.



Generic Show Poster

OFFSITE EXPOSURE



Official Vehicle Sponsor



CHEVROLET
Invites You!

Southern Women's Show®

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Health | Beauty | Lifestyle

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Meet
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from A & E's DUCK DYNASTY
Visit the website for
appearance details.

The Charlotte Observer
che.com

CHEVROLET

www.SouthernWomensShow.com 

Posters

COMPLIMENTARY TICKET

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Under 6 FREE with Paying Adult

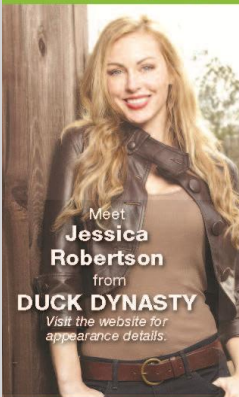


Management reserves the right to refuse admission to the holder of this ticket. Not to be sold or distributed at the show entrance. Good for one admission.


The Charlotte Observer
che.com

www.SouthernWomensShow.com 

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle



Meet
Jessica
Robertson
from
DUCK DYNASTY
Visit the website for
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800.849.0248 | A Southern Shows Inc. Production
www.SouthernWomensShow.com 

BE OUR GUEST

Southern Women's Show®

September 19-22, 2013
NEW LOCATION
Charlotte Convention Center
Visit the show courtesy of



CHEVROLET



Thursday 10am-7pm | Friday 10am-8pm
Saturday 10am-7pm | Sunday 10am-5pm

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www.SouthernWomensShow.com 

Tickets

DISCOUNT COUPON

Southern Women's Show®

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Health | Beauty | Lifestyle

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Charlotte Convention Center

Thursday 10am-7pm | Friday 10am-8pm
Saturday 10am-7pm | Sunday 10am-5pm
Adults \$10 (\$5 with Coupon) | Youth (6-12) \$5
Under 6 FREE with Paying Adult



SAVE \$2⁰⁰*

*Discount valid on one adult show time admission with this coupon. Not valid with any other discount.

www.SouthernWomensShow.com 

Coupons

FREE ADMISSION WITH THIS CARD

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The Charlotte Observer
che.com

www.SouthernWomensShow.com 

GRASS ROOTS MARKETING



With the move to the Charlotte Convention Center, located in the heart of uptown, the show designed a grassroots advertising campaign to expand awareness to working women in the center city.

- ❖ Signage was placed on the Lynx Light Rail. Guests who presented a light rail ticket stub received discounted admission.
- ❖ Mobile billboards traveled the streets of uptown Charlotte on the Monday, Tuesday and Wednesday prior to show opening.
- ❖ Show ambassadors walked the streets and distributed postcards offering free admission. 1,796 postcards were redeemed!
- ❖ On Sunday, guests were invited to “Come Tailgate with Us” prior to the Carolina Panthers’ game and received free admission from 10am to 1pm.



SCENES FROM THE SHOW



OUTSTANDING EXHIBITORS



S 3S Jewelry
A Beauty Must
A Kitchen Must
A Million Bucks Boutique
A Spice Above
AAA Window Cleaning/WindoSolutions
Ace Jewelry
Adjective Boutique
Aerosoles
Airbrush Makeup Magic
Alaway
Alexander's - Tervis Tumbler
All Natural Dips
All of Us
All'asta
Almondina
AMAZING DRESSES
Angie's List
Arbonne
Arthur Murray Dance Studio
ASG Security
Atwoz Marketing for Direct Buy
Augusta's Creations, LLC
B'zwear Inc.
b4SCRUBS
Bag-Bling!-Belt
BAM Bags-The Original Zippurse
Bambù Organic Massage
Barks, Bones & Biscuits Bakery

Bath Fitter
Beaches of Fort Myers & Sanibel
BeautiControl
Beautiful Image Facial & Body Sculpting
Belk
Bertie County Peanuts
Better In Colour
Bio-Oil
BJ's Wholesale Club
Blake Riley and Co.
Blue Ridge & Great Smoky Mountains
Buck Stove Corporation
Bunker Hill Cheese Company
CapTel NC
Cartoon Portraits by Lena The Art Diva"
Carolina Candy Company
Carolina Family Chiropractic
Carolina Home Remodeling
Cellular Sales of North Carolina
Charlotte Fire Dept - Fight 2 Extinguish
Charlotte Natural Healing
Chevrolet
Chiropractic Fitness
Chocolate Shop Wine
Christian Tours
Click it hot
Cookies by Design
Costco
Crystal Springs

Cutco Cutlery
D & R Enterprises LLC
Daytona Beach Area CVB
Dennis Vineyards Inc.
Department of Veteran Affairs
Dillard's SouthPark
Dip 'N Good Dips dba The DIPLOmats
Duke's Mayonnaise
Duplin Winery
E&D Hansom llc
Easy Living Products - Go! Sticky
Easy Living Products - Power Steam Pro
ELIE HANDBAGS
Elite Cosmetics
Endless Summer
Energems
Energy Conservation Solutions
Essential Pockets, LLC
Ettamarie's
European Wax Center
Everlasting Changes
Exotic Topic
Experience Charlotte Theatre
EZ Twist Kitchen Magician
Fabulous McGrady & Friends Foundation
Flat Out Of Heels LLC
Floury Apron LLC
Food Notations
Gaffney Premium Outlets

OUTSTANDING EXHIBITORS



Glory Foods
Grace Adele
Grapes & Olives On Tap
Great Eastern Resort
Gutterdome Mid-Atlantic, Inc.
H&H Latin Market
Hair Solutions
Happy Feet
Harvest Time Foods, Inc.
Headbands of Hope
Healthy Home Market
Heide's Gourmet
Helmut's Strudel
Home Inventory Services for Charlotte
I Rhino
imPRESS
InfinityBelt
Initials, Inc.
InShapeMD Ballantyne
Isagenix International
Isle of Candles
It Works! That Crazy Wrap Thing!
IV Pure Inc.
JAM Sales - Stove Top Grill
JCB Entertainment LLC – DirecTV
JEWELS by Anita
jf23
JK Organics
JoJo Sox

Juice Plus
Just Because IQ!
Kara's Closet
Kenneth Shuler Schools of Cosmetology
Keswick Candle Company
Killingsworth Environmental
Kristina's Kreation's & Accessories
LeafFilter™ North of North Carolina
Leafguard
Lebo's
Lemon - Aid Organics
Lia Sophia Jewelry
Life Force Laboratories
Life Survivor, LLC
Lifestyle Marketplace, LLC
Loose Ends Jewelry
Mainstream Boutique
MAKOplasty
Mann Travels
Mary and Martha
Mary Kay
Massaging Insoles
Maximized Living
Melt-in your mouth
Metro's Other Woman
Mialisia
Miche
Miracle Kitchen Products
Mix It Up

Mrs. Johnsons Products
My Next Level
NACRE FASHION
NARI
Naturally Yours
NC Dept. of State Treasurer
Neets Sweets
Nerium International
No Limit Lighting
Norwex - Terri Cook
Novant Health Midtown OB/GYN
Novelties Plus
Nugz Jewelry
NYR Organic
Oakdale Greenhouses, LLC
Off Leash Dog Training
Old School 105.3/Praise 100.9 & 92.7
Omni Wellness Center
Open Water Adventures
Origami Owl
Paparazzi Consultant #13887
Perfect Accents
Perfectly THIN*Naturally Yours!
Pink Zebra Home
Plexus Slim All Natural Health & Weight Loss
Pockos America
Poppy Style
Pour Moi, LLC
Prestige Products Direct / Eye Kandy

OUTSTANDING EXHIBITORS



Prestige Products Direct / Migi Nail Art
Prestige Products Direct / Velvet Eyeliner
Profashion Inc.
PRP Wine International
Pure Romance by Paula and Joyce
Purely Clear
Puttin on the Glitz
Rafiki Natural Skin Care, LLC
Rainbow Home Cleaning Systems
Real Time Pain Relief
Red Sky Gallery
Redneck Brands LLC
Rite Aid wellness 65+
Ritzzy Gal
Rodan & Fields Dermatologists
RTW Massage pillows
Ruby's Unique Taste & Treasures
Saint Pierre Wellness Products
Salena's Accessory Showcase
Sassy Gems by Geri
Scentsy
Shelf Reliance
Sherry's Silver
Shoe Carnival
Shucks Pearls from Yonderways
Silpada Designs
Simply Me Accessories LLC
Sleep Number
Smoky Mountain Naturals

Sogno di Donna Inc.
South Hill Designs
Southern Destinations
Southern Foods at Home
SouthPark Mall
Star Glow
Stella and Dot Jewelry
Steve's Cool Stuff
Stony Mountain Vineyards
Straight For You
Studio 59
Surprise Parties
Sweet Behaviors, LLC
Sweetbriar Designs
Tazmaraz Chic Boutique
Tekle Mihret Ethnic Jewelry
The Art Institute
The Carolina Renaissance Festival
The Charlotte Observer
The Eccentric Cat
The Gem Chronicles
The Go Girl Shoppe
The Golden Touch
The Lasik Vision Institute
The Marketplace
The Mint Museum
The Pearl Peddler
The Shea Butter Lady
The Torch

The Unflappable Fan Co.
The William States Lee College
The Woman In Pink
Therapeutic Innovations
Thirty One Gifts
Three Girls Creations
Tia's Shabby Chic Boutique
Tonya's Cookie Company
Transformations
Treasure Chest/ABZ Engraving
Tupperware
Turkey Hill Dairy
Tutor Doctor
Universal Stone, LLC
Urban Ministry Center
VibaBody Slimmer
Votre Vu
W.I.N.O.S, Inc.
Walden University
White Sands Boutique
WLNK-FM -107.9 the Link
Women & Girls Research Alliance
Women's Inter-Cultural Exchange
www.PurseSnob.com
Xtreme Whitening LLC
Yoga Matty
Zipfizz Healthy Energy Drink Mix

JOIN US IN 2014



**The quality of the show depends on the quality of our exhibitors.
Thank you for helping us to create a wonderful event for show guests.**

**Next year's show is scheduled for
September 11 - 14, 2014
at the Charlotte Convention Center.**

Mark your calendar now!

For more information:

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Heather Robertson

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[Click here to apply for the 2014 Southern Women's Show Charlotte.](#)