



**SOUTHERN
WOMEN'S
SHOW²⁰¹⁶**
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

October 20-23
JACKSONVILLE
prime osborn convention center

SHOW IN REVIEW





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

TOTAL AD CAMPAIGN \$172,601

IMPRESSIONS 1,804,850

NUMBER OF EXHIBIT SPACES 403

ATTENDANCE 18,000+ women



OVERVIEW



SCENES FROM THE SHOW

The 29th 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 special guests, and have fun.



DEMOGRAPHICS

AGE

45 - 54 YEARS OLD (30%)

55 - 64 YEARS OLD (22%)

35 - 44 YEARS OLD (22%)

25 - 34 YEARS OLD (34%)

65+ YEARS OLD (8%)

18 - 24 YEARS OLD (5%)

MARITAL STATUS



MARRIED
58%



SINGLE
42%



HAVE CHILDREN
74%



NO CHILDREN
26%

CHILDREN

EDUCATION LEVEL



83% COLLEGE OR HIGHER

HOUSEHOLD INCOME

43% | \$50,000 - \$74,999

26% | \$25,000 - \$49,999

18% | \$75,000 - \$99,999

13% | \$100,000+

RACE

73%
CAUCASIAN

23%
AFRICAN AMERICAN

2%
OTHER

2%
LATINO

WHO DID YOU COME WITH



FAMILY - 48%



FRIENDS - 40%



ALONE - 10%



CO-WORKERS - 2%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
68%



COOKING DEMOS &
FOOD SAMPLING - 48%



PROMOS, PRIZES &
CONTESTS - 42%



FASHION SHOWS &
STAGE PRESENTATIONS - 34%



HEALTH SCREENINGS
27%



CELEBRITY &
SPECIAL GUESTS - 15%

DO YOU PLAN TO RETURN IN 2017?



YES - 98%



NO - 2%

WOMEN'S SHOW SERIES AUDIENCE PROFILE



*Keegan Allen
From Pretty Little Liars*



*Robby Hayes
From the Bachelorette Season 12*



*Princesses
From Just a Bit of Pixie Dust*



Firefighter Fashion Show



*Brie Gabrielle
Co-host of the Chevy Florida Insider
Fishing Report*



Cooking Stage

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

FEATURES & PROMOTIONS

SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

october 20-23
JACKSONVILLE
prime osborn convention center



Meet Keegan Allen
from *Pretty Little Liars*



Firefighter Fashion Shows
on Friday & Saturday



Mother Daughter Day
Join us Saturday



Girls Night Out
Join us Friday

tickets: \$12 at the door, \$6 for kids 8-12
under 6 FREE with paying adult

SOUTHERNWOMENSSHOW.COM @ 

PROUD SPONSORS  

discount tickets available at
Walgreens

800.849.0248 A Southern Shows, Inc. Production

SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

october 20-23
JACKSONVILLE
prime osborn convention center

Test drive a new Chevy at the show
and receive a FREE GIFT courtesy of



CHEVROLET

thursday	10am-7pm
friday	10am-8pm
saturday	10am-7pm
sunday	11am-5pm

SOUTHERNWOMENSSHOW.COM @ 

featuring



Girls Night Out
Join us Friday



Meet Keegan Allen
From *Pretty Little Liars*



Shop 'Til You Drop
All Weekend

PROUD SPONSOR 

CHEVROLET

800.849.0248 A Southern Shows, Inc. Production

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JACKSONVILLE
prime osborn convention center

FUN Shopping. 400 shops. Fashion shows, cooking
classes, health and fitness experts and more. It's
MORE than a show, it's a destination.

featuring



Meet Bobby Hagedorn
From *The Bachelor*



Teacher's Day
Join us Sunday



Fiesta for Fashion Show
Friday and Saturday

PROUD SPONSORS  

SOUTHERNWOMENSSHOW.COM @ 

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SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

\$3
SAVE
with this coupon*

october 20-23
JACKSONVILLE
prime osborn convention center

thursday	10am-7pm
friday	10am-8pm
saturday	10am-7pm
sunday	11am-5pm

tickets: \$12 at the door
\$6 for kids 6-12 yrs

SOUTHERNWOMENSSHOW.COM

*Discount valid on one adult show time admission.
Not valid with any other discount.

A comprehensive marketing and advertising campaign promoted the show for three weeks through **TELEVISION, RADIO, PRINT, DIRECT MAIL** and numerous **DIGITAL PLATFORMS** as well as **SOCIAL MEDIA** and **GRASSROOTS MARKETING** initiatives. The show was promoted with signage in 14 Chevy Dealerships, 64 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 three week paid schedule on four network television stations and local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 804

TOTAL TV CAMPAIGN \$82,615



SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SAVE \$4
discount tickets available at *Walgreens*

Prime Osborn Convention Center
October 20th - 23rd


CHEVROLET



SouthernWomensShow.com

[Click here for TV Spot](#)

TELEVISION ADVERTISING



Three radio stations promoted the show to listeners through different formats, including: **ADULT CONTEMPORARY, 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 3

NUMBER OF RADIO SPOTS, LIVE LINERS.

PROMOS & ON AIR MENTIONS 787

TOTAL RADIO CAMPAIGN \$41,808



RADIO ADVERTISING



**SOUTHERN
WOMEN'S
SHOW** 2016



OCTOBER 20-23

PRIME OSBORN CONVENTION CENTER,
JACKSONVILLE, FLORIDA

800 849 0248 A Southern Shows, Inc. Production

SAVE HERE



**SOUTHERN
WOMEN'S
SHOW** 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

CLICK HERE
and **SAVE!**

OCTOBER 20-23
Prime
Osborn
Convention
Center,
Jacksonville,
Florida
800-849-0248
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Inc. Production

**SOUTHERN
WOMEN'S
SHOW** 2016

OCTOBER 20-23
PRIME OSBORN
CONVENTION CENTER
JACKSONVILLE, FL
800-849-0248
A Southern Shows, Inc. Production

SAVE HERE

october 20-23, 2016
JACKSONVILLE
prime osborn convention center

oct 20 Southern Women's Show in Jacksonville

Public · Shopping · Hosted by Southern Women's Show Jacksonville

Interested + Going ...

October 20 – October 23
Oct 20 at 10 AM to Oct 23 at 6 PM

Southern Women's Show Jacksonville
Prime Osborn Convention Center, Jacksonville, Florida 32204 Show Map

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

Four days of shopping, fashion shows, celebrity appearances, food sampling, pampering, & more at Prime Osborn Convention Center.

Keegan Allen, Star of the hit TV show *Pretty Little Liars*, will be taking photos with guests and signing his book, "life. love. beauty." on October 23rd.

Heather went
910 interested 514 went 288 shared with

SUGGESTED EVENTS SEE MORE

- Opening Night Jax Illuminations
Tomorrow at Jax Illuminations
Family · 11 friends are going
Interested · Going
- Beaches Polar Express
Sat Dec 10 at The Beaches Mus...
Family · 147 guests
Interested · Going
- Void Fest - Presented by Cyc...
Tomorrow at Seawalk Pavilion &...
Festival · 3 friends are going
Interested · Going

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, GOOGLE SEARCH ENGINE MARKETING** and **DISPLAY NETWORKS.**

IMPRESSIONS 3,339,388
VALUE \$7,970

DIGITAL ADVERTISING

**SOUTHERN
WOMEN'S
SHOW** 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

October 20-23 Jacksonvill Convention Center
 Shopping | Food | Fashion | Health | Beauty | Fun

THURSDAY, OCTOBER 20
 10am-7pm | 10am-8pm | 11am-5pm

FRIDAY, OCTOBER 21
 10am-7pm | 10am-8pm | 11am-5pm

SATURDAY, OCTOBER 22
 10am-7pm | 10am-8pm | 11am-5pm

SUNDAY, OCTOBER 23
 10am-7pm | 10am-8pm | 11am-5pm

SPONSORS: CHEVROLET, PEARLE OO VISION, NBD, BELK, etc.

PROGRAM SCHEDULE: COOKING STAGE, SHOPPING, FASHION SHOW, WORKSHOPS, etc.

The Southern Women's Show was advertised through an extensive print campaign with the **FLORIDA TIMES UNION** as well as weekly and monthly **REGIONAL PUBLICATIONS** in order to saturate the market.

SHOW PROGRAM DISTRIBUTION 5,000 NUMBER OF PRINT ADS 23
TOTAL PRINT SCHEDULE \$40,208

NEWSPAPERS & MAGAZINES



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

IMPACT 1,804,850 Impressions

JaxEvents.com
presented by **SMG**

HOME EVENTS CALENDAR VENUES+ TICKETS NEWS BOOKING ABOUT+ MARKETING & ADVERTISING

Southern Women's Show 2016

SOUTHERN WOMEN'S SHOW 2016

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

Southern Women's Show 2016

The Southern Women's Show returns to the Prime Osborn Convention Center October 20-23, 2016, and you're invited to join in the FUN! Jam-packed with cool jewelry and handbags, make-up tips and tricks, delicious gourmet treats and more. Besides the incredible shopping, you can enjoy runway fashion shows, cooking classes, and informed speakers. Grab your mom, sister, or best friend and spend the day – or weekend – doing everything you love!

This year's celebrity guest will be Keegan Allen from the hit show *Pretty Little Liars*. Keegan will be joining us on Sunday, October 23.

For more information about the Southern Women's Show visit our website at <http://southernwomenshow.com/vip>.

TICKETS ON SALE NOW AT: <http://southernwomenshow.com/vip/tickets/>

Tickets will also be on sale at Walgreens stores beginning September 19 and at the Tom Dush Box Office at the Prime Osborn Convention Center on show days.

Ticket Prices
Online – Adults \$10, Youth (6-12): \$5, Group: \$8
Walgreens – Adults: \$8, Youth (6-12): \$5
Box Office – Adults: \$12 at the door, Youth (6-12): \$5, Under 6: Free

Dates and Times
Thursday, October 20, 2016 / 10:00 am – 7:00 pm
Friday, October 21, 2016 / 10:00 am – 8:00 pm
Saturday, October 22, 2016 / 10:00 am – 7:00 pm
Sunday, October 23, 2016 / 11:00 am – 5:00 pm

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Southern Women's Show 7 reviews • 1 photo • 10 photos

10/15/2014

5 stars

I absolutely love when this show comes every year!

Depending on when you go, parking can get hectic. This year they had saved parking for \$10, I don't take advantage of it because it was early enough in the day so parking was not difficult. Regular parking is \$5. I met some friends at the ticket booth and ventured in. Most of us already had our tickets purchased from Walgreens for \$8.

As we walked to where the vendors were we were handed a Bask shopping bag. I guess they expect that everyone will walk away having purchased something and I can see why. This place is huge with vendors selling everything marketed for women: jewelry, clothing, cosmetics, beauty services, kitchen gadgets, self-defense, home improvement, food products, medical services and counseling, even a fortune teller was there. We stopped at the stage to watch a rescued dog fashion show. How cute! I got my eye brows waxed and bought some fantastic dips I can't wait to try at home.

The most interesting thing I saw this year was that Walgreens was there in the cooking area. They were doing manicures and allowing adults to sample lilker's hand lemonade. Odd, I'm glad they were there.

I'll definitely try to go every year because it's a lot of fun!

Pink Chevrolet!

SOUTHERN WOMEN'S SHOW

Was this review...?

Useful 4 Funny 1 Cool 2

JACKSONVILLE FREE PRESS

HOME NEWS+ ENTERTAINMENT+ POLITICS EDITORIALS+ LIFESTYLE+ SPORTS+ CALENDAR+ PHOTOS

29th Southern Womens Show Still a Hit with Jacksonville Femme Fatales

October 28, 2016 Staff Lifestyle 0

29th Southern Womens Show Still a Hit with Jacksonville Femme Fatales

Daem Knight, Nigelle Kohn, Terri Routhac and Crystal McCrow

The 29th Southern Women's Show entertained thousands of women last weekend with access to fashion shows, food demonstrations, vendors and more!

Women from all ethnicities converged at the Prime Osborn Center for four days to engage in conversations pertaining to women's healthcare, lifestyles, fun and prizes.

Attendees had the opportunity to grab a girlfriend and join in the fun for girls' night out, complimentary blowouts and updos, pampering sessions, free health screenings and the chance to win a staycation in Jacksonville. The Southern Women's Show was jam-packed with cool jewelry and handbags, make-up tips and tricks, delicious gourmet treats and informed speakers discussing important women's newsworthy issues. The vendors included over 400 exhibits.

"This has been a day of incredible shopping with my best friends; we have enjoyed spending the day fellowshipping and just being us. We never miss the Southern Women's Show!" said Annette Brown.

PR IMPRESSIONS

SOUTHERN WOMEN'S SHOW 2016
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



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

E-NEWSLETTER SUBSCRIBERS 9,802

FACEBOOK FANS 6,489

UNIQUE PAGEVIEWS 59,864

LIVING SOCIAL REDEMPTIONS 226

GROUPON REDEMPTIONS 400

INSTAGRAM FOLLOWERS 2,489

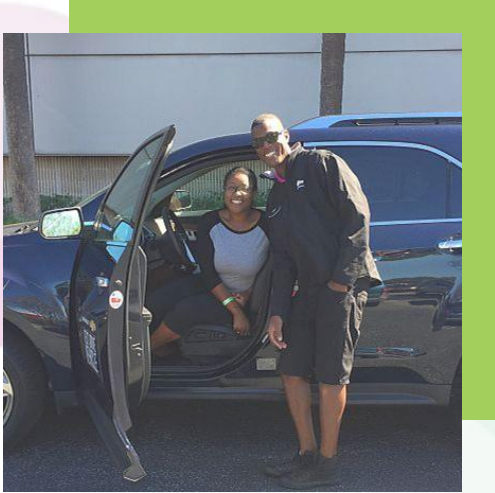
TWITTER FOLLOWERS 338

TOTAL VALUE \$1,129,086



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.



SPONSORS



It is a privilege to bring the very best in health, beauty, home, fashion and more to the greater Jacksonville area. With the help of our sponsors, partners and exhibitors, the 2016 Southern Women's Show was a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Elisha Jernigan
Show Manager

Emma Haynes
Assistant Show Manager



october 19-22
JACKSONVILLE
prime osborn convention center

WE LOOK FORWARD TO WORKING WITH YOU IN 2017

