



SOUTHERN
WOMEN'S
SHOW™

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

charleston area convention center
CHARLESTON



WWW.SOUTHERNWOMENSSHOW.COM

SOUTHERN WOMEN'S SHOW

AN EXCITING NEW PLACE TO MEET NEW CUSTOMERS

The Southern Women's Show in Charleston is the latest addition to a series of premier Women's Shows produced by Southern Shows Inc. for over 30 years. The series continues to expand along the East Coast, and is recognized as the premier consumer event for women in each market it serves.

The Southern Women's Show focuses on quality, interaction, shopping, education and fun. In each host city, the shows have become the ultimate 'girls day out,' and a must-not-miss event. We are proud to present this opportunity for your company to market to this qualified audience, promote your name, introduce new products, meet new customers and **generate more sales**.

Get started today by calling 800.849.0248 or visit SouthernWomensShow.com



"The staff kept in constant contact with us throughout the whole process. Your shows take care of their vendors as much as the show guests."

Joseph Helman,
Salt Soothers

"This event delivered! The turnout was great, larger than expected. The event was well organized, so my participation went smoothly."

Bill Lottman,
Lifeway Christian Store

"The show was an amazing opportunity to reach our target market and demographics. We were overwhelmed with the response and leads."

Karen Hermann,
CruiseOne



EVENTS ARE TODAY'S SUCCESSFUL MARKETING FORUM

THEY ARE POWERFUL, PRODUCTIVE AND PERSUASIVE.

- Events have been identified as one of the strongest marketing tools available to companies looking for immediate and tangible results.
- Companies are increasingly asking for more direct and innovative opportunities to showcase, test, sample and sell their products, present their services and establish their corporate image.
- Events provide sponsors and participants the opportunity to talk face-to-face with prospective or current customers, match marketing activities to the lifestyle of an event's audience, and speak with and not at, customers.

“STOP THINKING OF WOMEN AS A SPECIALTY MARKET.
WOMEN ARE THE MARKET.”

- TOM PETERS

HERE'S WHAT WE KNOW ABOUT SHOW GUESTS - YOUR FUTURE CUSTOMER

- She now earns, spends, and influences purchases and investments at a greater rate than ever before, accounting for \$7 trillion in consumer and business spending in the U.S.
- She accounts for 85% of all purchases.
- She influences or purchases 50% of traditional male products, including automobiles, home improvement items and electronics.
- She makes 80% of healthcare decisions.
- 75% of women identified themselves as the primary shoppers for their household.



RESERVE YOUR SPACE TODAY!

We can help you capture this audience. Call **(800.849.0248)** or email Stacy Abernethy (**sabernethy@southernshows.com**) to find out more and reserve your space in the Southern Women's Show in Charleston.

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QUALITY SHOWS SINCE 1982

Birmingham, AL

Charleston, SC

Charlotte, NC

Jacksonville, FL

Memphis, TN

Nashville, TN

Novi/Detroit, MI

Orlando, FL

Raleigh, NC

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