



SOUTHERN WOMEN'S SHOW²⁰¹⁷

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

AUGUST 25-27

at the **charlotte**
convention center

show in review



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

TOTAL AD CAMPAIGN \$149,870

PR IMPRESSIONS 261,152,909

NUMBER OF EXHIBIT SPACES 393

ATTENDANCE 19,000+ women

OVERVIEW



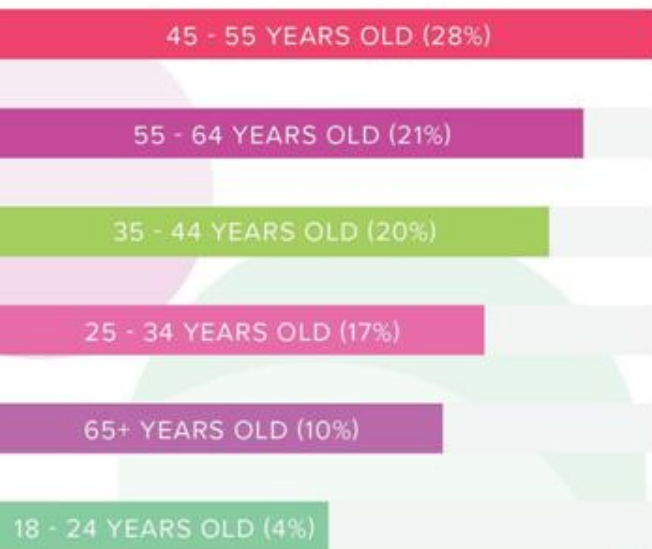
SCENES FROM THE SHOW

The 35th 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.

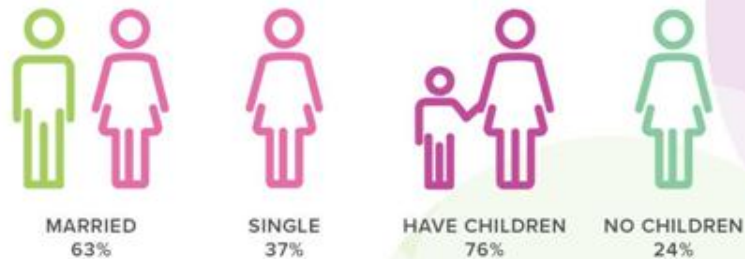


DEMOGRAPHICS

AGE



MARITAL STATUS



RACE

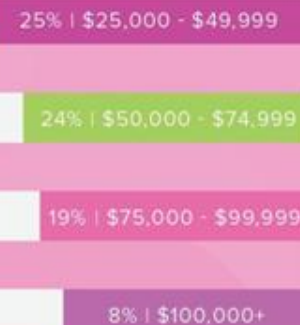


EDUCATION LEVEL



89% COLLEGE OR HIGHER

HOUSEHOLD INCOME



WHO DID YOU COME WITH



FAMILY - 48%



FRIENDS - 39%



ALONE - 9%



CO-WORKERS - 4%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
63%



COOKING DEMOS &
FOOD SAMPLING - 37%



PROMOS, PRIZES &
CONTESTS - 35%



FASHION SHOWS &
STAGE PRESENTATIONS - 37%



CELEBRITY &
SPECIAL GUESTS - 11%

DO YOU PLAN TO RETURN IN 2018?



YES - 97%



NO - 3%

SOUTHERN WOMEN'S SHOW IN CHARLOTTE | AUDIENCE PROFILE



*Olympic Gold Medalist
Laurie Hernandez*



*Shep Rose
from Southern Charm*



The Chair from The Voice



Firefighter Fashion Show



Fido Fashion Show

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

FEATURES & PROMOTIONS



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 27 Chevy Dealerships, 59 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 network television and local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 971

TOTAL TV CAMPAIGN \$65,980



TELEVISION ADVERTISING

SOUTHERN WOMEN'S SHOW 2017

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SAVE \$4
discount tickets available at *Walgreens*

CHARLOTTE CONVENTION CENTER
august 25th - 27th

FOOD LION **Bank of America**

Spectrum

SouthernWomensShow.com

[Click here for TV Spot](#)



Six radio stations promoted the show to listeners through different formats, including:

ADULT CONTEMPORARY, URBAN, COUNTRY and POP.



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 659

TOTAL RADIO CAMPAIGN \$39,840

[Click here for Radio Link](#)



RADIO ADVERTISING





An extensive digital media campaign was integrated into the marketing plan to reach women on-the-go with a combined strategy of **BEHAVIORAL TARGETING** and **GEOFENCING**. In addition, ads and boosted posts were run on **FACEBOOK**.

IMPRESSIONS 2,566,428

VALUE \$24,262

DIGITAL ADVERTISING



The Southern Women's Show was advertised with targeted ads in select **PUBLICATIONS** in order to saturate the market.

SHOW PROGRAM DISTRIBUTION 5,000 NUMBER OF PRINT ADS 15
TOTAL PRINT SCHEDULE \$19,788

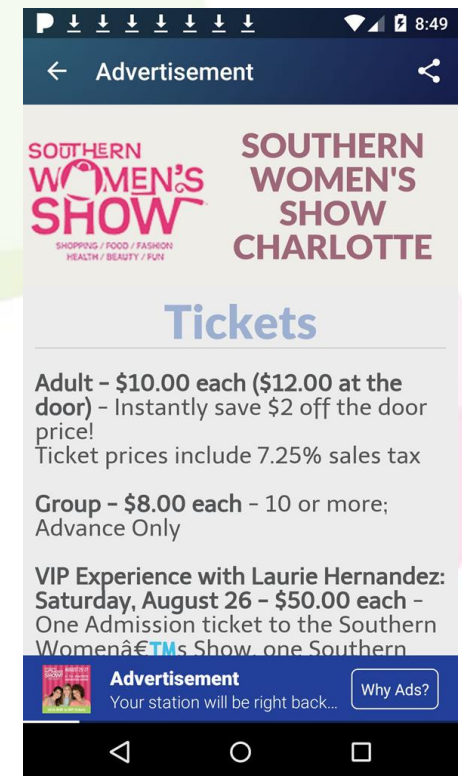
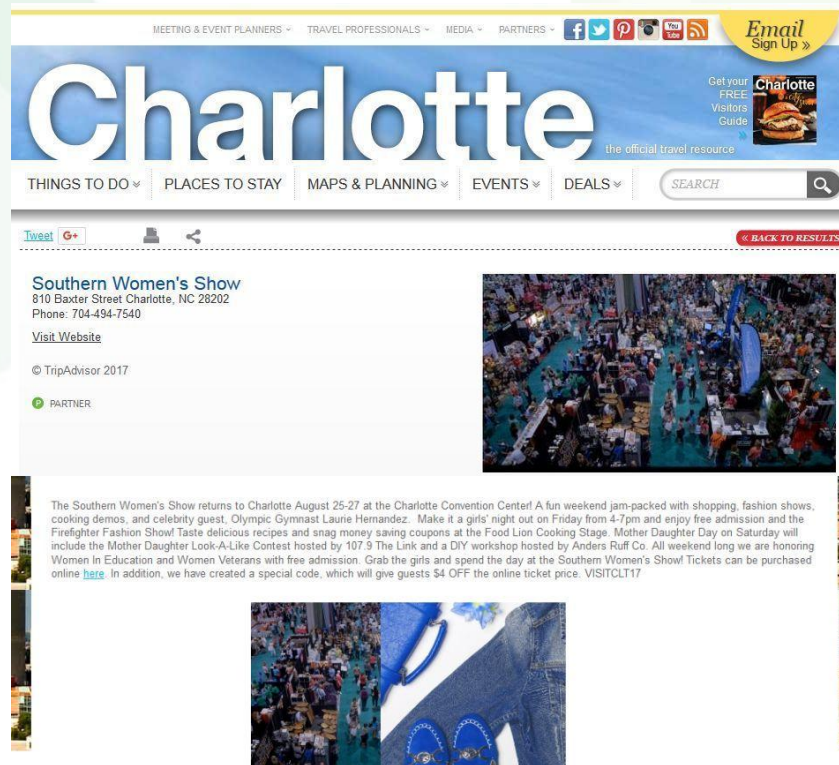
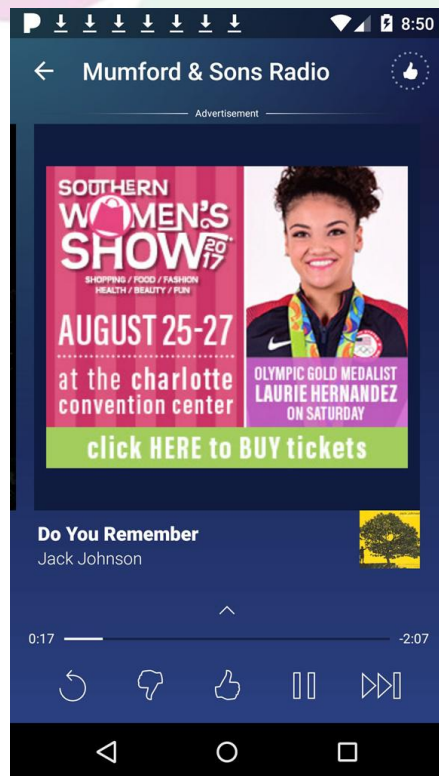


PUBLICATIONS & MAGAZINES

**SOUTHERN
WOMEN'S
SHOW²⁰¹⁷**
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

A dedicated Public Relations Firm generated buzz with women in the market through scheduled live **TV & RADIO INTERVIEWS**, **PRINT EDITORIAL** in newspapers and magazines, plus numerous **ONLINE CALENDAR LISTINGS**. They delivered extensive media coverage through all advertising platforms.

IMPACT 261,152,909 Impressions



PR IMPRESSIONS





E-NEWSLETTER SUBSCRIBERS 9,919

FACEBOOK FANS 9,595

UNIQUE PAGEVIEWS 68,647

GROUPON/LIVINGSOCIAL REDEMPTIONS 1,524

INSTAGRAM FOLLOWERS 335

TWITTER FOLLOWERS 468

TOTAL VALUE \$1,669,530

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



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.



SHIPT



SPONSORS



It is a privilege to bring the very best in health, beauty, home, fashion and more to the Charlotte area. With the help of our sponsors, partners and exhibitors, the 2017 Southern Women's Show was a success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Tish Atkins

Executive Show Manager



Brittany Meehan

Assistant Show Manager



WE LOOK FORWARD TO WORKING WITH YOU IN 2018

SOUTHERN
WOMEN'S
SHOW²⁰¹⁸
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

AUGUST 24-26 at the charlotte
convention center