

# Southern Women's Show: Show in Review



Orange County Convention Center  
October 9-12, 2014



# OVERVIEW



**The Southern Women's Show was widely embraced by the Orlando market and received outstanding media exposure.**

**"I had such a great time at the Southern Women's Show this year. It was such a happy, positive environment and we did twice the amount of sales as the year before. We will be back next year for sure."**

*Chris Lowe,  
PowerHoopz Fitness*

- **Total Ad Campaign: \$320,725**
- **PR Impressions: 887,344,116**
- **Attendance: 24,000+ women**



# DEMOGRAPHICS

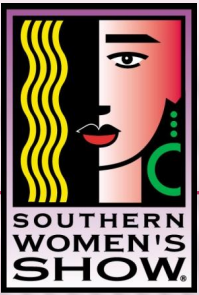


**The 24<sup>th</sup> annual show attracted thousands of loyal fans throughout the weekend.**

**Mothers, daughters, girlfriends and co-workers from 25-65 years of age, packed the aisles enjoying all the show had to offer.**



# FEATURES AND PROMOTIONS



**Exciting and educational activities on the stages, special features, celebrity guests and interactive promotions were designed to captivate and attract the target audience.**



**“Orlando Fashion Productions was excited to be part of the Southern Women’s Show. The show brought our company and other participating exhibitors heightened exposure and additional business.”**

*Tina Rodriguez,  
Orlando Fashion Productions*



*Roxanne Olson,  
Daytona Beach*

**A six week comprehensive marketing and advertising campaign promoted the show through television, radio and print as well as social media and grassroots efforts. The show was highlighted in 100 Walgreens stores, 16 Chevrolet dealerships, and hundreds of retail locations.**

**SAVE \$4! DISCOUNT TICKETS AT WALGREENS**

# Southern Women's Show®

## October 9-12

Orange County Convention Center  
North Concourse, Hall B

**Thursday 10am-7pm**  
**Friday 10am-7pm**

Adults \$12 at the Door | Youth (6-12) \$6  
Under 6 FREE with Paying Adult

**Saturday 10am-7pm**  
**Sunday 10am-5pm**

Adults \$12 at the Door | Youth (6-12) \$6  
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**SHOW TODAY!**

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**Show Features...**



**on THURSDAY**

**RANDY FENCIL**  
from Say Yes to the Drags



**on FRIDAY**

**ORANGE COUNTY FIRE & RESCUE FASHION SHOWS**



**on FRIDAY**

**KEVIN HARRINGTON**  
from Shark Tank

**Proud Sponsors**






**SouthernWomensShow.com**

[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)

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**KEVIN HARRINGTON**  
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**Proud**



# TELEVISION ADVERTISING



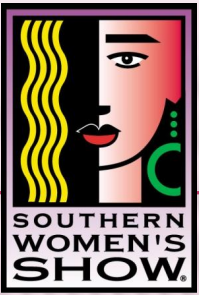
[Click here for link to TV Coverage then click arrow](#)

**The Southern Women's Show received outstanding television coverage and exposure. In addition to a two-week paid schedule on the NBC affiliate and a variety of cable programming, the show's reach was extended through promotions, online advertising, contests and live shots from the show.**

- **Number of TV Spots: 1,232**
- **Total TV Campaign: \$57,690**



# RADIO ADVERTISING



[Click here for Radio Spot](#)

Nine radio stations representing all formats including adult contemporary, country, urban, Christian and more promoted the show to their listeners.

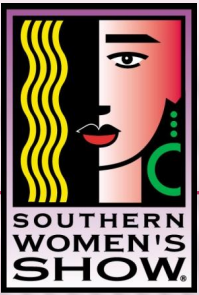
A variety of spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements were run on key stations featuring sponsors and promotions.

- Number of Stations: 9
- Number of Radio Spots: 636
- Total Radio Campaign: \$186,442





# NEWSPAPER AND MAGAZINES



**FOOD | FASHION | CELEBRITIES | HEALTH | BEAUTY | FUN**  
**OCTOBER 9-12**  
 ORANGE COUNTY CONVENTION CENTER  
 SOUTHERNWOMENSSHOW.COM

**is Back!**  
 parties from the *Real*...  
 my will be on hand...  
 get a mammogram...  
 or the price of the...  
 best breast cancer...  
 stop entertainment...  
 friend, your workout...  
 gets to come to the...

**FABULOUS PRIZES**  
 \$50 worth of show Bucks given away EACH hour • 4 days and 3 nights Cruise for Two and Club Med Gateway for Two compliments of Cruise One • \$50 Walgreens Gift Cards • TeenyBop Wine Glasses from Touchstone Crystal • Free 100 people each day get a special gift • Plus More

**Find New Roads™**  
 Discover new destinations, explore new sites, and FIND NEW ROADS™ with Chevrolet, the Official Vehicle Sponsor of the Southern Women's Show. Sit behind the wheel of the 2014 Camaro, experience the family-friendly 2015 Tahoe and enjoy the fuel-efficient Malibu. Professionals will be on hand to answer your questions, and to help you find the vehicle that best fits your busy lifestyle. Then put yourself behind the wheel and take a test drive from the show.

**Early Bird Gets the Goodies of The Southern Women's Show!**  
 Every day will be something special. Thursday is Dillard's Day - be one of the first guests through the door and receive a special fragrance gift. Friday is Pink Day sponsored by Florida Hospital. Saturday is Walgreens AND 2013 Day. In addition to getting a handy bag from 2013, you can carry your purchases, you can register for a \$50 Walgreens Gift Card given away each hour. At 5pm, Girls' Night Out starts - be sure to check out coupons on the show website for discount admission and a COMPLIMENTARY glass of fine black Dress Wine! (limit one per person, while supplies last). Sunday is Mother Daughter Day with lots of fun prizes throughout the day. The first 100 guests each day will get a surprise, so don't oversleep!

**SAVE \$4! DISCOUNT TICKETS AT WALGREENS**

**Southern Women's Show®**

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**Show Features...**

**on THURSDAY!**  
 RANDY FENOI  
 from *Say Yes to the Dress*

**on FRIDAY!**  
 KEVIN HARRINGTON  
 from *Shark Tank*

**Proud Sponsors**  
 CHEVROLET | FLORIDA HOSPITAL | Walgreens | Orlando Sentinel

**SouthernWomensShow.com**

The Southern Women's Show was advertised through an extensive print ad campaign with the *Orlando Sentinel* as well as weekly and monthly publications in order to saturate the market.

- Show Program Distribution: 169,337
- Number of Print Ads: 43
- Total Print Schedule: \$57,468



**INSIDER** **bright house**

**SMALL BUSINESS SOUTH**

Bright House Networks is helping small business owners by introducing Small Business Month. Register your business by October 31st (it's free to register) and be part of our special online directory focusing only on small businesses. The first 500 businesses to register will receive a \$50 American Express Gift Card! Our lucky winner will receive one Free Year of Service from Bright House Networks Solutions (up to \$1000/month). Sign up before November! [Learn more](#)

Get Discounted Tickets to Southern Women's Show  
A Bright House Networks customer exclusive

**FRANCO**  
**SOUTHERN WOMEN'S SHOW**

Join us on October 9-12 at the Orange County Convention Center for the 24th Annual Southern Women's Show. Explore your personal style, refresh your skin, uncover your passions, have fun - SHOP! While enjoying the vast array of exhibitors, be sure to catch the Bright House Networks booth for a digital caricature and visit our 13th celebrities!

Click here [www.southernbust.com](#) to order your discounted tickets. Ticket BRIGHTW014 in the promotional code box located on the left side of your screen to purchase tickets for \$9 each.

Download the News 13 App!  
Stay in the know, on the go, for FREE

**NEWS 13**  
weather updates, headline news, sports, entertainment, right to you iPhone, iPad or select Android devices. Stay safe with custom weather warnings that track your location and notify you when storms move into your area. Access 24/7 live and interactive ads with StreamRadar 13 and Real Time Traffic. Now you can even upload photos to the News 13 stream through the new Submit Content option. Stay your Apple TV, iTunes store or Google Play store to download the app, or [click here](#).

**A dedicated PR firm generated buzz with women in the market, scheduled live interviews and delivered extensive media coverage through print, television, radio and online.**

*the knot* a message from our local sponsor

*Brides*  
AGAINST BREAST CANCER  
Wiggle Roommate, Inc. & Co. (sponsored)

**Brides Against Breast Cancer Bridal Show and Wedding Gown Sale**

Shop & try on hundreds of designer gowns up to 85% off -- all while supporting an amazing cause!

When: **October 9 - 12 2014**  
Where: **Orange County Convention Ctr.  
9400 Universal Blvd.  
Orlando, FL 32819**

**CLICK HERE TO REGISTER TODAY**

- Exceptional range of sizes, designers & styles of wedding gowns
- Get the chance to meet celebrity guest, the star of Say Yes to the Dress & "Randy to the Rescue", Randi Fenoli on Thursday, July 9th.
- With a \$10 donation to Brides Against Breast Cancer, you receive a ticket to the Southern Women's Show (while supplies last)

[www.bridesabc.org](http://www.bridesabc.org) ·  
1-800-877-721-HOPE (4673)

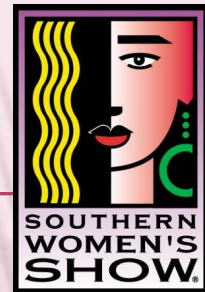
The Mix105.1 and  
Brides Against Breast Cancer  
*Pink Pavilion*  
at the  
Southern Women's Show



- **Impact:**  
**887,344,116 Impressions**



# SOCIAL MEDIA AND E-NEWS





**Southern Women's Show  
Orlando**

Orange County Convention Center  
October 9 - 12, 2014

What's Happening | Directions | Exhibitors | Discount Coupons | Register to Win! | Buy Tickets

**Find Your Way to Well**

Meet us at the corner of Healthy and Happy where you will find something for every aspect of your life! The Walgreens Pavilion will be full of free samples and coupons from all your favorite brands. Also, make a stop at the Walgreens Way to Well Tour for cholesterol, glucose, blood pressure, body mass index, body composition, skeletal muscle, resting metabolism, visceral fat, real body age and body weight tests - over \$10 worth of FREE health screenings! Walgreens makes it easy to get on your Way to Well!



**Enlist to Save Lives**

Florida Hospital's Pink Army will be on duty at this year's show declaring war on breast cancer. Breast cancer is the second most common form of cancer women face and is a formidable enemy, but it can be beaten! The Florida Hospital's Pink Army is a community initiative created to increase awareness about early detection and prevention. Learn more about this life changing program and enlist yourself in the Pink Army at the show, plus visit the Florida Hospital Mobile Wellness Coach and get a mammogram, bone mineral density tests and electrocardiogram (EKG). [Click here for more information and book your appointment.](#)



**What Makes a Girl Happy?**

More money to spend at the show! Each hour, we will be giving away \$50 worth of Show Bucks that can be spent buying that pair of earrings you love or a scarf to accentuate your new fall outfit or maybe it's that delicious gourmet item. Whatever it is, you can register to win at the show for more spending money in your pocket!



**Find New Roads™**

**PRIZE NEW ROAD 8™ with Chevrolet.** Take a prize at the Chevrolet exhibit to check out the 2014 Camaro, Malibu and 2014 Tahoe, and pick up a Chevy reusable pink Solo Cup. Then get yourself behind the wheel of a brand new Chevy and test drive to receive a portable phone charger.



**GIVEAWAY**

The first 10 people to reply "Win Tickets" will receive a ticket to the 2014 Southern Women's Show! Winners will be contacted directly via email.

**FREE TICKETS**

**Don't Miss!**

**DATE OF HOUSE COOKING SCHOOL**  
[WALGREENS PAVILION](#)  
[COOKING](#)  
[HEALTH](#)  
[FASHION](#)  
[GROOMING](#)  
[FUN](#)  
[HEALTH](#)  
[LIFESTYLE](#)  
[WIN PRIZES](#)  
[SHOPPING](#)  
[PINK ARMY PAVILION](#)  
[2014 SHOW PHOTOS](#)

**Our Sponsors**

  
**CHEVROLET**

  
**FLORIDA HOSPITAL**  
*The skill to heal. The spirit to care.™*

  
**Orlando Sentinel**

  
**Walgreens**

  
**Little Black Dress**  
Official Wine of the Southern Women's Show

Like Comment Share

**Silver Image**  
Wednesday at 3:57pm · 48

We are excited to be a part of The Southern Women's Show Orlando, La... See More

Like Comment Share

**REVIEWS**

**Teresa Ashtbaugh Colson**  
★★★★★ 10/11/2013

My mom & I have been attending the SWS for years! In recent years, there seem to be fewer and fewer vendors each year. W... See More

**Patty Brennan-Marrero**  
★★★★★ 09/10/2014

Im going to be a vendor this year again. 2nd year! I had a great time. And made tons of money. I hope this year beats last year! I have new products and my new polka line to show the world...My kinda Color

**Jessica Embry Dighton**  
★★★★★ 09/20/2014

I went last year and had a blast! This year we are an exhibitor for the first time displaying our parent-empowering solution accessory - "Lucky Kipki No Nuts. No Bulk. No Bells, one sign! We will see you there!"

Like Comment Share

Kate Cronin, Tracy Peverhouse, Marietta Bowden and 18 others like this.

**Marietta Bowden** Love Little Black dress wines.  
September 22 at 2:43pm

PEOPLE ALSO LIKE

**Little Black Dress Wines**  
September 18 · 48

Little Black Dress Wines, the Official Wine of the Southern Women's Show, knows you will turn heads as you are seen sipping their wines at the show bar or at their exhibit - Pinot Grigio, Chardonnay, Pinot Noir or Merlot, Great taste is your best accessory!



**GREAT TASTE is your BEST ACCESSORY**

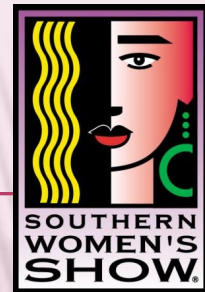
An online and social media campaign including Facebook, Living Social, Twitter, Instagram, E-newsletters, and the Official Show Website was integrated into the marketing plan to reach busy women.

- 15,884 E-Newsletter Subscribers
- 7,008 Facebook Fans
- 110,049 Unique Pageviews
- 1,788 Living Social Redemptions
- 463 Instagram Followers
- \$1,219,392 Value



# SPONSORS

Outstanding sponsors extended the reach of the Southern Women's Show and created interactive and exciting features within the show.



**Walgreens**



**FLORIDA HOSPITAL**  
The skill to heal. The spirit to care.®

**Orlando Sentinel**

**CHEVROLET**

**Dillard's**



**DRURY  
INN & SUITES**

**Taste of Home**

**MIX 105.1**  
mix1051.com

**105.9**  
Sunny FM

**Z88.3 FM**  
Safe For The Little Gays®

**Walgreens**  
*Way to Well*  
health tour with **AARP**



Funded by the Beef Checkoff.



**Brides™**  
AGAINST BREAST CANCER  
"Original Nationwide Tour of Gowns"  
www.bridesabc.org





# OUTSTANDING EXHIBITORS



A Kitchen Must  
A Passion For Pink  
A Spice Above  
AAA  
Abbvie  
About Face Ink, Permanent Makeup & Anti Aging  
ADT  
Advanced Dermatology And Cosmetic  
Aerus Electrolux  
Airbrush Makeup Magic  
Alex and Ani  
Alimtox LLC  
All About Me  
All Natural Dips  
Aloe Infusion  
Ambrosia Designs  
American Laser Skincare  
American Residential Services  
Angel Dream Events LLC  
Ardyss International  
Artistry Dark Spot Corrector by Amway  
Aveeno  
Baby Wingz  
Bath Fitter  
Be Fit Apparel  
Beaches of Fort Myers & Sanibel  
BeautiControl Cosmetics  
Beautiful Bride Orlando  
Bechan Enterprises  
Bee Stunning Natural Lip Enhancement  
Bettina Cosmetics, Inc  
BG Wineslushies  
Binson's Home Health Care Centers  
BioTE Medical  
Blue Iguana Designs

Bourbon and Boweties  
Brazilian Bra Straps  
Brides Against Breast Cancer  
Bright House Networks  
Brown Fertility Associates  
BSJ Enterprises, Inc.  
Cabot Cheese Cooking Stage  
Caite, Inc.  
Camp Gladiator  
Canus Goat's Milk Skincare Products, Inc.  
Cape Kingdom Nutraceuticals, LLC  
Capital Bee Company  
Carestream America  
Carver Dan's  
Castaway Scuba  
Celebration Cosmetic Surgery  
Cellular Sales  
Centura Institute  
Century 21  
Chevrolet  
Chic Events  
Chilling The Most  
Chloe & Isabel  
Christelle's Jewelry  
Classy Girl Boutique  
Claudia G. Collection  
Clementine Design  
Click Heaters  
Cobra Security Products  
Colesce Fashions & The Perfect Fit Custom Fitted Bras  
Compass Pointe Cremation Services, LLC  
Coppertone Sun Care  
Cordaroys  
Corry Enterprises  
Country Cottons

Creative Accents FL  
Creative Motivation  
Creative Motivation  
Crime Prevention Security Systems of Orlando  
Cruise One-The Wofford Group  
Cutco Cutlery  
Daytona Beach CVB  
Dept of Business & Professional Regulation  
Designs by Alex Simkin  
Diamond Resorts  
Dianetics/Scientology of Tampa  
Dignity Memorial  
Dillard's  
Directbuy of Central Florida  
doTERRA Essential Oils  
Dunes Accessories  
Easy Living Products- Power Steam Pro  
Ecoview Windows & Doors  
Elegance eT Cetera  
Elite Cosmetics  
En Masse Marketing Corp.- Flameless Candle  
En Masse Marketing Corp.- Garlic Grater  
Energems  
Energy Armor  
Enjoy The Spa  
ESA - Sigma Phi  
Essential Pockets  
European Wax Center  
Euroshine USA, Inc. - Bamboo Pillows  
Everything Solar  
Fairvilla's Sexy Things  
Famous Amos Cleaning  
Fifth Avenue Collection Jewelry  
Florida Blue  
Florida Hospital Pink Army



# OUTSTANDING EXHIBITORS



Florida Style  
Flowers Bakery LLC  
Forever Beautiful  
Fort Hays State University  
Fun Spot America  
General Nutrition Centers  
George Street Photo & Video  
Glitz Galore-N-More  
Gold Canyon  
Gourmet House Rice  
Graham Chiropractic  
Grapes & Olives On Tap  
Greenbuilt Home Solutions, Inc  
Gripstic  
Gutter Cap  
Hair Solutions  
Happy Feet  
Harrington Multi Media Marketing  
Hawaiian Moon  
Heart Peeler Inc.  
Heat in a Click  
Heavenly Dips  
Herbalife  
Hippocrates Health Institute  
Home Makeover Systems  
Hope Children Center International  
Horse Feathers  
Hot Legs Products  
Hottest Beauty Reviews  
Hotto Potto  
Hunter Vision  
Hypervibe  
I Love Scarves  
Idol Fashions  
iHeartMedia - WXXL, WMGF and RUMBA

Import & Export Cloud  
Innovative Concepts  
Integrative Physical Medicine  
Inventi - Iced Coffee  
Isagenix International  
It Works! That Crazy Wrap Thing!  
It's A Steel Jewelry  
It's Good On Ya  
JAM Sales - Bravage  
JAM Sales - Stove Top Grill  
Jamberry Nails  
Jamie Oliver at Home  
Jason Pappas  
Julzz.com  
Katy's Gifts  
Kings Creek - Williamsburg VA  
Kitchen Craft  
Knockout Nails  
Kozy Collar  
L & C Products  
L'Oreal Paris  
L'Oreal USA  
Lake Buena Vista Factory Stores  
Laser Peg Toys  
Lashes and Cosmetics  
Lemongrass Spa  
Lickety Klip  
Lifestyle Marketplace Sheets  
Lil Cupcake Girls  
Lilla Rose  
Little Black Dress Wines  
LoClar Uniques, Inc. / ItsALotAlike.com  
London Specialties Co.  
M & M Merchandise and Retail Services  
M&E Sales/VibaBody Slimmer

Mac Makeup  
Magic Pad  
Mahatma Rice  
Makeup Eraser  
Margaret Taylor Ltd.- The Ring Lady!!  
Mary Kay  
Matchmaking Pros  
Medifast Weight Control Centers  
Miche  
Michel Germain Parfums  
Mighty Cold Products  
Millennium Home Design of FL  
MillerCoors - SE Region  
Mindful Minerals  
Modern Wellness Solutions  
Moonglow Jewelry  
My Favorite Shelf LLC  
My Smart Security, LLC  
MyCityNetworks  
Mylan Specialty L.P.  
Nail Polish Rack Factory  
National Networks of Libraries of Medicine  
Natural Tone Organic Skincare  
Naturally Yours  
Nerium International  
Nestle Waters North America  
Norwex - Terri Cook  
Nutmeg Tree Desserts & More  
NuvaRing  
Olympia Compounding Pharmacy  
Omnia Health Products LLC  
Orange County Fire Rescue Department  
Organo Gold Gourmet Coffee  
Origami Owl  
Orlando Fashion Productions LLC



# OUTSTANDING EXHIBITORS



Outter Images Fashion  
P & S Antique Jewelry  
PartyPods  
Penny Marcella  
PepsiCo Americas Beverages  
Perfect Fit Toe Rings  
Perfectore Posture Transformer  
Pinata Publishing  
Plexus Worldwide  
Polish Pottery Store  
PostureFit  
PowerHoopz Fitness, LLC  
Premium Destinations  
Prestige Products/Enchanted Beauty Bar  
Prestige Products Direct/Migi Nail Art  
Prestige Products Direct/Velvet Eyeliner  
Prime Resorts International  
Probalance Inc.  
Profashion Inc.  
Punching Mama  
Pure Romance  
Purium  
Rafiki Natural Skin Care  
Rainbow Sales & Service  
Real Time Pain Relief  
Redneck Brands LLC  
Rhineland Cutlery  
Ribbon Riders, Inc.  
Rock Your Hair  
Rodan + Fields  
Royal Lingerie Florida LLC  
Safe Hands, LLC  
Safe Touch Security Systems  
Salon 3Sixty Inc. D/B/A S 3S Jewelry  
Sandlake Cakes

Sanford-Brown College  
Scentsy Wickless Candles  
Seagram's Escape  
Seed Body Care/Graine de Vie  
Self Defense Products & Ladies Firearms Classes  
Senegence Int / Lip Sense  
Seven Up Snapple Southeast  
Shabbychic  
Shadow Tans  
Shaklee  
Shot Vet  
Silpada Designs, Inc.  
Sleep Number  
Snap Jewels  
So You Jewelry, LLC  
Sole-Magic  
Sophie & Trey  
Source Family Chiropractic  
South Hill Designs  
Southern Destinations  
SoZo Global  
Spoiled Naturally  
State Energy Conservation  
State Farm Better State Crew  
Straight For You  
StriVectin  
Style Dots  
Surprise Parties  
T.G. Lee Dairy  
Target  
Tender Corporation  
Terrific Fountains  
The Beef Checkoff  
The C.F. Sauer Company  
The Closet Monkey

The Elegant Elephant  
The Golden Touch  
The Health Insurance Store  
The Healthy Home Company  
The Lasik Vision Institute  
The Mancini Packing Company  
The Orlando Sentinel  
The Psychic Shop  
The Stick  
Therapeutic Innovations  
Therapeutic Innovations/ Go Green  
ThinkTank Products  
Thirty-One Gifts  
Top of the Line Designs  
Topical RX  
Touching Hearts at Home  
Touchstone Crystal  
Treasures  
Tupperware  
Tutti Boutique  
Upromise by Sallie Mae  
US Health Advisors  
Venture Photography  
Vitamist  
Vixen Fitness  
Walgreens Corporate  
Walgreens Way to Health Tour  
Water Equipment Technologies  
Wendy's Accessories & Design  
Westgate Resorts  
What A Nut  
Wicked Girl Designs  
Wickles Pickles  
Wild Fire Lights  
Wine Shop at Home



# OUTSTANDING EXHIBITORS



WMMO 98.9 and WWKA K92.3  
WOMX - MIX 105.1 FM  
WoundSeal  
Xtreme Teeth Whitening LLC  
Young Living Essential Oils  
Youngevity  
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# JOIN US IN 2015

Thank you for helping us bring the very best in health, beauty, lifestyle, home, fashion and more to the Orlando region and making the Southern Women's Show 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*

Brittany Meehan  
*Assistant Show Manager*



**Southern Women's Show**  
**September 24-27, 2015**  
**Orange County Convention Center**