



1



**Southern Women's Show Richmond**  
March 21 - 23, 2014  
Richmond Raceway Complex

# THOUSANDS ATTENDED



2

Thank you for being a part of the 2014 Southern Women's Show in Richmond. The 23<sup>rd</sup> annual show attracted **thousands of guests** and provided you with the opportunity to meet, engage, connect and sell to this large qualified audience. Media coverage generated **millions of impressions** across the community and highlighted the show, celebrity guests, special events, and exhibitors.



# SCENES FROM THE SHOW



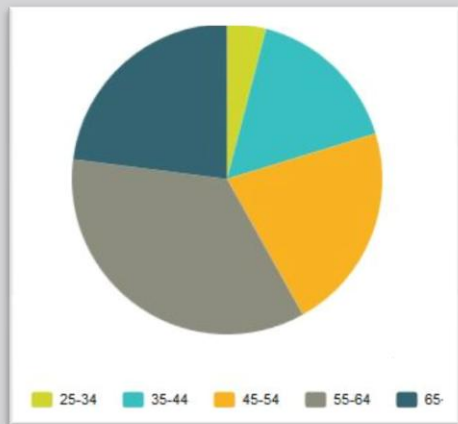
3



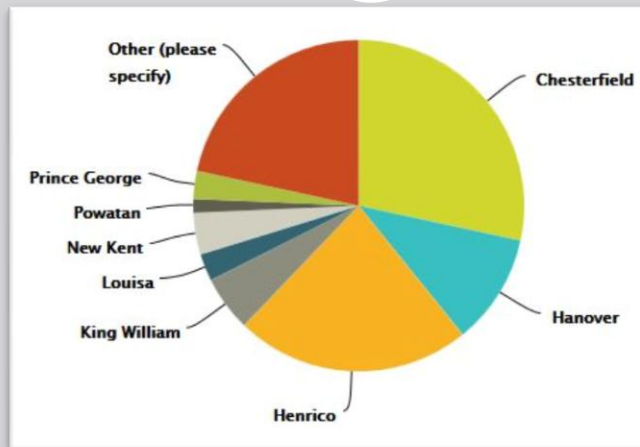
# DELIVERING YOUR AUDIENCE



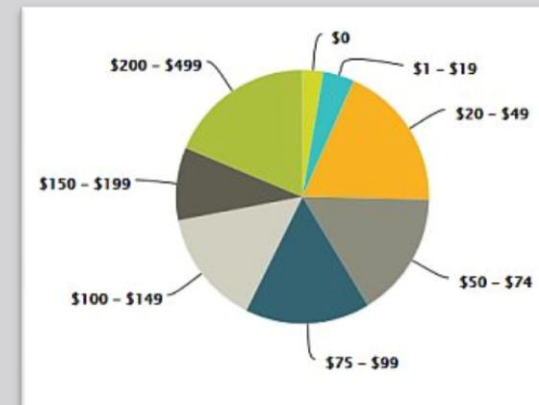
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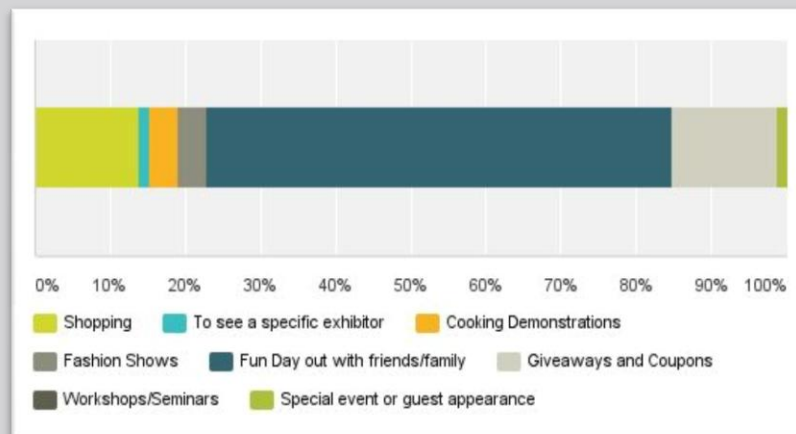
Guest Age Range



County



How Much Did You Spend?



What brought you to the show?

# MILLIONS OF IMPRESSIONS



5

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.

	Impressions
Television Advertising	3,371,000
Radio Advertising	3,881,000
Print Advertising	2,848,868
Official Show Program	109,650
Public Relations	738,040
Official Show Website	38,350
Official Show Facebook Page	620,000
E-Newsletters	<u>15,805</u>
<b>Total Impressions</b>	<b>11,622,713</b>

# TELEVISION ADVERTISING



6

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 **3,371,000 media impressions**. [Click here for link to TV coverage](#)



90 Spots  
357,000 Impressions



65 Spots  
827,000 Impressions



25 Spots  
42,000 Impressions



158 Spots  
1,976,000 Impressions



111 Spots  
169,000 Impressions

# RADIO ADVERTISING



7

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 **3,881,000 impressions**. [Click here for link to Radio spot](#)



183 Spots  
1,109,000 Impressions



122 Spots  
393,000 Impressions



112 Spots  
792,000 Impressions



91 Spots  
621,000 Impressions



147 Spots  
284,000 Impressions



117 Spots  
517,000 Impressions



60 Spots  
97,000 Impressions



55 Spots  
68,000 Impressions

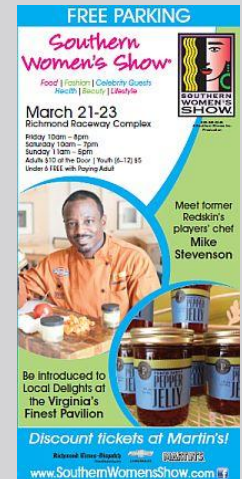
# PRINT ADVERTISING



8

Advertisements in the *Richmond Times Dispatch* 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.

- ❖ **Twenty-five (25) print ads** in the *Richmond Times Dispatch* resulted in **2,848,868 impressions**.
- ❖ Official Show Program was distributed through the *Richmond Times Dispatch* to **109,650 subscribers** on **Friday, March 21, 2014** with an additional **5,000 copies** of the program distributed onsite.





# RADIO & PRINT TRADE

9

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 print contests for both listeners and readers.

**Radio Trade Value: \$8658**

**Print Trade Value: \$ 832**



# PUBLIC RELATIONS

10



Press releases, media alerts and personal outreach by the show's Public Relations team resulted in numerous articles on 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 738,040 impressions.

**HENRICO CITIZEN**  
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Advertising About Us Contact Directory Distribution Links Privacy Policy PACS

**Weekend Top 10**  
By Sarah Smith, Citrus Events Editor 7/25/14

**Weekend TOP 10**

- 1. The Southern Women's Show will take place from 10 a.m. to 4 p.m. at the Richmond Raceway Complex, 600 E. Lakeshore Ave. The show features over 100 exhibitors, live music, and a variety of activities for the whole family.
- 2. The show will be held on Friday, March 21, and Saturday, March 22, at the Richmond Raceway Complex, 600 E. Lakeshore Ave. The show features over 100 exhibitors, live music, and a variety of activities for the whole family.
- 3. The show will be held on Friday, March 21, and Saturday, March 22, at the Richmond Raceway Complex, 600 E. Lakeshore Ave. The show features over 100 exhibitors, live music, and a variety of activities for the whole family.

**TimesDispatch**  
Home News Business Opinion Sports Entertainment Arts Local Weather Classifieds  
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**Richmond Southern Women's Show**  
'Duck Dynasty' star answers call for event

By Holly Postle

Looking to share families? Jessica and her husband, Jay, will be participating in the Richmond Southern Women's Show. The mother of four will participate in a moderated Q&A on Friday afternoon on the Fashion & Entertainment stage, followed by a meet-and-greet session with fans. She'll talk about life in her crazy family as well as her role in managing the family business, Duck Commander, and being part of one of A&E's most popular television series.

**Richmond Southern Women's Show**  
When: March 21-22  
Where: Richmond Raceway Complex, 600 E. Lakeshore Ave.  
Tickets: \$9 in advance, \$12 at the door. \$3 for ages 6-12 and free for those 5 and under. Discounts available for groups of 10 or more, and museum members are available at these locations: [www.southernwomenshow.com/tickets](http://www.southernwomenshow.com/tickets)

**RICHMOND.COM**  
Home News Business Opinion Sports Entertainment Arts Local Weather Classifieds  
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**Duck Dynasty's Jessica Robertson at Southern Women's Show**

By Holly Postle

Duck Dynasty's Jessica Robertson chats with us before her visit to the Southern Women's Show this weekend.

Looking for the perfect 'give away' item to share it with one of the most popular families on television? Jessica Robertson, wife of Jay Robertson and co-star on A&E's 'Duck Dynasty,' will headline this year's 23rd annual Richmond Southern Women's Show at the Richmond Raceway Complex, March 21-23.

The mother of four will participate in a moderated Q&A on Friday afternoon on the Fashion & Entertainment stage, followed by a meet-and-greet session with fans. She'll talk about life in her crazy family as well as her role in managing the family business, Duck Commander, and being part of one of A&E's most popular television series.

In addition to Robertson, chef and cookbook author Mike Davidson, famous with cooking demonstrations, and Brian Maynor, style coach to the rich and famous, will hand fashion insights.

The show also will feature three size figures on loan from Madame Tussauds museum: Jackie Kennedy-Onassis, Jonny Depp and Jennifer Lopez.

**Richmond.com** Why do you think it's so popular?

**theRECord**  
eNewsletter of events, activities and news from Montgomery County Recreation

**Family Trips**

Phenixville Flower Show (March 7, 8:30)  
HARDWARE, HOME AND HOME-IMPROVEMENT CENTERING MARKET & GARDENING MARKET, PHENIXVILLE, PA. 17075. 10:00 AM - 12:00 PM. 703-441-1000. [www.phenixvillepa.com](http://www.phenixvillepa.com)

Phenixville Flower Show (March 7, 8:30)  
HARDWARE, HOME AND HOME-IMPROVEMENT CENTERING MARKET & GARDENING MARKET, PHENIXVILLE, PA. 17075. 10:00 AM - 12:00 PM. 703-441-1000. [www.phenixvillepa.com](http://www.phenixvillepa.com)

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**Outdoor Summer Camps**  
The Fun Never Stops For The Outdoor Summer Camps

**Popular Posts**

- Write Your Top 10: How to Properly Eat Salmon
- Wishing to try the threefold of earth
- Wishing to try the threefold of earth
- Wishing to try the threefold of earth

# WEB AND SOCIAL MEDIA



11

- ❖ 38,350 web impressions on the Official Show Website
- ❖ Weekly status updates to 2,480 Facebook fans
- ❖ Five E-Newsletters to a database of subscribers resulting in 15,805 impressions



# COUPONS & TICKETS



12

Coupon and ticket offers helped boost attendance. Electronic coupons were available through the show website. Discount tickets were sold at **24 area Martin's** to stimulate show traffic. Complimentary admission tickets were distributed to sponsors, media partners and exhibitors.

**ADVANCE TICKET**

Courtesy of **MARTIN'S**



**March 21-23, 2014**  
Richmond Raceway Complex

Friday 10-8  
Saturday 10-7 • Sunday 11-5

Admission  
Advance Adult Ticket \$7

**MARTIN'S** Richmond Raceway Complex

A Southern Shows, Inc. Production  
800-849-0248

Check for availability at [www.southernwomenshow.com](http://www.southernwomenshow.com)

**COMPLIMENTARY TICKET**

**Southern Women's Show**

March 21-23  
Richmond Raceway Complex

Visit the show courtesy of



**CHEVROLET**



800-849-0248  
A Southern Shows, Inc. Production

One free admission with this card. The ticket entitles you to no charge to special grand and may not be used. Distribution of these not assured. Management reserves the right to refuse admission to the holder of this ticket.

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

**DISCOUNT COUPON**

**Southern Women's Show**

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle



**March 21-23**  
Richmond Raceway Complex

Friday 10am-8pm | Saturday 10am-7pm  
Sunday 11am-5pm

Adults \$10 or the Door (\$2 with Coupon)  
Youth \$4-12 \$5  
Under 4 FREE with Paying Adult



**MARTIN'S** Richmond Raceway Complex

**SAVE \$200\***

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

**COMPLIMENTARY TICKET**

**Southern Women's Show**



**March 21-23**  
Richmond Raceway Complex

Friday 10am-8pm  
Saturday 10am-7pm  
Sunday 11am-5pm

Adults \$10 | Youth (4-12) \$5  
Under 4 FREE with Paying Adult

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle



Meet **Jessica Robertson**  
from **A&E's DUCK DYNASTY**

Visit the website for appearance details.

**MARTIN'S** Richmond Raceway Complex

Management reserves the right to refuse admission to the holder of this ticket. Distribution of these not assured. Management reserves the right to refuse admission to the holder of this ticket.

[www.southernwomenshow.com](http://www.southernwomenshow.com) | A Southern Shows, Inc. Production

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

# OFFSITE EXPOSURE



13

## Money saving coupon and ticket offers drove attendance.

- ❖ Discount coupons were distributed through the Official Show Website.
- ❖ Thousands of advance discount tickets were sold at **24 Martin's** stores.
- ❖ Complimentary admission tickets were distributed to sponsors, exhibitors and local retailers.
- ❖ 350 tickets were distributed at **7 local Chevrolet** dealerships.

## Hundreds of posters built awareness locally.

- ❖ Posters were displayed at **7 Chevrolet** dealerships, **24 Martin's** and various local retailers.
- ❖ Local ambassadors distributed signage to local boutiques, restaurants, salons, etc. to generate exposure and buzz about the show.



# SPECIAL GUESTS



14

**Celebrity appearances attracted media attention and guests.** From Jessica Robertson of A & E's *Duck Dynasty*, to coupon experts, top chefs, style coaches and motivational speakers, a superior line-up of special guests inspired and entertained.



**Chef Mike Stevenson**  
*Personal Chef for the  
Washington Redskins*



**Jessica Robertson**  
*A&E's Duck Dynasty*



**Brian Maynor**  
*Style Coach*

# POWERFUL PARTNERSHIPS



15

**Thank you to our sponsors.** Outstanding sponsors and partners extended the reach of the show and created exciting and interactive features within the show.



**CHEVROLET**

**MARTIN'S<sup>®</sup>**

**Richmond Times-Dispatch**

[TimesDispatch.com](http://TimesDispatch.com)

# OUTSTANDING EXHIBITORS



16

B.lovely Sandals  
Pink Zebra Sprinkles  
A Beauty Must  
A Million Bucks Boutique  
Aaron's  
ACE Weight Loss  
Advanced Wellness Centre  
AFX Fit & Boot Camp Challenge RVA  
Alimtox LLC  
AllergEase  
Alliance Women's Health  
Amazing Dresses  
American Kidney Fund  
Ameriprise Financial  
Angela D. Global Designs  
Anne's Old Fashioned Food Products  
ARC Angels Creations, LLC  
Athalia Originals  
Bamboo Pillows  
Bath Fitter  
Bean Bands  
Beautiful Me  
Beautycounter  
Beijo Handbags & Accessories  
Bella U  
Bellaroma  
Better In Colour  
Betty Jane's Sweet Delights, Inc.  
Beyond Jewelry

BGWineslushies  
BJ's Wholesale  
Bling and More  
Blue Moon Under, LLC  
Bottle De-lites  
Buck Stove Corporation  
Bunker Hill Cheese Company  
Butler Photographic Artistry  
CAPITAL BEE COMPANY  
Capital Remodeling  
Captel Captioned Telephone  
Catie Fashion USA Inc.  
Cellular Sales of Virginia  
Chevrolet  
Christian Tours  
Classic Charm Boutique  
ClearSight Ultrasound, Inc.  
Colesce Fashions & Custom Fitted Bras  
Collegiate School Aquatics Center  
Colonial Downs  
Commonwealth Dermatology  
Corry Enterprises - Aurora Lamps  
Corry Enterprises - Hip Klips  
Corry Enterprises - Water Marbles  
Country Road Cabins  
CruiseOne & Cruises Inc.  
Cutco Cutlery  
CuteNspoiled  
Damsel in Defense

Dept of Veterans Affairs/McGuire VA Med Ctr  
Designs by Alex Simkin  
Diamond Resorts  
Dillard's  
DirectBuy of Richmond  
Dove Chocolate Discoveries  
Easy Living Products - Power Steam Pro  
Elegance eT Cetera  
Elegant Accents, Inc.  
Elite Cosmetics  
En Masse Marketing Corp.-Garlic Grater  
En Masse Marketing Corp.-Powerbank  
En Masse Marketing Corp.-Flameless Candle  
ENERGEMS  
Essential Pockets, LLC  
Fathom It  
Figuera Tree  
Four Bears Trading  
Fresh Batch Jams  
FSG Events  
Girl Scouts of America Richmond  
Glitz Galore-N-More  
Grace Adele  
Grade Power Learning  
Grapes & Olives On Tap, LLC  
Greenleaf  
Gypsy Hill  
Happy Feet  
Harmony Acres Soap Co.



# OUTSTANDING EXHIBITORS



17

Hawks Renovations LLC  
Heathmoor by De Loache  
Helping Hands Affordable Vet Surgery & Dental Care  
Henrico County Public Library  
HomeAgain  
Homes and Land Magazine  
Iconic Cosmetics  
IDEAL IMAGE  
Ideal Product USA, Inc.  
imPRESS instant press-on manicure  
Independent Distributor, It Works Global  
Independent Plexus Ambassador  
Initials, Inc.- Independent Senior Creative Leader  
Isagenix  
JAM Sales - Bravage  
JAM Sales - Stove Top Grill  
Joy of Shopping  
Kristina's Kreations & Accessories  
Lashes and Cosmetics  
Lay-n-Go, LLC  
Le Fashion Cottage  
Lebo's  
Legendary LLC  
Lewis Plastic Surgery  
Lia Sophia Jewelry  
Lifestyle Marketplace Sheets  
Lilla Rose Jeweled Hair Gems  
LipSense by SeneGence

Livin' Country  
Longaberger  
Lulu Luxuries  
M.J. Clothing  
Margaret Taylor, Ltd.  
MARTIN'S  
Mary Kay Cosmetics  
Massaging Insoles  
Massanutten  
MassMutual Financial Group  
Medi-Fast Weight Loss  
Miche  
Mick's Gourmet Soups  
Mid-Atlantic Twin Registry  
Mississippi Miracle Clay  
MMP Travel  
Modern Wellness Solutions  
Moonlight Diva Emporium  
Murphy's Cinnamon Roasted Nuts  
My Pillow  
My Stuff  
MyStyleCorset.com  
Nationwide Insurance-Heather Capel Agency  
Naturally Yours  
Nugz Jewelry  
Ohio Valley Herbal Products  
Organo Gold (Shirlene Claiborne)  
Origami Owl Custom Jewelry

Pain Free Products, LLC  
Palcha Products  
Paparazzi Jewelry & Accessories  
Pennacook Peppers  
Perfect Accents  
Perfect Fit Toe Rings  
Perfectly Posh Ind. Consultant  
Permafaces - Permanent Makeup  
Pink Ribbon Shades  
Pink Tie Gala  
Pockos America Inc.  
Practically Prepared  
Prestige Products Direct/Sticky Roller  
Pro Seal Services  
Profashion Inc.  
Pure Romance  
Quick and Easy Mixes  
Rainbow Cleaning Systems  
Ramar Jewelry  
Real Time Pain Relief  
Remodel USA  
Renew Health & Wellness  
Renewal by Andersen of Central VA  
Rex Goliath Wines  
Richard L. Byrd, DDS, PC & Assoc.  
Richmond Facial Plastics  
Richmond Times-Dispatch  
River Expeditions  
Rodan + Fields Dermatologists

# OUTSTANDING EXHIBITORS



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## S 3S JEWELRY

SABO Sales Corp.  
Salena's Accessory Showcase  
Sales R Us Inc.  
Sarkis  
Scentsy Wickless Candles  
Scrubs and Rubs  
Sealed with a Kiss  
Sears Home Services  
Simply Me Accessories LLC  
Sleep Number  
So You Jewelry  
Soul-Ice Vending, Inc.  
South Hill Designs  
Spinal Correction Center of Richmond  
Stone Effects  
Storm Impulse Inc.  
Styles Extended  
Surprise Parties  
Sweet Minerals  
T Js Gifts and Collectables

Tekle Mihret Ethnic Jewelry  
The Electronic Cigarette  
The Go Girl Shoppe  
The Golden Touch  
The Lasik Vision Institute  
The Laurianda Clothing Company  
The Pampered Chef  
The Silver Link  
Theanys Flags 2  
Therapeutic Innovations  
Think Tank Products  
Thirty-One Gifts  
Tidewater Physical Therapy, Inc.  
Today's Enterprise featuring Designz by Mkee  
Touchstone Crystal by Swarovski  
Traci Lynn Fashion Jewelry (Michelle Mosley)  
Trés Bebe  
Tupperware  
Ultimate Creations  
Uniks Fashion

Unique Designs by Wanda  
United Network for Organ Sharing  
Usborne Children's Books  
VCU Dental Care  
VINE  
Virginia Beef Industry Council  
Virginia Blood Services  
Virginia Soaps and Scents  
Virginia Urology Women's Health  
Vitamist  
Waccamaw Pearls  
Wealth Innovations, LLC  
WestCoastTops  
Westhampton Memorial & Cremation Park  
Wildtree  
Window Depot  
wow-JF23 llc  
Wyoma Road Boutique  
Xtreme Teeth Whitening LLC  
Zacharias Ganey Health Institute  
Zipfizz Corp

# EXHIBITORS SAY IT BEST



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As new vendors at The 2014 Southern Women's Show in Richmond, Virginia, we left thrilled and impressed. The show is extremely well planned and executed. It has a high energy excitement to it that never waned over the course of 3 days. Our business was well received and was given one on one time by Heather and Sarah whenever we need it. Staff was helpful and available and our sales were well above what we had anticipated for a first time show. The vendor list has obviously been carefully chosen and the businesses represented were of the highest quality. Our only regret is that we have not been a part of this show in the past but we are looking forward to being a part of Southern Shows in the future.

*Richelle Spargur, Virginia Soaps & Scents*

I had an excellent show. We were able to engage customers and make sales. I have already signed back up for next year.

*Michelle Mosley, Traci Lynn Jewelry*

We love being part of the Southern Women's Show. We return year after year because of the positive results we receive and the contacts we make.

*Mary Jane Ganey, Zacharias Ganey Health Institute*

# JOIN US IN 2015



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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 17 - 19  
at the  
Richmond Raceway Complex

Mark your calendar now!

For more information:

**Sarah Hallett**  
Show Manager  
shallett@southernshows.com

**Heather Robertson**  
Assistant Show Manager  
hrobertson@southernshows.com

[Click here to apply for the 2015 Southern Women's Show Richmond](#)