

## BENEFITS OF PARTICIPATION

### WHAT IS IT?

The Southern Women's Show is a lifestyle consumer event featuring exhibits and workshops on cooking, food, health, fitness, business, education, home, design, fashion, beauty, travel, leisure and more. The Charleston Show is the latest addition to the highly successful Women's Show series held in ten other key markets. The shows are recognized as the premier consumer events for women in the community and attracts a loyal audience of thousands of guests year after year.

### WHY SHOWS?

Participating in consumer shows is a proven method for marketing your business and retailing your products. It's the only advertising medium that lets customers see, taste, touch, try, and hear while making their decision to buy. Nothing rivals the power of face-to-face interaction – the results are immediate!

### WHY THE SOUTHERN WOMEN'S SHOW?

The Southern Women's Show combines entertainment, shopping, education and fun into a potent mixture that makes show guests receptive to your product. They arrive ready to discover the latest products and trends, improve their lives, and enjoy a day out. They leave with shopping bags filled with great finds and minds filled with your message.

### WHO ATTENDS?

- Women, ages 25 – 64
- 71% married
- 88% attended college
- 39% have children at home
- Women from high dual income households
- Women who make the majority of all purchasing decisions
- Working women who are self-employed, executives, sales professionals, nurses, entrepreneurs and teachers
- Major interests include shopping, health, fashion, beauty, home decorating, gardening, travel and finance

### MEET THE DECISION MAKERS

The latest statistics show that women account for 85% of all consumer purchases including everything from automobiles to healthcare:

- 91% New Homes
- 66% Computers/Tablets
- 92% Vacations
- 80% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93% Food
- 93% OTC Pharmaceuticals

### CAPITALIZE ON THE SHOW'S EXTENSIVE ADVERTISING CAMPAIGN

The Southern Women's Show has a comprehensive advertising and public relations plan designed to promote and capture the attention of women in the market. The advertising campaign generates millions of impressions and the show receives over \$200,000 worth of media coverage.

- At least four press releases sent to daily and weekly newspapers, electronic media, and specialty print publications
- Television and radio interviews with Show Management, personalities, exhibitors
- On-air ticket promotions and giveaways
- Paid and promotional advertising in daily newspapers, magazines, and specialty print publications
- Paid and promotional advertising on leading television and radio stations
- Targeted direct mail to individuals, associations, corporations, clubs and groups
- Advance ticket sale campaigns
- Comprehensive Social/Media Campaign
- Website listing of exhibitors, sponsors, schedules and special show features
- E-Newsletters and coupons sent directly to qualified audiences of women in the market

### GET THE BIGGEST BANG FOR YOUR ADVERTISING BUCK

The Southern Women's Show helps you win customers and edge out the competition with minimal investment. Here's how:

- We do the advertising, you get the customers
- Showcase your products and market your business at the same time
- Drive consumers to your retail location
- Build a database to expand your email and Facebook connections
- Talk one-on-one with a qualified audience
- Sell, sell, sell!

### EXHIBITORS SAY IT BEST

We've done these shows for over eight years and I would say it accounts for 75% of our business. These shows are tremendous!

- *Salena Woller,*  
*Salena's Accessory Showcase*

As a non-profit 501c3 organization, we weren't selling anything but looking to spread our message and solicit volunteers instead. We had an overwhelming response to our booth at this show and have many new names of interested volunteers.

- *Beth Aldrich,*  
*Girls on the Run of Coastal Georgia*

Southern Shows blankets the markets with great advertising, so we benefit by getting to see and meet thousands of women.

- *Bridgette Force, Artistry Skin Care*

### FOR MORE INFORMATION:

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