

AUGUST 24-26

at the charlotte
convention center

SOUTHERN
WOMEN'S
SHOW²⁰¹⁸
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 2018!"

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.**