

# OCTOBER 4 - 6

# birmingham-jefferson convention complex

SOUTHERN  
WOMEN'S  
SHOW<sup>2019</sup>  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

## BENEFITS OF PARTICIPATION

### BENEFITS YOU CAN COUNT ON:

- **A Quality Production**, created by consumer show professionals in business since 1960.
- **Pre-Qualified Audience**. They purchase a ticket for this event. We bring you serious shoppers and decision-makers.
- **Marketing, Advertising, and Promotions** that are current, extensive, and deliver the right message to the ideal target audience.
- **Research**. Custom surveys show the average age of women attending this event is 35.7, with a range from 25 to 64. Some 58% of show guests have college degrees. They are educated shoppers, eager to compare, evaluate and buy.
- **Exhibitor Service**. Show teams are trained to guide beginning exhibitors, and assist veterans with the goal to make you look good, sell well, and get the most benefits from your participation.

### BENEFITS YOU CAN GENERATE:

- **Face-to-Face Advantage** with qualified customers and prospects.
- **Database Building**. Build a database to expand your email and social media connections.
- **Across-the-Counter Sales**. Retail your products and market your business at the same time.
- **Customer Relations**. Build confidence and spark word-of-mouth marketing.
- **Test Marketing**. Sample products and get honest, real-time feedback.
- **Recruiting, Educating**. Nothing beats being there. Face-to-face is still the best teacher and best sales tool.



### BENEFITS THAT SPEAK FOR THEMSELVES:



*"The Southern Women's Show was an amazing opportunity for our small business! We had a fabulous time meeting new people and learning about their life stories through assisting them with their Origami Owl locket creations! We are looking forward to coming back in 2019!"*

Tina Siemsen,  
Origami Owl



*"Our sales were superb and we are enjoying a return customer base at this show that has been unmatched."*

Rachel & Gabriel Spagur,  
Virginia Soaps & Scents



*"Wonderful environment for making sales on the spot, and endless opportunities to grow life long customer relationships! Can't wait for the next show!"*

Amanda Tavormina,  
LuLaRoe

**OUR PROMISE TO YOU:  
WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.**