Show in Review
Southern Women’s Show Raleigh
April 25 - 27, 2014
North Carolina State Fairgrounds
THOUSANDS ATTENDED

The 29th annual Southern Women’s Show in Raleigh attracted thousands of guests throughout the four day event. In addition to providing the opportunity to meet thousands of women face to face, the show generated millions of impressions across the community before, during and after the show.
DELIVERING YOUR AUDIENCE

What special feature did you see at the show?

Age range

How many times have you attended the show?

Approximately how much did you spend?
SCENES FROM THE SHOW
The **Southern Women’s Show** was promoted through an aggressive paid and promotional advertising campaign designed to spread the word, attract a qualified audience, promote your participation and generate leads. The campaign generated outstanding live coverage and TV, radio, and print exposure throughout the region as well as onsite interaction with thousands of show guests.

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Advertising</td>
<td>10,144,164</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>2,456,100</td>
</tr>
<tr>
<td>Print Advertising</td>
<td>1,722,488</td>
</tr>
<tr>
<td>Official Show Program</td>
<td>173,289</td>
</tr>
<tr>
<td>Specialty Publications</td>
<td>136,757</td>
</tr>
<tr>
<td>Public Relations</td>
<td>11,034,645</td>
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<tr>
<td>Official Show Website</td>
<td>87,445</td>
</tr>
<tr>
<td>Official Show Facebook Page</td>
<td>1,236,250</td>
</tr>
<tr>
<td>E-Newsletters</td>
<td>39,078</td>
</tr>
<tr>
<td><strong>Total Impressions</strong></td>
<td><strong>27,030,216</strong></td>
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</tbody>
</table>
TELEVISION ADVERTISING

Paid and promotional spots, on air promotions, online contests, live coverage, E-Newsletter campaigns, Facebook and Twitter were combined to reach millions of women and families and promote your name across the viewing market. Hundreds of television spots resulted in **10,144,164 media impressions**. [Click here for link to TV coverage](#)
Paid and promotional spots, live liners, contests and interviews were designed to capture listeners’ attention and drive traffic to the show. The range of stations ensured that listeners of many formats heard about the event and were invited to attend. The radio campaign resulted in **2,456,100 impressions**. Click here for link to Radio spot

- **122 Spots**
  - 1,008,000 Impressions

- **63 Spots**
  - 412,500 Impressions

- **78 Spots**
  - 194,600 Impressions

- **65 Spots**
  - 107,500 Impressions

- **55 Spots**
  - 301,400 Impressions

- **52 Spots**
  - 217,600 Impressions

- **15 Spots**
  - 214,500 Impressions
Advertisements in local and regional magazines heightened awareness for the show and sponsors. The ad campaign promoted show features, stage schedules, celebrity guests, sponsors and exhibitors to activate the interest of readers.

- Official Show Program was distributed through the News & Observer to 168,289 subscribers on Sunday, April 21st, 2014 with an additional 5,000 copies distributed onsite.
- Ads in Homes and Land, New Homes & Ideas and Money Pages promoted the show to a potential reach of 136,757 readers.
To generate additional media exposure, local radio stations partnered with the show to conduct ticket giveaways, interviews and on air promotions. Community newspapers and magazines across the state ran advertisements and listed the show in their calendar of events. Combined, this increased awareness through fun on-air and online contests for both listeners and readers.

Radio Trade Value: $6,180.00
Print Trade Value: $3,288.00
Press releases, media alerts and personal outreach by the show’s Public Relations team resulted in numerous articles about the show through a variety of publications and websites, and television interviews on multiple stations. Coverage highlighted sponsors, exhibitors, celebrity guests and special features. In total, press clippings, articles and TV interviews Generated 11,034,645 impressions.
SOCIAL MEDIA OUTREACH

- 87,445 web impressions on the Official Show Website
- Weekly status updates to 4,945 Facebook fans
- E-Newsletters to a database of 6,513 subscribers resulting in 39,078 impressions
WEB AND SOCIAL MEDIA

Quick Giveaway: 2 pairs of tickets to the Southern Women's Show!

Welcome couponers from the Southern Women's Show!

Clot offers run at the Southern Women's Show today and Saturday.

Southern Women's Show ticket winners!
Money saving coupon and ticket offers drove attendance.
- Discount coupons were promoted on the Official Show Website
- Discount coupons were distributed at retail locations in Raleigh
- Thousands of advance discount tickets were sold at 88 Walgreens
- Complimentary admission tickets were distributed to sponsors, exhibitors and local retailers and media partners
- 350 tickets were distributed to area Chevrolet dealerships

Posters, table tents and register cards built awareness locally.
- Posters were displayed at 23 local Chevrolet dealerships
- Posters, counter cards and nametag ribbons were displayed at 88 Walgreens retail stores
- Posters and signs were displayed at Belk, Carolina Premium Outlets, Cary Towne Center and various local retailers
From Patti Stanger of Bravo’s *Millionaire Matchmaker* to coupon experts, top chefs, style coaches and motivational speakers, the show offered a superior line-up of special guests. These celebrities attracted media attention plus inspired and entertained guests.
Thank you to our sponsors. Outstanding sponsors and partners extended the reach of the show and created exciting and interactive features within the show.
<table>
<thead>
<tr>
<th>Outstanding Exhibitors</th>
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<tr>
<td>S 3S Jewelry</td>
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<tr>
<td>&quot;Comic Proportions&quot; Lena The Art Diva</td>
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<td>2 Happy Feet</td>
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<td>2Cups Green Tea Hawaii</td>
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<td>4EverSole</td>
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<td>A Beauty Must</td>
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<td>A New Look</td>
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<td>A Special Event</td>
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<td>Abbvie</td>
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<td>ADT Security Services</td>
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<td>Aerosoles</td>
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<td>Airbrush Makeup Magic</td>
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<td>Alimtox LLC</td>
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<td>All About Microfiber</td>
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<td>All Natural Dips</td>
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<td>Alzheimer's Association Eastern NC Chapter</td>
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<td>Amazing Dresses</td>
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<td>American Heart Assoc.-Go Red For Women</td>
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<td>American Laser Skincare</td>
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<td>Ameriprise Financial</td>
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<td>Angela D. Global Designs</td>
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<td>Anne's Old Fashioned Food Products</td>
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<td>Apex Weightloss MD</td>
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<td>Arabella</td>
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<td>Aradia Fitness</td>
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<td>Arbonne</td>
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<td>Arthur Murray Dance Studio</td>
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<td>ASG Security</td>
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<td>Augusta's Creations, LLC</td>
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<td>AWB Promotions</td>
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<td>Barbizon of Raleigh</td>
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<td>Beaches of Fort Myers &amp; Sanibel</td>
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<td>Bertie County Peanuts</td>
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<td>Better In Colour</td>
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<td>Beyond Jewelry 520</td>
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<td>BG Wineslushies</td>
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<td>Blackwell Distributors, Inc. (Rainbow Vacs)</td>
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<td>Bleu Heron Jewelry</td>
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<td>Blue Coral LLC dba Hand &amp; Stone Cameron Village</td>
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<td>Blue Creations</td>
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<td>Blue Moon Under</td>
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<td>Blue Ridge &amp; Great Smoky Mountains</td>
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<td>Bobbees Bottling</td>
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<td>Bobby J's Original</td>
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<td>Body True Thermabolic Weight Loss System</td>
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<td>Canine Angels, Inc.</td>
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<td>Capital Bee Company</td>
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<td>CapTel NC</td>
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<td>Carolina Candy Company</td>
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<td>Carolina Packers, Inc.</td>
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<td>Carolina Premium Outlets</td>
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<td>Carolina Vein Institute</td>
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<td>Carols Creations</td>
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<td>Cary Pottery</td>
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<td>Cary Soap and Candle</td>
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<td>Cellular Sales of North Carolina</td>
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<td>Center for Medical Weight Loss</td>
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<td>Chevrolet</td>
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<td>Christian Tours</td>
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<td>Classic Charm Boutique</td>
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<td>Clear Choice Water Solutions, Inc</td>
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<td>Clear Choice Windows</td>
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<td>Clear Waters Travel</td>
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<td>Clic Eyewear</td>
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<td>Click It Hot</td>
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<td>Cobra Security Products</td>
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<td>Corry Enterprises</td>
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<td>Corry Enterprises - Aurora Lamps</td>
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<td>Costco</td>
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<td>Country Cottons</td>
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<td>Creative Embroidery</td>
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<td>Crestline Hotels and Resorts</td>
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<td>CruiseOne &amp; Cruises Inc.</td>
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<td>Crystal Springs</td>
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<td>Cutco Cutlery</td>
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OUTSTANDING EXHIBITORS

Daytona Beach Area CVB
Dennis Vineyards Winery
Department of Veteran Affairs
Designer Pet Mfg.
Designs by LJ
Diamond Resorts International Marketing, Inc.
Dip'n Good Dips dba The DIPlomats
Diva Daisies, LLC
doTERRA Essential Oils
Duke HomeCare & Hospice
Duplin County Tourism
Duplin Wine Cellars
Easy Living Products-Power Steam Pro
Eccentric Cat
EcoMaster - Energy Efficient Home Improvement
Elegance eT Cetera
Elegant Accents, Inc.
Elemental Alchemy
En Masse Marketing Corp.-Garlic Grater
En Masse Marketing Corp.-Powerbank
En Masse Marketing Corp.- Flameless Candle
Energems
Essential Pockets, LLC
European Wax Center
Ever So Lovely®, Inc.
Extension of You Home Care & CarePatrol
Eye Care Associates
Fan Feet, LLC
Fancy Blossoms
FineCorsets.com
Firefighters Burned Children’s Fund of Wake County
Five Bees
Floury Apron LLC
Food Lion Cooking Stage
Food Notations
Foss Gourmet Food, LLC
Garlic Expressions
Gatherings with Private Chef Shawn, LLC
Gems N' More
Georgia Glitz
Ginger Blue
Grace Adele
Grade Power Learning
Grapes & Olives On Tap, LLC
Great Eastern Resort
Greater Williamsburg Chamber & Tourism Alliance
Grendeddy Dave's BBQ Sauces and Seasonings
Gutter Glove of North Carolina, LLC
Gypsy Swim School
Hampton Inn Winchester, KY
Headbands of Hope
Heatmoor by De Loache
Heide's Gourmet
Henna Design
HOCOA
Home Spa
Homes & Land Magazine
I&N Jewelers
Ideal Product USA, Inc.
Impress Instant Press-On Manicure
In2Feet, LLC
InfinityBelt, LLC
Initials, Inc.
Isagenix / Nutritional Cleansing
It Works! Inches Gone Tonight!
IV Pure Inc.
J & J Lulas
JAM Sales - Stove Top Grill
JC Unlimited
JCB Entertainment-DirecTV Satellite
Jenni K. Jewelry
Judy's Gifts & Jewelry, LLC
Juice Plus
Kara's Closet
Kim's Cheese Straws
Kitcheneed
Kool Kombz
Kozy Collar
Kristina’s Kreations & Accessories
L'paige Lipstick
Lady Lynn's Boutique
Lashes and Cosmetics
Leaffilter North of NC, Inc
Leafguard of Southeast Carolinas
Lebo's Inc.
OUTSTANDING EXHIBITORS

Lemon - Aid Organics
Lifestyle Lift
Lifestyle Marketplace-BraVage
Lifestyle Marketplace, LLC
Light Up Lip Gloss
Linx by Mark Morton
Liplinez, LLC
LipSense by SeneGence
Lisa Jensen Photography
Live Right Inc.-Saladmaster
Longaberger
Luxury Baths & Kitchens
Made in the Shade Blinds & More
Mainstream Boutique
MakeUp Eraser
Makeup Studio By Diane Capt
Margaret Taylor, Ltd.
Mary Kay Cosmetics
Maximized Living
MC's Sweet Roasted Nuts
Mckeeeman Communications Group, Inc.
MD Jewelry Design
Medifast Weight Control Centers
Melissa's Fancy Feet
Melvin's Legendary Bar-B-Q
Miche
Military Missions In Action
Milo's Tea Company
Mississippi Miracle Clay
Modern Wellness Solutions
Money Pages
Moonlight Diva Emporium
My Pillow
My Sister's Natural
My Stuff
National Inclusion Project
National Networks of Libraries of Medicine
Naturally Yours
Nazoriental Boutique
NC Fudge
NC Fun Book
NC Cash
Nerium International
New Homes & Ideas Magazine
News & Observer
News & Observer Deal Saver
North Carolina Theatre
Norwex
Nourished Body|Wild Heart
Nugz Jewelry
Ocean Threads
Off Leash K9 Training
Ohlemacher's Wisconsin Meat & Cheese Products Inc.
Origami Owl
Out & About
Outlander Travel LLC
Outreach NC Magazine
Ovarian Cancer Awareness
Pain Free Products, LLC
Pampered Prince-ss
Paparazzi By Melissa Wilson
Pass It On
Passanante's Home Food Services
Perfectly Posh
Perfectly Thin
Photo Letter Art
Physicians Weight Loss Centers
Pink Ribbon Shades
Planet Beach Contempo Spa
Plexus Slim
Pockos America Inc.
Pony-O
Premier Designs Jewelry, Inc
Prestige Products/Enchanted Eyes
Prestige Products Direct/Migi Nail Art
Pretty in Pink Foundation
Prevent Blindness NC
PRP Wine International
Pure Romance
Quick and Easy Mixes
Radio One Raleigh
Raleigh Restaurant Equipment
Raleigh Specific Chiropractic
Raleigh Vein & Laser Center
Re-Bath of the Triangle
Real Time Pain Relief
OUTSTANDING EXHIBITORS

Redneck Brands LLC
Reflections Hair Salon
River Expeditions
Rock of Ages Winery & Vineyard, Inc.
Rodan + Fields
Salena’s Accessory Showcase
Salon Eden
Sandez Family Chiropractic & Wellness Center
Sarkis
SAS Shoemakers
Scentsy Wickless Candles
ScriptureArt, LLC
Shabby Chic
Shelf Genie
Sigma Tau Omega Chapter of Alpha Kappa Alpha Sorority
Silpada Designs
Simply Me Accessories LLC
Sit Means Sit-Dog Training
Sky Zone Raleigh
Sleep Number
So You Jewelry
Soak
SolarTyme
Solemagic
South Bend Chocolate Company
South Hill Designs
Southern Destinations
SRI Shoe Warehouse
Stack3Fitness
Stephen Gauquie
Stony Mountain Vineyards
Stop Hunger Now
Studio 59
Styles Extended
Suite Paws Pet Resort & Spa
Sun Tan City
Surprise Parties
Susie Lane Boutique
Sweet Neecy, LLC
Sweet Royal-Tea Soapery
Sweetbriar Designs
Swoon Boutique
Tai Brands
Tanger Outlets Mebane
Tekle Mihret Ethnic Jewelry
Ten
Tenaj Marketing Company
That’s Perfect
The Connection Place, Inc.
The Cookie People
The Emporium (Kitchen Korner)
The Gem Chronicles
The Golden Touch
The Law Offices of John T Orcutt
The Mosquito Squad
The Original Pink Box
The Pampered Chef
The Silver Link
Theanys Flags 2
Therapeutic Innovations
TheraSteps® Insoles
Think Tank Products
Thirty-One Gifts
Tonya’s Cookie Company
Triangle Gardener Magazine
Tumbler Bay
Tupperware-Full Circle Enterprises
Tutor Doctor
Twinkle Star Monogram
Ultra Essence Skincare Products, A Division of Sales R Us, Inc.
Unique Designs by Wanda
Usborne Books and More
Vacation Reservation Center
Vaporillos
Vegas Vacations
VibaBody Slimmer
Virginia Tourism
Vision Discount Plan
Visit Central Florida
Visit St. Petersburg/Clearwater
Vitamist Spray Vitamins
Wacoal / b.tempt'd by Wacoal
Walgreens
Webster Ent./Stretch Lids
Webster Ent./Bamboo Pillow
<table>
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<tr>
<th>Outstanding Exhibitors</th>
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<tr>
<td>Webster Ent./Curling and Flat Irons</td>
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<tr>
<td>Webster Ent./IQ Vacuum</td>
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<td>Webster Ent./Steam Mop</td>
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<td>Webster Ent./Thunderhead Showerhead</td>
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<td>Webster Ent./XHose Pro</td>
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<tr>
<td>Wet 'n Wild Emerald Pointe Water Park</td>
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<td>Wickles Pickles</td>
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<td>WildSide Outdoor Clothing Co.</td>
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<tr>
<td>Wood Wise Design &amp; Remodeling</td>
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<td>Wow - JF 23 LLC / Pain Relief</td>
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<td>WRAL</td>
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<td>Wyoma Road Boutique</td>
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<td>ZPizza</td>
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Thank you again for letting Busch Gardens and Water Country USA be a part of another successful Southern Women’s Show. The Raleigh market continues to be the perfect fit for us and your show gives us the outlet to reach those very important consumers.

*Rachel Christie, Busch Gardens & Water Country USA*

Thanks for putting on a wonderful show! We look forward to seeing you again next year.

*Heather Johnson, River Expeditions, West Virginia*

I would like to personally THANK YOU ALL for an outstanding show this past weekend! I had a blast and Scentsy Wickless Candles did very well (and we LOVED our new booth location).

*Leslie Long, Scentsy Wickless Candles*

It was the best show we have done all year!!!

*Angela Sargent, ADT*
JOIN US IN 2015

The quality of the show depends on the quality of our exhibitors. Thank you for helping us to create a wonderful event for show guests.

Next year’s show is scheduled for April 24 – April 26, 2015 at the NC State Fairgrounds

Mark your calendar now!

For more information:

Tish Atkins
Executive Show Manager
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Ashton Dreyer
Assistant Show Manager
adreyer@southernshows.com

Click here to apply for the 2015 Southern Women’s Show Raleigh