



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

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

MAY 4 - 7



SUBURBAN COLLECTION  
SHOWPLACE

show in review



The Michigan International Women's Show, known as a premier women's event in the greater Detroit area, was widely embraced by the market.

**TOTAL AD CAMPAIGN** \$430,505  
**PR IMPRESSIONS** 43,900,197  
**NUMBER OF EXHIBIT SPACES** 548  
**ATTENDANCE** 32,000+ women

## OVERVIEW





## SCENES FROM THE SHOW



The 22nd annual show attracted **MOTHERS, DAUGHTERS, GIRLFRIENDS AND CO-WORKERS** who packed the aisles throughout the four 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 celebrity guests, and have fun.



## DEMOGRAPHICS

## AGE

55 - 64 YEARS OLD (31%)

45 - 54 YEARS OLD (28%)

35 - 44 YEARS OLD (16%)

65+ YEARS OLD (15%)

25 - 34 YEARS OLD (6%)

18 - 24 YEARS OLD (4%)

## MARITAL STATUS



MARRIED  
58%



SINGLE  
42%



HAVE CHILDREN  
69%



NO CHILDREN  
31%

## RACE

**76%**  
CAUCASIAN

**14%**  
AFRICAN AMERICAN

**7%**  
OTHER

**3%**  
LATINO

## EDUCATION LEVEL



81% COLLEGE OR HIGHER

## HOUSEHOLD INCOME

23% | \$25,000 - \$49,999

21% | \$50,000 - \$74,999

13% | \$75,000 - \$99,999

12% | \$100,000+

## WHO DID YOU COME WITH



FAMILY - 48%



FRIENDS - 39%



ALONE - 10%



CO-WORKERS - 3%

## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
68%



COOKING DEMOS &  
FOOD SAMPLING - 22%



PROMOS, PRIZES &  
CONTESTS - 29%



FASHION SHOWS &  
STAGE PRESENTATIONS - 11%



CELEBRITY &  
SPECIAL GUESTS - 14%

## DO YOU PLAN TO RETURN IN 2018?



YES - 96%



NO - 4%

MICHIGAN INTERNATIONAL WOMEN'S SHOW | AUDIENCE PROFILE





*Olympic Gold Medalist  
Laurie Hernandez*



*Keegan Allen  
from Pretty Little Liars*



*Princess Tea*



*Firefighter Fashion Shows*



*Mother Daughter Look Alike*

Throughout the four 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

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

**SAVE \$3** Discount tickets at Walgreens.

**MAY 4 - 7** SUBURBAN COLLECTION SHOWPLACE

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

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

**FIREFIGHTER FASHION SHOW** for charity

**OLYMPIAN LAURIE HERNANDEZ** on Friday

**MEET KEEGAN ALLEN** from pretty little liars

**SHOP 'TIL YOU DROP** over 400 specialty shops

INTERNATIONALWOMENSHOW.COM

PROUD SPONSOR The Detroit News meijer SRIPT

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*Let's Get Social!*

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sn SouthernWShows

#miwshow

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 110 Walgreens stores and hundreds of retail locations, increasing sponsor awareness in high traffic locations, as well as media contesting and promotions.

## ADVERTISING EXPOSURE





The Michigan International Women's Show received comprehensive television coverage and exposure. In addition to a two week paid schedule on three network stations, the show's extended reach was enhanced through promotions, contests and live shots.

**NUMBER OF STATIONS** 3

**NUMBER OF TV SPOTS** 135

**TOTAL TV CAMPAIGN** \$48,055



[Click here for TV Spot](#)



TELEVISION ADVERTISING





Four 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 4**

**NUMBER OF RADIO SPOTS 481**

**TOTAL RADIO CAMPAIGN \$75,900**



**RADIO ADVERTISING**



MICHIGAN INTERNATIONAL WOMENS SHOW 2017



MAY 4 - 7

SUBURBAN COLLECTION SHOWPLACE



SHOPPING · FOOD · FASHION HEALTH · BEAUTY · FUN

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INTERNATIONALWOMENSHOW.COM

PROUD SPONSORS: The Detroit News, meijer, SHIPT

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**, **GREATER MEDIA** and geo-targeting ads through **THE DETROIT NEWS**.

IMPRESSIONS 640,074

VALUE \$7,550

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

**SAVE \$3** Discount tickets at *Walgreens*

**MAY 4 - 7**  
thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

SUBURBAN COLLECTION SHOWPLACE  
tickets \$10 at door, \$5 for kids

**KEEGAN ALLEN** from pretty little liars

**HANDSOME HEROES** firefighters lookers show

**LAURIE HERNANDEZ** olympic gold medalist

**SHOP 'TIL YOU DROP** the ultimate retail beauty show

INTERNATIONALWOMENSHOW.COM

PROUD SPONSOR: The Detroit News

Detroit Free Press

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DIGITAL ADVERTISING







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

**IMPACT** 43,900,197 Impressions

HOME NEWS CENTER BLOG

Sunday, April 30, 2017

Everything for the Perfect Girls Day Out at Michigan International Women's Show Opening Thursday, May 4 in Novi

Share Article

Shopping, fashion shows, celebrity appearances, pampering and fun for mothers, daughters, sisters and girlfriends at the 22nd Annual Michigan International Women's Show, May 4-7 at Suburban Collection Showplace in Novi.

**NOVI, MICH. (PRWIRE) APRIL 25, 2017**

Celebrities, entertainment, shopping, fashion and fun for moms, sisters, daughters and girlfriends at the 22nd Annual Michigan International Women's Show, Thurs., May 4 through Sun., May 7, Suburban Collection Showplace in Novi.

"Cooking demonstrations, firefighter charity fashion shows and makeovers are all there for you to be inspired, pampered or just entertained," said Beth Anderson, executive show manager of Southern Shows. "Discover the latest fashion trends, learn about new ideas or shop for Mother's Day with exhibitors coming from over 35 states."

Gold and silver Olympic gymnast, Laurie Hernandez, will talk about her competition in Rio and winning the "Mirror Ball" on ABC's "Dancing with the Stars" (Friday).

Keegan Allen will share his experiences as Toby Cavanaugh from the Free Form series "Pretty Little Liars," sign his book "The Love Beauty," and take photos with show guests (Saturday).

Jon Arcoi Firefighters Charities fashion show will heat up the runway Friday and Saturday with firefighters modeling their dress shirts and business gear. Makeup artist Sugar House will host the "Treat Yourself Sweeten Bar" prior to the show. The firefighters will also host "Pick Your Purple Bunch" each day, sponsored by Salena's Accessory Showplace.

Assist in the Kitchen Chef Paul Penney, Chef Art Smith and culinary experts will prepare recipes and provide cooking and baking tips on the Strubridge Kitchen & Bath-Cooking Theater. Shoppers can pick up a Healthy 50 Life guide that includes tips on eating right, recipes and fun facts along with samples of Turkey Hill ice cream and Blue Diamond almonds. Ship.com will provide information on their home delivery service for groceries, home supplies and beauty and health products.

Spring makeup trends and helpful cosmetic tips will be part of the makeovers offered by Macy's beauty experts along with an array of new spring scents. Planning with a twist will host a parenting party to encourage originality and creativity (Friday and Saturday, additional class fee).

Guardian Angel Animal Rescue will sponsor "Project Runway Fido Fashion Show" featuring canine couture, essentials and adoption information (Saturday and Sunday). Latest styles and looks will be showcased during additional fashion shows on the Main Fashion Stage.

Chrysler will display their Chrysler Pacifica, giveaway Pacifica premiums and let show attendees test drive cars.

Wags 4 Kids will be accepting donations for Michigan children and teens experiencing hair loss as a result of illness or treatment. Children may donate and receive a full cut and style free of charge, adults require a minimum \$10 donation (Thursday - Saturday). Hair styling technicians will be offered on Sunday for a donation.

"Enjoy the excitement of daily goodies, giveaways, scavenger hunt and our three stages with special appearances, fashion shows and presentations," said Anderson.

Other features include special gifts to the first 100 show attendees each day. Friday's Girls Night Out sponsored by Chanel S&S with \$5 admission after 5 p.m., a free movie pass from Empire Theatre for the first 95 guests and a Macy's Magic Bag filled with samples and coupons for the first 50 guests. Saturday's Teachers Day with 50% off one box office adult admission with a valid school identification card, exhibitor discounts and special gift for first 100 teachers or employees. Sunday's Mother & Daughters Day with hourly prizes, cupcakes, bridal bar and updates from Regis Hair Styling Studio, a mother daughter look-a-like and cupcake decorating contests, and more than 400 exhibitors displaying cosmetics, fragrances, lingerie, purses, shoes, gifts, decor items, food, arts and crafts, clothing, fashion and accessories.

The Michigan International Women's Show is sponsored by The Detroit News, 3hgt.com and Walgreens. Suburban Collection Showplace is located at 48700 Grand River Avenue between Novi and Oak Brook in Novi. Show hours are 10 a.m. - 7 p.m. Thursday, 10 a.m. - 8 p.m. Friday, 10 a.m. - 7 p.m. Saturday, and 11 a.m. - 5 p.m. Sunday. Admission is \$10, 5 to - 12 are \$5 and children 5 and under are admitted free with a paying adult. Four day show pass is \$20. Discount tickets are available at Walgreens for \$7. Child advance tickets are \$5 online. Group tickets for 4 or more are offered in advance online for \$7. Thursday admission after 9 p.m. is \$5. Happy Hours tickets after 9 p.m. on Friday and Saturday are \$5. On-site parking is available for \$5. For more information and

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# International Women's Show

Posted: 3:50 PM, May 07, 2017  
Updated: 3:51 PM, May 07, 2017

f t r e +0 Join the conversation



Salena Woller  
Salena's  
Accessories

0:27 / 2:14

CC No messages

### International Women's Show at Suburban Collection Showplace in Novi

By Koco McAbay [https://www.clickondetroit.com/author/kocomcabay/] Reporter

Posted: 3:51 PM, May 07, 2017  
Updated: 3:51 PM, May 07, 2017

f t r e +0

Join the conversation

NOVI, Mich. - The Michigan International Women's Show at the Suburban Collection Showplace in Novi happened this weekend.

The show included all kinds of booths and activities centered towards things women generally love.

One of the booths contains merchandise from Salena's Accessories, which is owned by Salena Woller. The booth features a variety of one-of-a-kind accessories.

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Keegan Allen will be appearing at the Michigan International Women's Show

Friday, April 21, 2017



It's not a lie.

The handsome star that played Toby Cavanaugh on the hit television series, "Pretty Little Liars" is coming to Detroit.

Pretty's Keegan Allen and Olympic gymnast Laurie Hernandez are headliners for the Michigan International Women's Show running May 4-7 at the Suburban Collection Showplace in Novi.

"Star-studded celebrity appearances, shopping, food, fashion and fun are all part of our show," said Beth Anderson, executive show manager of Southern Shows. "It's the perfect place for a girl's day out with your mom, sister, daughter or girlfriends to be inspired, entertained, pampered and more."

Keegan is expected to share his experiences from the Free Form series, sign copies of his book, "The Love Beauty" and take photos with show guests (Saturday).

Hernandez will talk about her experience in winning a gold and silver medal at the Summer Olympics in Rio and winning the "Mirror Ball" on ABC's "Dancing with the Stars" (Friday).

Guests attending the weekend event, now in its 22nd year, will also enjoy a host of other exhibits, activities and events going on.

"Find a new look, discover the latest fashion trends, enjoy the excitement of daily goodies, giveaways, scavenger hunt and our three stages with special appearances, fashion shows and presentations," Anderson said. Not to mention more than 400 exhibitors displaying cosmetics, fragrances, lingerie, purses, shoes, gifts, decor items, food, arts and crafts, clothing, fashion and accessories.

**PR IMPRESSIONS**







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

**E-NEWSLETTER SUBSCRIBERS** 16,640

**FACEBOOK FANS** 7,737

**UNIQUE PAGEVIEWS** 127,956

**GROUPON REDEMPTIONS** 970

**INSTAGRAM FOLLOWERS** 328

**TWITTER FOLLOWERS** 155

**TOTAL VALUE** \$1,346,238

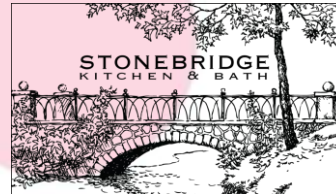


## SOCIAL MEDIA & E-NEWS





Show sponsors enhanced the success of the Michigan International Women's Show and created exciting and interesting features, promotions and activities within the show.



SPONSORS





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

[Beth Anderson](#)  
Executive Show Manager

[Alexandra Smith](#)  
Assistant Show Manager



WE LOOK FORWARD TO WORKING WITH YOU IN 2018

MICHIGAN  
INTERNATIONAL  
WOMEN'S  
SHOW<sup>2018</sup>  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

MAY 3 - 6

SUBURBAN COLLECTION  
SHOWPLACE