



# SOUTHERN WOMEN'S SHOW<sup>2017</sup>

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

MARCH 17-19 :: at the richmond  
raceway complex

show in review



The Southern Women's Show, known as the premier women's event in the greater Richmond area, was widely embraced by the market.

**TOTAL AD CAMPAIGN** \$212,072

**PR IMPRESSIONS** 19,292,111

**NUMBER OF EXHIBIT SPACES** 316

**ATTENDANCE** 19,000+ women

## OVERVIEW





## SCENES FROM THE SHOW



The 26th annual show attracted **MOTHERS, DAUGHTERS, GIRLFRIENDS AND CO-WORKERS** who packed the aisles throughout the three day event. Our show surveys indicated that women came to the show to shop, attend cooking demonstrations and sample food, watch fashion shows and stage presentations, register for promotions and prizes, get health screenings, meet special guests, and have fun.



## DEMOGRAPHICS

## AGE

55 - 64 YEARS OLD (30%)

45 - 54 YEARS OLD (25%)

65+ YEARS OLD (19%)

35 - 44 YEARS OLD (16%)

25 - 34 YEARS OLD (8%)

18 - 24 YEARS OLD (2%)

## MARITAL STATUS



MARRIED  
59%



SINGLE  
41%



HAVE CHILDREN  
70%



NO CHILDREN  
30%

## RACE

**72%**  
CAUCASIAN

**24%**  
AFRICAN AMERICAN

**2%**  
OTHER

**2%**  
LATINO

## EDUCATION LEVEL



77% COLLEGE OR HIGHER

## HOUSEHOLD INCOME

26% | \$50,000 - \$74,999

22% | \$25,000 - \$49,999

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

9% | \$100,000+

## WHO DID YOU COME WITH



FAMILY - 50%



FRIENDS - 35%



ALONE - 14%



CO-WORKERS - 1%

## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
69%



COOKING DEMOS &  
FOOD SAMPLING - 55%



PROMOS, PRIZES &  
CONTESTS - 43%



FASHION SHOWS &  
STAGE PRESENTATIONS - 30%



HEALTH SCREENINGS  
17%



CELEBRITY &  
SPECIAL GUESTS - 5%

## DO YOU PLAN TO RETURN IN 2018?



YES - 98%



NO - 2%

SOUTHERN WOMEN'S SHOW IN RICHMOND | AUDIENCE PROFILE

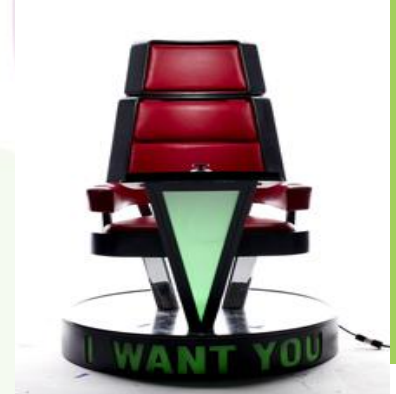
SOUTHERN  
**WOMEN'S  
SHOW**  
2017  
AUGUST 11 / 12 / 13



*Keegan Allen  
from Pretty Little Liars*



*Danielle Eljor  
Country Music Singer*



*The Voice Chair*



*Girls Night Out*



*Mother Daughter Day*

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

## FEATURES & PROMOTIONS





SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**MARCH 17-19** at the richmond  
raceway complex



MEET KEEGAN ALLEN  
from pretty little liars on saturday



HEAR DANIELLE ELJOR  
perform on saturday



TEACHER APPRECIATION DAY  
is sunday

SOUTHERNWOMENSSHOW.COM



SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



**MARCH 17-19** at the richmond  
raceway complex

**3 DAYS OF BLISS** show specials  
celebrities live entertainment

fri 10a-8p sat 10a-7p sun 11a-5p  
tickets \$12 at door, \$6 for kids

SOUTHERNWOMENSSHOW.COM

PROUD SPONSORS






©2017 Southern Shows, Inc. Production



MARCH 17-19  
at the richmond  
raceway complex

CLICK HERE  
to BUY tickets

MEET  
KEEGAN ALLEN  
from pretty little liars





SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



MEET KEEGAN ALLEN  
from pretty little liars

**MARCH 17-19**  
at the richmond  
raceway complex

click HERE to buy tickets

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 9 Chevy Dealerships, 42 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 four network stations, the show's extended reach was enhanced through promotions, contests and live shots.

**NUMBER OF TV SPOTS** 522

**TOTAL TV CAMPAIGN** \$119,830



[Click here for TV Spot](#)



**TELEVISION ADVERTISING**





Six 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** 6

**NUMBER OF RADIO SPOTS** 823

**TOTAL RADIO CAMPAIGN** \$54,294

**103.7**  
PLAY

**Star**  
100.9

**Q94**  
ALL THE HITS

**K95**

**MIX 98.1**  
Today's Variety

**106.5**  
**BEAT**  
RICHMOND

**RADIO ADVERTISING**

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

SOUTHERN  
WOMEN'S  
SHOW<sup>2017</sup>

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

TODAY-SUNDAY  
at the richmond  
raceway complex

SOUTHERNWOMENSSHOW.COM



PROUD SPONSORS



FOOD LION

Richmond  
Times-Dispatch

Walgreens

800.849.0248 A Southern Shows, 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 through the **RICHMOND TIMES DISPATCH**.

**IMPRESSIONS** 1,251,357

**VALUE** \$12,745



SOUTHERN  
WOMEN'S  
SHOW<sup>2017</sup>



MARCH 17-19  
at the richmond  
raceway complex



MEET  
KEEGAN  
ALLEN  
from pretty little liars

click HERE  
and SAVE



**DIGITAL ADVERTISING**

SOUTHERN  
WOMEN'S  
SHOW<sup>2017</sup>  
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The Southern Women's Show was advertised through an extensive print campaign with the **THE RICHMOND TIMES DISPATCH** as well as weekly and monthly **REGIONAL PUBLICATIONS** in order to saturate the market.

**SHOW PROGRAM DISTRIBUTION** 5,000  
**NUMBER OF PRINT ADS** 12  
**TOTAL PRINT SCHEDULE** \$25,203

The collage features several print advertisements for the Southern Women's Show 2017. The main ad at the top left promotes the event on March 17-19 at the Richmond Raceway Complex, highlighting 25 years of food, fashion, and fun. It lists show specialists, celebrities, and live entertainment. Other ads include a 'Food & Wine' section, a 'Fashion Stage' with a list of designers, a 'Kitchen Stage' with a list of chefs, and a detailed schedule of events. The ads are colorful and feature images of celebrities and food.

**NEWSPAPERS & MAGAZINES**

**SOUTHERN WOMEN'S SHOW 2017**  
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A dedicated Public Relations Firm generated buzz with women in the market through scheduled live **TV & RADIO INTERVIEWS**, **PRINT EDITORIAL** in the Richmond Times Dispatch, magazines and numerous **ONLINE CALENDAR LISTINGS**. They delivered extensive media coverage through all advertising platforms.

**IMPACT** 19,292,111 Impressions



Thank you again to Jennifer for inviting me to join in on all the fun during the Blogger Preview Night! It was such a wonderful time and I can't wait to go again next year's! Make sure to mark your calendars! It's going to be March 16-18 at the Richmond Raceway Complex.



Share this:



## Pretty Little Liars Star set to appear at Richmond Southern Women's Show

POSTED 122 PM, MARCH 14, 2017, BY VIRGINIA THIS MORNING



RICHMOND, Va. - Keegan Allen, star of hit drama series *Pretty Little Liars*, is coming to Richmond for the Southern Women's show and Host Jessica Noll had a chance to catch up with the actor ahead of his appearance. The Richmond Southern Women's Show kicks off on Friday, March 17th and continues through Sunday, March 19th at the Richmond Raceway Complex. For more information you can call 1-800-849-0248 ext.142 or visit <http://www.southernshows.com/wri/tickets>.

{THIS SEGMENT IS SPONSORED BY THE SOUTHERN WOMEN'S SHOW}

**PR IMPRESSIONS**







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

**E-NEWSLETTER SUBSCRIBERS** 6,421

**FACEBOOK FANS** 4,847

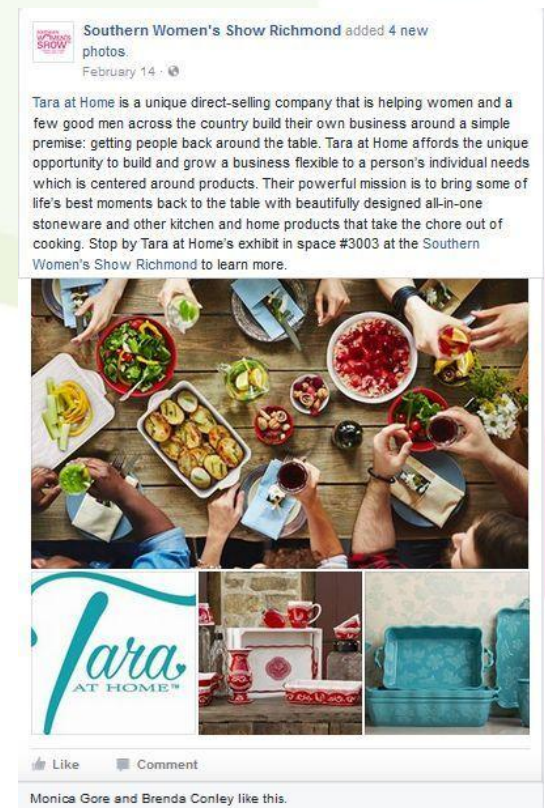
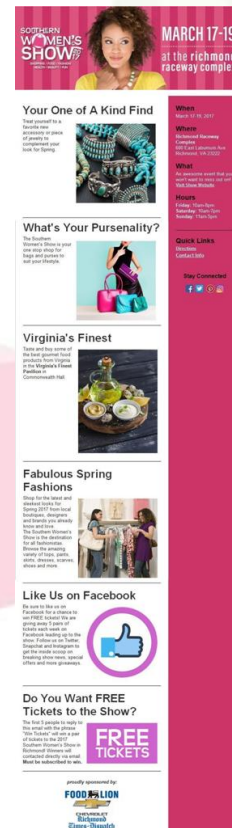
**UNIQUE PAGEVIEWS** 68,887

**LIVING SOCIAL REDEMPTIONS** 1,005

**INSTAGRAM FOLLOWERS** 292

**TWITTER FOLLOWERS** 193

**TOTAL VALUE** \$843,378



**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.



**CHEVROLET**

**FOOD LION**



**Richmond Times-Dispatch**

**MILO'S**  
Famous Tea

**James River**  
Air Conditioning Co.

**SPONSORS**

**SOUTHERN WOMEN'S SHOW 2017**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



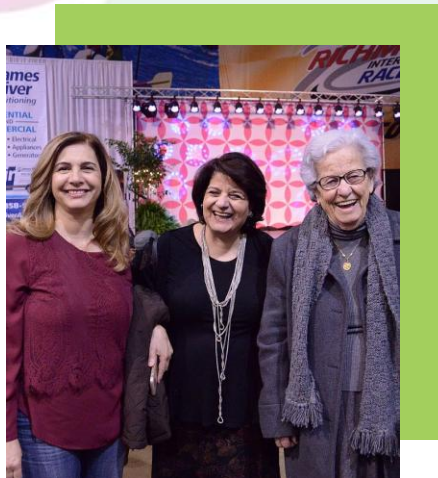
It is a privilege to bring the very best in health, beauty, home, fashion and more to the greater Richmond area. With the help of our sponsors, partners and exhibitors, the **2017 SOUTHERN WOMEN'S SHOW** was a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Tish Atkins

Executive Show Manager

Emma Haynes

Assistant Show Manager



WE LOOK FORWARD TO WORKING WITH YOU IN 2018

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

**MARCH 16-18**

... at the richmond  
raceway complex