

CHEVROLET

Southern Women's Show: Show in Review

celebration thoughts
Share your birthday wishes with us!

Happ
30th

celebration thoughts
Share your birthday wishes with us!



Display Cake
Provided by:
Kiki's
Kickin' Cakes



Birmingham-Jefferson Convention Complex
October 2 - 5, 2015

OVERVIEW



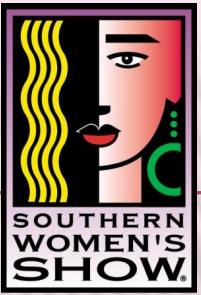
The Southern Women's Show was widely embraced by the Birmingham market and received outstanding media coverage and exposure.

- **Total ad campaign: \$169,592**
- **PR impressions: 11,449,228**
- **Results: 18,500+ women**

"Thank you so very much to the wonderful staff of the Southern Women's Show here in Birmingham! The show was fantastic and it has been my honor and pleasure to capture as many aspects as possible. I am looking forward to working with many client contacts I made."

*Miranda Fairfield,
Fairfield Photography*

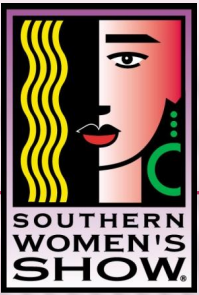
DEMOGRAPHICS



The 30th 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.



“I just want to be one of the first to say that the 2014 show was more than an awesome show. It was the best day and I learned so much. I met some of the nicest exhibitors. Keep up the great exhibitor line up.”

*Joan Barnes,
Show Guest*



ADVERTISING EXPOSURE



Southern Women's Show®
30th Anniversary
 Food | Fashion | Special Guests
 Health | Beauty | Lifestyle | Fun

October 2-5
 Birmingham-Jefferson
 Convention Complex
 Thursday 10am-7pm | Friday 10am-8pm
 Saturday 10am-7pm | Sunday 11am-6pm
 Adults \$10 at the Door | Youth (6-12) \$5
 Under 6 FREE with Paying Adult
 \$3 after 3pm-Thursday Only!
 Discount tickets at Walgreens

Meet Vicki Gunvalson from the REAL HOUSEWIVES OF ORANGE COUNTY

Enjoy recipes and demonstrations at the Taste of Home Cooking Schools. Visit the website for ticket information.

PROUD SPONSORS
 CHEVROLET
 Walgreens
 Taste of Home

www.SouthernWomensShow.com

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30th Anniversary
 Food | Fashion | Special Guests
 Health | Beauty | Lifestyle | Fun

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 Thursday 10am-7pm | Friday 10am-8pm
 Saturday 10am-7pm | Sunday 11am-6pm
 Adults \$10 at the Door | Youth (6-12) \$5
 Under 6 FREE with Paying Adult
 \$3 after 3pm on Thursday

Rock Your Hair with a Fresh Cut from Renowned Stylist, Michael O'Rourke

SAVE \$2⁰⁰ with this coupon

PROUD SPONSORS
 Walgreens
 CHEVROLET
 Rock Your Hair

www.SouthernWomensShow.com

“In just four days, we tripled our normal monthly sales! Additionally, we are continuing to receive online orders from attendees who were unable to purchase at the time of the event. The sales momentum from the show has been spectacular.”

*Christina Brown,
 Dr. Roberts Clinical Feminine Care*

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PROUD SPONSORS
 Walgreens
 CHEVROLET

www.SouthernWomensShow.com

A comprehensive marketing and advertising campaign promoted the show for six weeks through television, radio and print, grassroots and social media. Show sponsors and partners increased awareness through in-store announcements, register signage, posters and promotions. The show was highlighted in 62 Walgreens stores, 15 Chevrolet dealerships, and hundreds of retail locations.

TELEVISION ADVERTISING



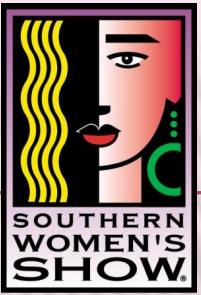
The Southern Women's Show received outstanding television coverage and exposure. In addition to a two week paid schedule on three prime stations, the show extended it's reach through promotions, contests and live shots from the show.

- Number of Stations: 3
- Number of TV Spots: 239
- Total TV Campaign: \$78,000

[Click here for link to TV Spot](#)



RADIO ADVERTISING



[Click here for link to Radio Spot](#)

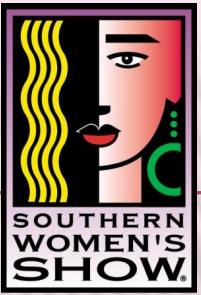
Four Radio Stations promoted the show to listeners of all formats, including adult, contemporary, jazz, country, easy listening and talk.

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: 409
- Total Campaign: \$61,086



NEWSPAPER AND MAGAZINES



THIRTY · FLIRTY & Fabulous

Southern Women's Show®

Food | Fashion | Special Guests
Health | Beauty | Shopping | Fun

30th ANNIVERSARY

Southern Women's Show

Now is back, to miss it, thing you love!

Your style with your hair will be a mix of elegant and modern with a touch of the 1970s. The hair is mostly pulled back with a side part, some styles are up and some are down. The hair is mostly pulled back with a side part, some styles are up and some are down.

October 2-5
Birmingham-Jefferson Convention Complex
Discount Tickets at Walgreens!

PROUD SPONSORS
Walgreens
CHEVROLET

Thursday 10am-7pm | Friday 10am-8pm | Saturday 10am-7pm | Sunday 11am-6pm
Adults \$10 at the Door | 1700am-6-7pm | \$5 Under 45 Free with Parking Adult | \$7 for Admission of Walgreens
\$3 After 3pm Thursday | \$5 After 5pm Friday & Saturday | Born in 1967 Free Admission with Valid ID

www.SouthernWomensShow.com

Southern Women's Show®

Food • Fashion • Fun • Shopping
Cooking Classes • and more!

October 2-5
Birmingham-Jefferson Convention Complex
Thursday 10am-7pm
Friday 10am-8pm
Saturday 10am-7pm
Sunday 11am-6pm

Enjoy recipes and demonstrations from the Taste of Home Cooking Schools
(see website for ticket information)

Taste of Home

Here's a special treat for you! Enjoy a free haircut from Rock Your Hair!

PROUD SPONSORS
Tellegrens
CHEVROLET

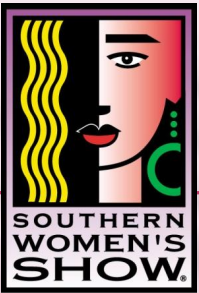
SouthernWomensShow.com

• Show Program Distribution: 122,572

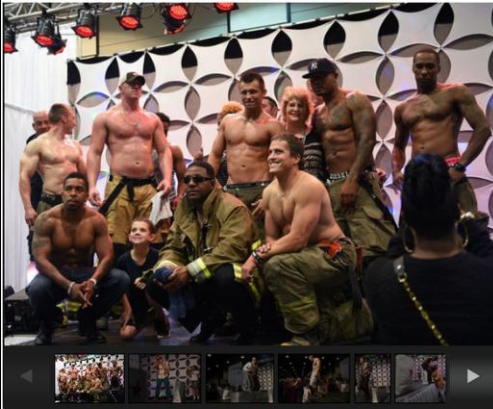
• Number of Print Ads: 17

• Total Print Schedule: \$30,506

PR IMPRESSIONS



Handsomeness heats up runway at Birmingham Southern Women's Show



Firefighters heat up the runway during the Birmingham Firefighter Fashion Show at the Southern Women's Show in Birmingham. Area firefighters modeled fall fashion looks from Macy's as they raised money for the American Cancer Society, October 3, 2014. (Tamika Moore@mooreatgmail.com)

By Tamika Moore | tmoores@gmail.com
Email the author | Follow on Twitter
on October 03, 2014 at 9:48 PM, updated October 04, 2014 at 12:09 AM

BIRMINGHAM, Alabama -- Birmingham area firefighters danced down the runway to raise money for the American Cancer Society during the annual Firefighter Fashion Show at the Southern Women's Show. The handsome heroes modeled men's looks for fall found at Macy's in front of a standing-room only crowd.

While the clothing included men's fall fashion staples from INC Clothing for Men, Rocawear, Levi's, Nautica, Tassa Elba, Ralph Lauren, the crowd's penchant for men in uniform spurred more donations when the firefighters' strutted down the runway in their traditional bunker gear worn topless.

The annual fashion show is a crowd favorite at the Southern Women's Show. It is in full swing and continues through Sunday at the Birmingham-Jefferson Convention Complex with plenty of offers and promotions.

Born in 1984? The show turns 30 this year and is offering free admission this weekend with a valid ID weekend.

Saturday's events include:

- **Walgreen's Day**- The first 500 visitors will receive a Walgreens recyclable bag filled goodies including full-sized products.
- Top 10 Ways to Save on Groceries without Using Coupons by Birmingham Bargain Mom Christie Dedman and on the **Spotlight Stage**
- Celebrity Chef Jerome Brown presents Eat Like a Celebrity Live and Francine Bryson presents Blue Ribbon Baking From A Redneck Kitchen on the **Cooking Stage**
- Celebrity Hair Stylist Michael O'Rourke shows off the latest haircutting trends and Canines on the Catwalk on the **Fashion Stage**

Birmingham FUN and FAMILY TOUR TODAY EXPERIENCE THE DIFFERENCE!

Home Current Issue Family Events Calendar WINSday BFF Daily Summer Cam

Southern Women's Show Birmingham 2014

Date/Time
Date(s) - 10/02/2014 - 10/05/2014
9:00 am - 7:00 pm

Location
[BJCC Convention Complex](#)

Categories
■ [Activities/Entertainment](#)
■ [Birmingham](#)

Born in 1984? Get free admission this weekend to Southern Women's Show at BJCC

By Christie Dedman | cdedman@al.com
Email the author | Follow on Twitter
on September 29, 2014 at 12:17 PM, updated September 29, 2014 at 12:19 PM



Christie Dedman | cdedman@al.com

Southern Women's Show at the BJCC this weekend? Then take your driver's license or valid identification with proof of birthday and you will get in free.

The show is turning 30 and will celebrate everyone turning 30 this year with the offer each day of the show.

The show is Oct. 2 through Oct. 5 in the north exhibition hall. Go [here to check](#) out all of their offerings.


I'll be speaking at the show Thursday through Sunday on the Spotlight stage at 11:30.

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.

- **Impact:**
11,449,228 Impressions

SOCIAL MEDIA AND E-NEWS





**Southern Women's Show
Birmingham**

Birmingham-Jefferson Convention Complex

October 2 - 5, 2014

What's Happening


Directions

Exhibitors

Discount Coupons

Buy Tickets

Vicki Gunvalson



Considered the "OG of the OC" - Meet Vicki's the Housewife, Vicki Gunvalson. Appearing on the Fashion & Entertainment Stage on Thursday at 12pm, Vicki reveals her own reality on being a mother, a business woman and a reality star. After speaking, Vicki will sign autographs and greet fans!

Don't Miss!

TASTE OF HOME COOKING SCHOOL

20th ANNIVERSARY SPECIAL AWARDS FASHION FOOD CAR HEALTH & BEAUTY LIFESTYLE SHOPPING 2014 SHOW HIGHLIGHTS SPECIAL PRESENTATIONS


Check Sponsorships

CHEVROLET

Walgreens

ALU Birmingham News

Megan LaRussa Chenoweth



Whether it's finding the perfect party outfit or dressing your age, come see fashion expert Megan LaRussa Chenoweth on the Footlight Stage daily as she gives out tips to revamp your wardrobe.


Check Sponsorships

CHEVROLET

Walgreens

ALU Birmingham News

Christie Dedman



Regain Mom Christie Dedman is back again and has the tips you don't want to miss! Learn how to save money on groceries without using coupons. Christie will be on stage each morning at 11:00am.


Check Sponsorships

CHEVROLET

Walgreens

ALU Birmingham News

Comedienne JOY



Comedienne JOY has counted herself the "Queen of Clean"! Grab a seat for her return to her funny fun show Thursday and Friday at 4pm!

Check Sponsorships

CHEVROLET


Walgreens

ALU Birmingham News

GIVEAWAY

The First 5 to reply "Win Tickets" will receive a pair of tickets to the 2014 Southern Women's Show! Winners will be contacted directly via email.

FREE TICKETS



Southern Women's Show Birmingham
October 2 · 4h

The show is in full swing + everything looks great! Find us on Instagram and don't forget to tag your photos #SWSBirmingham. <http://instagram.com/southernwomenshow> (11 photos)

NOTES

Rules for Southern Women's Show Birmingham Sweepstake
August 26, 2013

POSTS TO PAGE

Peggy Harvey Harrison
October 5 at 9:24pm · 4h

!! We want to genuinely thank you for allowing us to share information ... See More

Like · Comment · Share

Kim Tarver
October 4 at 4:37pm · 4h


There was a lady there who was selling stove top grills. Does anyone know the name of that grill?

Like · Comment · Share

Melanie Farnen Dale
October 4 at 5:00am · 4h

Had the best time there yesterday with my daughter!

Like · Comment · Share



Like · Comment

Tracy Thompson, Rhonda N Dennis Dobbs, Karen Craft-Warren and 43 others like this.

View 4 more comments

Kathy Carlin Cartwright (until Saturday) · 4h
October 3 at 11:20pm


Linda Stringfellow Coming tomorrow! Saturday!
October 3 at 9:30pm

LIKED BY THIS PAGE

Michael O'Rourke Hair

Silver Sands Premium Outlets

Southern Women's Show Birmingham changed their cover photo.
October 2 · 4h

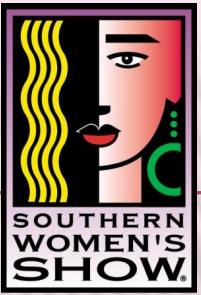


the Show is NOW IN PROGRESS!
Thursday 10am-7pm | Friday 10am-6pm | Saturday 10am-7pm | Sunday 11am-6pm

An online and social media campaign was integrated into the marketing plan to reach busy women through Facebook updates, promotions on Living Social, Twitter, Instagram and through the Official Show Website.

- 9,050 E-Newsletter subscribers
- 6,432 Facebook fans
- 102,064 Unique pageviews
- 1,198 Living Social Redemptions
- 463 Instagram followers
- \$1,119,168 value

SPONSORS



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



CHEVROLET

Walgreens



Southern Peanut Growers
Southeastern Peanuts: The Flavor Standard.



OUTSTANDING EXHIBITORS



A Kitchen Must
A Laser Pegs Toy
A Two Z Marketing for Direct Buy
Abbie Advocates
ABWA/Simply Elegant Accessories
Ace - Saba Trim Pro
Ace Jewelry
Acorn Stairlifts
Advocare
AFS Foundation and Waterproofing Specialists
Al.com, The Birmingham News
Alabama CapTel
Alabama Clinical Therapeutics, LLC
Alabama Farmers Federation
Alabama Landscape Creations
Alabama Rebath
All Natural Dips
Aloe Infusion
Alpine Helen-White County CVB
America's First Federal Credit Union
American Association of Clinical Endocrinologists
American Family Care
Angel Seed Inc.
Anns Factory Outlet
APhA-ASP American Pharmacist Association
Artistry Dark Spot Corrector by Amway
Ashley by Design
AT&T Pioneers - Birmingham Life Member Club
Atlanta Metro Travel Association
AYUSA
Barbara's Clothes -n-Stuff
Barber Milk, LLC
Barden Circulation Inc.
Bath Fitter
BeautiControl

Becky's Gifts
Bedzzz Express
Belk
Bellaroma
Better In Colour
Beverly's Way Apparel
Birmingham Fun and Family
BlackRoseCollection
Blue Bell Creameries
Body and Hair Direct Inc.
Body Tune Plus
Books-A-Million
Boston Clothing Company
Buffalo Rock Company
Cabinet Cures
Capital Bee Company
Casually Cashmere
Cedar Point Imports
Chilling The Most
Chozen Trading, Inc.
City of Breaux Bridge, Tourist Center
City of Tupelo
Clear Channel Media & Entertainment
Click Heat, Inc.
Close To My Heart
Cobra Security Products
Collective Couture
Cookingmitts.Com
Country Republic
Covey and Paddle
Creative Motivation
Creative Motivation
Cutco Cutlery
Cyncessories
Designs by Alex Simkin

Diamond Resorts
Dip 'n Good Dips dba The DIPlomats
Dixie Highway
Dr. Roberts Clinical Feminine Care
Durante Home Exteriors
Easy Living Products - Power Steam Pro
Ecoview Windows of Birmingham
Elegant Accents, Inc.
Essential Pockets, LLC
Essentials for Living
Expedia Cruise Ship Centers
Forever N Fashion
Fresh Air Solutions
Friends and Family Chiropractic
Gameday In Style Boutique
Gems N' More
Georgia Glitz
German Roasted Nuts
Ginsburg Dermatology Center
Glitz Galore-N-More
Gold's Gym
Golden Flake Snack Foods, Inc.
GoodOnYa
Grace Adele
Graceful Fashions
Grand Escapes Travel
Granite Transformations
Grapes & Olives On Tap
GutterGuard by Southern
Hair Solutions
Happy Feet
Hawes-Michael Enterprises
Heart Peeler Inc
Heavenly Dips
Holiday Inn Sunspree / Paradise Found

OUTSTANDING EXHIBITORS



Homewood Public Library
Horizons Ltd/Ironwood Tool Co
Hot 1077
Hot Squeeze
I Love Scarves
Import & Export Cloud
Initials Inc.
Invisible Fence of Central Alabama
It Works Global
It's Personal Parties, Inc
Jack Morton Worldwide
JAM Sales - Stove Top Grill
Jewelry On Ice
Jewels by Anita
Jimmie Hale Mission
Joe's Decorative Tins
Juice Plus +
K.C. Company, Inc. Pella Windows & Doors
Kalli's LoveStuff
Kiki's Kickin' Cakes
Kings Creek - Williamsburg Va
Kitchen Craft
Kitchen Magic
Kitcheneez
Knockout Nails
Kozy Collar
L'Paige Lipstick & Skin Care
LARM Communications
Lashes and Cosmetics
Leafguard of Alabama
Lebo's
LetsLose/Advanced Weight Loss Clinics
LifeSouth
Lifestyle Marketplace-BraVage
Lifestyle Marketplace Sheets

LuLaRoe
M & E Sales/VibaBody Slimmer
Majesteets, LLC
Makeup Eraser
Mary Kay
McCoy Krafts
MD Jewelry Design
Medi-Massagers
Miche
Miranda Fairfield Photography
Modern Wellness Solutions
Mountainchild
Mr. P's Butcher Shop & Deli
Nashville Psychic Center
Naturally Yours
Nerium AD International
NewBath of Alabama
NuvaRing
Omg got to have it!
Orangetheory Fitness
Origami Owl
Pack-N-Wipe
Panama City Beach CVB
Paparazzi Accessories
Passion Parties
PAX
Perfect Accents
Perfectly Posh
Perfectly Thin by Fit For Eden
PhysIQ Lifestyle Medicine
Pink Zebra
Planet Ballroom
Plexus Worldwide
Pockos America Inc.
Premier Designs Jewelry

Prestige Products/Enchanted Beauty Bar
Prestige Products Direct/Migi Nail Art
Prince Wimbley Productions
Probalance Inc.
Profashion Inc.
Puppy Luv Glam
Real Time Pain Relief
Redneck Brands LLC
Reel Tech Group, LLC
Rock Your Hair
Rodan + Fields
Rose Fashion Accessories, Inc.
Ruby's Unique Taste & Treasures
Rumpshaker, Inc
S 3S Swarovski Elements Jewelry
Sarah Cavender Metalworks
SavannaGrey
Saved Life Stuff
Savor the Flavor
Scentsy Wickless Candles
Sears Home Improvement Services
Serendipity Boutique
Shavonne Fashion Jewelry-Since 1956
Silver Sands Premium Outlets
Simply Adorned
Sleep Number
So You Jewelry, LLC
Social Security Administration
Southern Belle Boutique
Southern Destinations
Southern Peanut Growers
Spunkwear
Stein Mart
Straight For You
Style Dots

OUTSTANDING EXHIBITORS



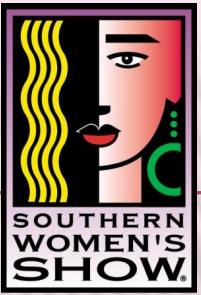
Surprise Parties
The Better Body Clinic
The C.F. Sauer Company
The Funky Muffin
The Golden Touch
The Lasik Vision Institute
Thirty-One Gifts
Tilina Marke Key Enterprises LLC

Top of the Line Designs
Traci Lynn Fashion Jewelry
Trinity Speech, Language, and Learning Center, Inc
Tropicalbreeze
Tuggo Dog Toys LLC
Turkish Delight Jewelry
Usborne Books & More
Vitamist
Wacoal/b.tempt'd by Wacoal

Walgreens
Weather Guard Metal Roofing
Weber Mortgage
WEDS! Anew
Wink Mobile Boutique
Wow - JF 23 LLC/Pain Relief
Xtreme Teeth Whitening LLC
Younique



UNTIL WE MEET AGAIN



Thank you for helping us bring the very best in health, beauty, lifestyle, home, fashion and more to the Birmingham 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!

Beth Anderson
Executive Show Manager

Sara Cochran
Assistant Show Manager



Southern Women's Show
October 8-11, 2015
Birmingham-Jefferson Convention Complex