



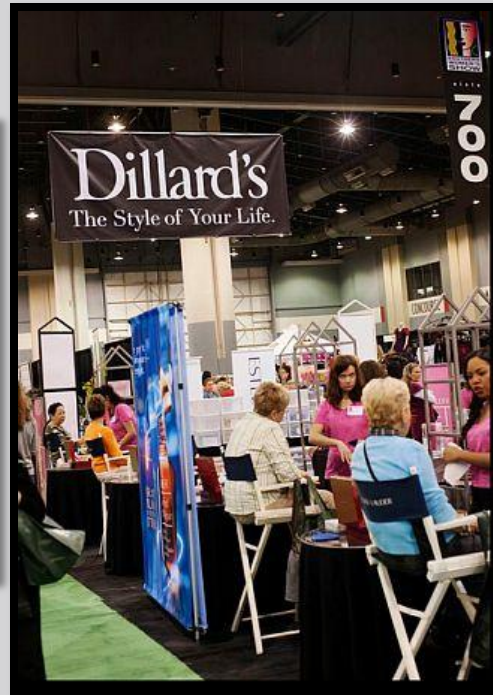
Southern Women's Show Savannah
February 21 – 23, 2014
Savannah International Trade & Convention Center

THOUSANDS ATTENDED



2

The 11th annual Southern Women's Show in Savannah attracted thousands of guests throughout the three 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.



SCENES FROM THE SHOW



3



MILLIONS OF IMPRESSIONS



4

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.

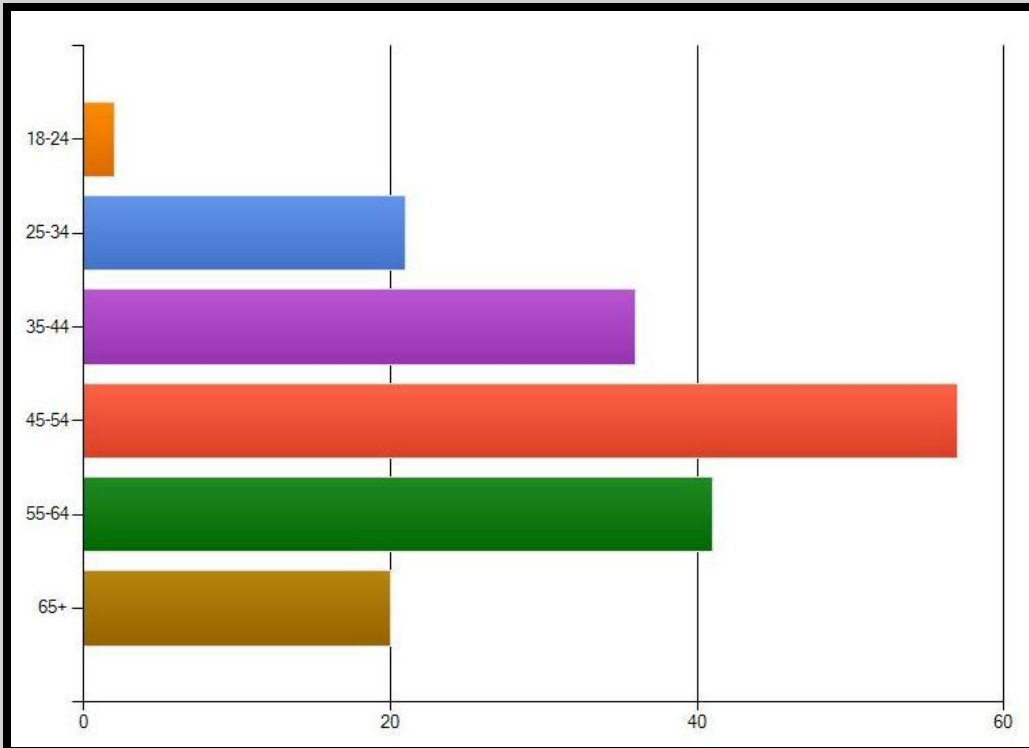
	Impressions
Television Advertising	3,073,000
Radio Advertising	1,113,400
Print Advertising	1,723,970
Official Show Program	41,000
Specialty Publications	230,000
Public Relations	7,246,316
Official Show Website	53,247
Official Show Facebook Page	856,500
E-Newsletters	<u>27,680</u>
Total Impressions	14,365,113

DELIVERING YOUR AUDIENCE

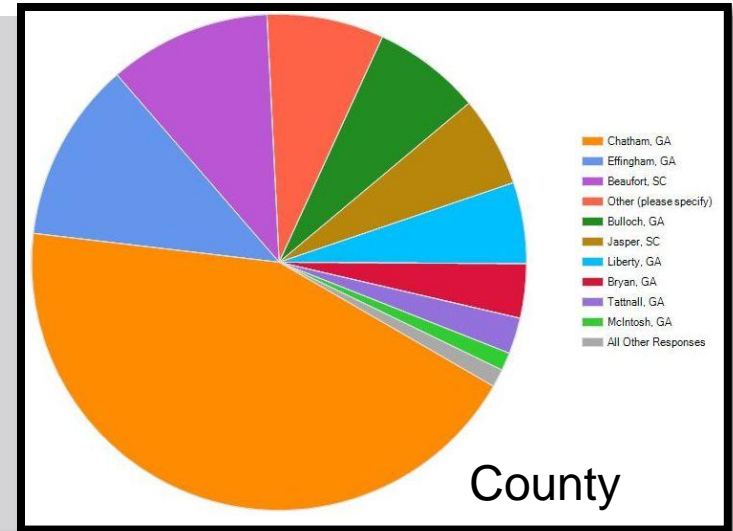


5

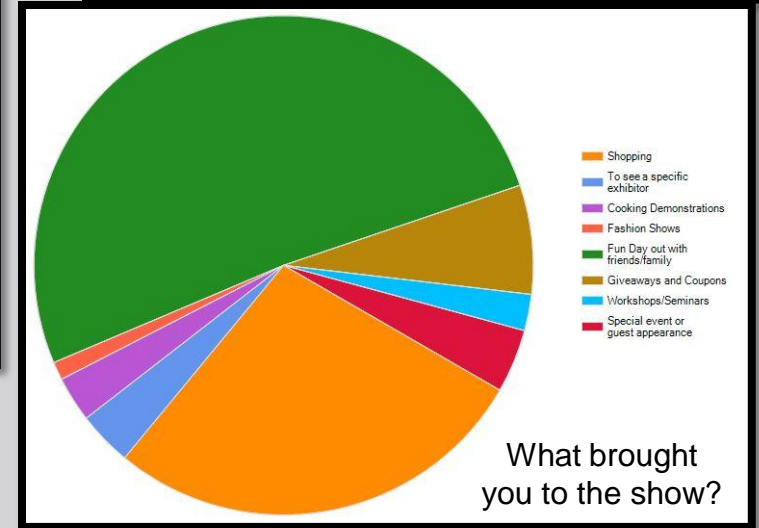
- 16,260 Attended



Age



County



What brought you to the show?

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 **3,073,000 media impressions**. [Click here for link to TV coverage](#)



162 Spots
2,550,000 Impressions



44 Spots
523,000 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 **1,113,400 impressions**. [Click here for link to Radio spot](#)



176 Spots
667,200 Impressions



104 Spots
93,800 Impressions



103 Spots
184,800 Impressions



63 Spots
98,200 Impressions



93 Spots
69,400 Impressions

RADIO & PRINT TRADE



8

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: \$1,849

Print Trade Value: \$1,400

Save \$2 Off with this Ad*

Southern Women's Show

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

February 21-23
Savannah International Trade & Convention Center

Friday 10am - 8pm
Saturday 10am - 7pm
Sunday 11am - 6pm

Adults \$10 at the Door (8 with Ad) | Youth (6-12) \$5
Unltd & Hltz with Paying Adult

Meet
Jessica Robertson
from A & E's
DUCK DYNASTY
Visit the website
for appearance details.

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

WTIC-TV Savannah (Harris News) Memorial Television LITFES

www.SouthernWomensShow.com

PRINT ADVERTISING



9

Advertisements in the *Savannah Morning News* 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.

- ❖ **54** print ads in *the Savannah Morning News* resulted in **1,723,970 impressions**.
- ❖ Official Show Program was distributed through *the Savannah Morning News* to **41,000 subscribers** on Sunday, February 16, 2014 with an additional **5,000 copies** of the program distributed onsite.
- ❖ Ads in *The Island Packet* and *The Beaufort Gazette* promoted the show to a potential reach of **110,860 readers**.

Save \$3! Discount Tickets at Walgreens

Southern Women's Show®
Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

February 21-23
Savannah International Trade & Convention Center
Friday 10am-6pm | Saturday 10am-7pm
Sunday 11am-4pm
Adult \$10 at the Door | Youth (16-23) \$5
Under 6 FREE with Paying Adult

Meet **Jessica Robertson**
from **DUCK DYNASTY**
Visit the website for @SouthernWomensShow

SOUTHERN WOMEN'S SHOW
A Southern Shows Inc. Production

WALGREEN | **Savannah Morning News** | **Memorial** | **Walgreens**

www.SouthernWomensShow.com

Southern Women's Show®
February 21-23 | Savannah International Trade & Convention Center

WALGREEN | **Savannah Morning News** | **Memorial** | **Walgreens**

www.SouthernWomensShow.com

SOUTHERN WOMEN'S SHOW
A Southern Shows Inc. Production

Save \$3! Discount Tickets at Walgreens

Southern Women's Show®
Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

February 21-23
Savannah International Trade & Convention Center

Meet **Emily Ellyn**
from **FOOD NETWORK STAR**

SOUTHERN WOMEN'S SHOW
A Southern Shows Inc. Production

WALGREEN | **Savannah Morning News** | **Memorial** | **Walgreens**

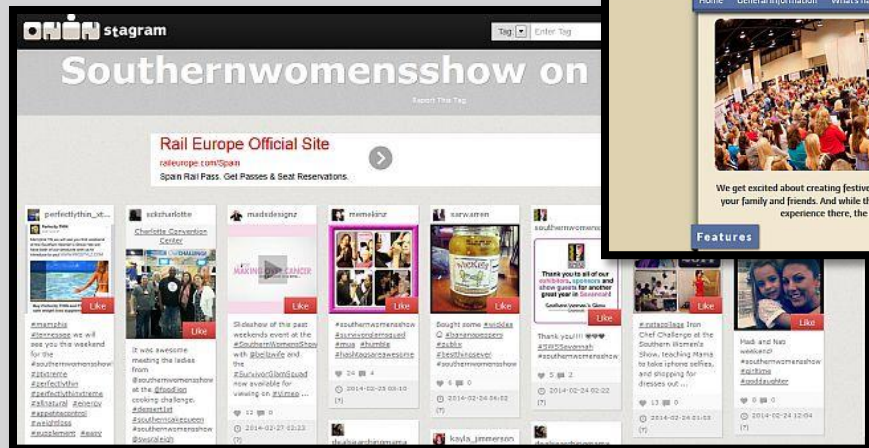
www.SouthernWomensShow.com

SOCIAL MEDIA OUTREACH



10

- ❖ 53,247 web impressions on the Official Show Website
- ❖ Weekly status updates to 3,430 Facebook fans
- ❖ Five E-Newsletters to a database of subscribers resulting in 27,680 impressions



WEB AND SOCIAL MEDIA



1. Top post: A woman sitting in a pink car, possibly at a car show or event.

2. Middle post: A woman in a blue dress, part of a 'Memorial Health' promotion for 'FREE HEALTH SCREENS AND INFORMATION FROM AT SOUTHERN WOMEN'S SHOW'.

3. Bottom post: A close-up of a donut, likely from a 'Donuts' promotion.

Eat It and Like It: Iron Chef Savannah back with top talent

By [Author Name]

The Savannah, Ga. Iron Chef Savannah competition is back with a bang. The show, which has been a local favorite for years, is set to return to the air this fall. The competition will feature top talent from the previous season, including Iron Chef Savannah 2013 winner, [Name], and other notable chefs. The show will be broadcast on [Channel Name] and will feature a variety of challenges and competitions. The show is expected to be a hit with the local audience and will provide a great opportunity for viewers to see some of the best chefs in the area compete for the title of Iron Chef Savannah.

Iron Chef Challenge 2014

View this story on the all new DoSavannah.com

NEW POT-SIZED SPAGHETTI

FULL DIGITAL ACCESS \$9.95

Eat It and Like It: All Things Chocolate and More expands in Richmond Hill

DoSavannah.com

A video player showing a scene from the show. Below the video is text describing the expansion of the show to Richmond Hill. The text mentions that the show will feature a variety of chocolate-themed challenges and competitions. It also mentions that the show will be broadcast on [Channel Name] and will provide a great opportunity for viewers to see some of the best chefs in the area compete for the title of Iron Chef Savannah.

Southern Women's Show - Savannah, Macon, Tallahassee

Home General Information What's happening Exhibitors Enter to Win Contact FAQ For Exhibitors

What's happening

We get excited about creating festive, entertaining and inspiring shows for you to enjoy with your family and friends. And while this website's mission is to help you discover what you experience there, the real excitement begins when you arrive.

FOOD PREZZES IRON CHEF MEDIA PROMOTIONS

SPECIAL GUESTS



12

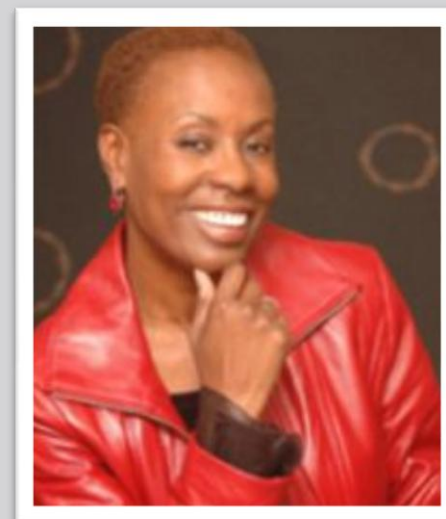
Celebrity appearances attracted media attention and guests. From Jessica Robertson of A & E's *Duck Dynasty*, to coupon experts, top chefs, style coaches and motivational speakers, a superior line-up of special guests inspired and entertained.



Emily Ellyn
Food Network Star



Jessica Robertson
A&E's Duck Dynasty



Sharon Frame
Author, former CNN Anchor

PUBLIC RELATIONS



13

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 **7,246,316 impressions** and **\$214,402 in publicity value**.

Southern Women's Show Highlights Women's Health & Beauty

By Jondie Roder, Interactive Web Coordinator - email

The Southern Women's Show, an annual action-packed weekend extravaganza for women of all ages, will offer an array of exciting women's health and beauty exhibits and events on February 21-23, 2014.

Beauty and health starts from the inside with Southern Women's Show premier healthcare sponsor Memorial Health, an award-winning medical center serving a 35-county area in southeast Georgia and southern South Carolina. Memorial Health representatives will offer guests exclusive access to a variety of important health information and free health screenings including:

- Friday, February 21 - information on rehab, stroke, fall prevention and complimentary blood pressure checks and balance screens
- Saturday, February 22 - information on cancer, women's health, nutrition and complimentary pulse rate and blood pressure checks
- Sunday, February 23 - information on children's health, safety and nutrition

After guests get up to speed on the latest in healthcare, they can indulge in the ultimate stress-free relaxation at the Pamper Pavilion! Sponsored by Virginia College in Savannah and new to the Southern Women's Show this year, guests will receive a complimentary 15 minute massage from students enrolled in the Therapeutic Massage program at Virginia College.

VIDEO: Q&A with Duck Dynasty star Jessica Robertson at the Southern Women's Show

Posted: February 24, 2014 | 1:00pm | Updated: February 24, 2014 | 1:00pm

By Savannah Morning News

One of the stars of ABC's popular reality show Duck Dynasty, Jessica Robertson sat down with a crowd of more than 150 people at Saturday's Southern Women's Show. She answered questions about her life, her family, including her six kids, and the show and Phil and Korie Robertson for media news.

View photos from her appearance on Saturday

Watch a one-on-one video with Robertson and the Savannah Morning News

Eat It and Like It: Iron Chef Savannah back with top talent

By Jesse Bianco

For the most part, the chef community in any city is a tight-knit. Much like TV folk may gather on the weekends for a few Diet Shasta chocolate sodas or attorneys will get together to play golf on a Saturday morning, chefs do the same.

Head, sometimes during their weekend — defined as Monday — they'll even get together to play golf.

QUICK BITES
Speaking of the *Southern Women's Show*, Eat It and Like It is going to have a much larger presence this year. Yes, we'll be selling T-shirts and discounted tickets to our Foodie Tour, but we'll also have area restaurants going away: free samples of their wonderful food. It's a three-day party from Feb. 21-23 at the International Trade & Convention Center. We look forward to seeing you.

They are usually friends who get together and talk ideas or discuss spots.

On Feb. 23, four area chefs are going to get together to cook. Against each other, for a year's worth of croqueting rights. All in good fun, of course.

Iron Chef Savannah is back for its second go-round at the *Southern Women's Show* at the International Trade & Convention Center. Four chefs, one hour, one secret ingredient, one champion and one great seeing you.

CHECK OUT ST. PATRICK'S DAY SHUTTLE SERVICE

Friday, March 14 - Monday, March 17

Fri - Sat, 5pm - 12:30am
Mon - Tue, 12:30am - 5am

No one operates for ShuttleCarp as a result and will be accepted at multiple points of a National Network of the National Express Air Lines. 15 Hours Annual Cost: \$20 per person per day, round trip/Week under 19 \$40 per day, round trip

CLICK HERE

OFFSITE EXPOSURE

15



Money saving coupon and ticket offers drove attendance.

- ❖ Discount coupons were distributed through the Official Show Website.
- ❖ \$2 Off Direct Mail piece was sent to over 60,000 local homes.
- ❖ Thousands of advance discount tickets were sold at 15 Walgreens stores.
- ❖ Complimentary admission tickets were distributed to sponsors, exhibitors and local retailers.
- ❖ 350 tickets were distributed at 27 local **Chevrolet** dealerships.

Hundreds of posters, table tents and register cards built awareness locally.

- ❖ Posters were displayed at 27 **Chevrolet** dealerships, 15 Walgreens, 6 Panera Bread Locations and various local retailers.
- ❖ Table Tents were displayed at Oglethorpe Mall Food Court and 6 Panera Bread locations.
- ❖ Local ambassadors distributed signage to local boutiques, restaurants, salons, etc. to generate exposure and buzz about the show.



COUPONS & TICKETS



16

COMPLIMENTARY TICKET

Southern Women's Show®



February 21-23
Savannah International Trade & Convention Center

Friday 10am-8pm
Saturday 10am-7pm
Sunday 11am-6pm

Adults \$10 | Youth (6-12) \$5
Under 6 FREE with Paying Adult!


WINGA
LOTTERY
Memorial
Walgreens
Savannah Recycling Sims

Management reserves the right to admission to the holder of this ticket be sold, or substituted at the show. Good for one admission.

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

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

Visit the website for appearance details.




800.849.0248 | A Southern Shows Inc. Production
www.SouthernWomensShow.com

PANERA BREAD INVITES YOU

Southern Women's Show®


Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle



February 21-23
Savannah International Trade & Convention Center

Friday 10am-8pm | Saturday 10am-7pm
Sunday 11am-6pm

Adults \$10 at the Door (\$8 with Coupon)
Youth (6-12) \$5
Under 6 FREE with Paying Adult.



Memorial
WINGA
Savannah Recycling Sims
Walgreens

SAVE \$2.00*

www.SouthernWomensShow.com

SAVE \$2 with this Coupon*

Southern Women's Show®

Food | Fashion | Celebrity Guests | Health | Beauty | Lifestyle



February 21-23
Savannah International Trade & Convention Center



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

Visit the website for appearance details.

WINGA
Savannah Recycling Sims
Memorial
Walgreens
LOTTERY

www.SouthernWomensShow.com

COMPLIMENTARY TICKET

Southern Women's Show®

February 21-23
Savannah International Trade & Convention Center

Visit the show courtesy of



CHEVROLET



800.849.0248
A Southern Shows Inc. Production

Friday 10am-8pm
Saturday 10am-7pm
Sunday 11am-6pm

One free admission with this card. This ticket provided at no charge to special guest and may not be sold. Distribution of show not allowed. Management reserves the right to refuse admission to the holder of this ticket.

www.SouthernWomensShow.com

DISCOUNT COUPON

Southern Women's Show®

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle



February 21-23
Savannah International Trade & Convention Center

Friday 10am-8pm
Saturday 10am-7pm
Sunday 11am-6pm

Adults \$10 at the Door (\$8 with Coupon)
Youth (6-12) \$5
Under 6 FREE with Paying Adult.



Memorial
WINGA
Savannah Recycling Sims
Walgreens
LOTTERY

SAVE \$2.00*

www.SouthernWomensShow.com

POWERFUL PARTNERSHIPS



17

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

Walgreens



Southern Peanut Growers
Southeastern Peanuts: The Flavor Standard.



OUTSTANDING EXHIBITORS



18

40 Volume Salon
98.7 The River
A Beauty Must
A Kitchen Must
A Million Bucks Boutique
A Touch of Country Magic
AAA Auto Club South
ACE the Weight with Lisa & Nicki
Adjective
ADT Security
Advocare International
Airbrush Makeup Magic
Akonye Kena
Alexander's - Tervis Tumbler
Alimtox LLC
Alpine Helen CVB
Angela Beasley's Puppet People
Anne's Old Fashioned Food Products
Aria Handmade
Arm Candy by A 759
Back Bean 1014
Back2Eden Natural Bath & Body, LLC
Baked By Rach
Bamboo Pillows
Bath Fitter
Bella Salon and Spa
Better In Colour
Big Frog Custom T-Shirts & More
Bio-Oil

Bling Rider
Brand Beautiful Boutique
Buttoneyes
C & L Travel Marketing Corp.
Campen Eye Care
Cannon Plastic & Reconstructive Surgery
Capital Bee Company
Carpet Store Plus
Carrie Made Mine
Cassandra's Jewelry Imports
Cellular Sales Verizon
Celtic Vibe
Chatham County Parks & Recreation
Chef Darin's Kitchen Table
Cherished 4D
Chevrolet
Christian Tours
Cigma - Hair Tools
Click it hot
Coastal Blends
Coastal Empire Plastic Surgery
Coastal Health District
CodyJoe, LLC
Complete Chiropractic
Cookie Lee Jewelry
Cosmetics by Tiffany
Country Republic
Creative Accents FL
Crossroads Chiropractic & Wellness Center

Cruise Planners
Crystal Springs
Cumulus Broadcasting Savannah
Curlinator Designs
Cutco Cutlery
Damsel In Defense
Darn Good Seasoning
Dave Cain Handcrafted Jewelry
Designs by Pamela
Diamond Resorts
Dillard's
Dip 'N Good Dips dba The DIPLOmats
Dog is Good
E.V.E
Easy Living Products - Go! Sticky
Easy Living Products - Power Steam Pro
Eat It and Like It
Eggland's Best
Elegant Fun Jewelry
Elite Cosmetics
En Masse Marketing Corporation - Garlic Grater
En Masse Marketing Corporation - UGO
En Masse Marketing Corporation- Flameless Candle
Endurance Race Services, LLC
FK Enterprises
Forever Beautiful
Foxy Lady Jewelry
Gary Covell Fine Art
Gastroenterology Consultants of Savannah, P.C.

OUTSTANDING EXHIBITORS



19

Georgia Beef Board 313, 315
Georgia Connections Academy 640
Georgia Glitz 521, 523, 525
Georgia Lottery 644, 646
Girls on the Run of Coastal Georgia 816
Girls Scouts of Historic Georgia 1
GLC Select, Inc. 954
Grace Adele 545
Greater Media One 856
Gripstic 225
Hair Solutions 524-526
Happy Feet 827
Happy Pappys Glowing Balls 754
Hawaiian Moon 845
Heavenly Spa by Westin 338
Hemophilia of Georgia 815
Hip Zip 555
Ideal Product USA, Inc. 334
In2Fashion LLC dba Tres moi Accessories
InControl Medical 813
Independent Consultants, Thirty-One 830
InfinityBelt, LLC 620
Instantly Ageless 241
Isagenix 747
It Works
JCS IMMIJENTERPRISES LLC
Jockey FF Sponsor
Joker Novelties & The Comedy Store
Kim's Cheese Straws

Kool Kombz
Lashes and Cosmetics
Lemon - Aid
Light Up Lip Gloss
Lowcountry Basement Systems
Lucy Lu's Savannah
Lumen's Collection
Lydene's Gifts
Mad Maggie's
Madeline Rose Boutique
Market Trends / Dantes
Mary Kay
McDonalds
MD Jewelry Design
Memorial Health
Metabolic Research Center
Mialisia
Millie Lewis Modeling & Finishing School
Millie West Author
Milo's Tea Company
Mississippi Miracle Clay
Mix It Up
Modern Wellness Solutions
Moonlight Diva Emporium
Murphy's Cinnamon Roasted Nuts
MyCouponKeeper Coupon Organizing System
Nancy B Brewer – Author Songwriter
Nancy Jo's Homemade
National Motor Club

Naturally Yours
Nerium International
Norburg Chiropractic & Wellness Center
Nugz Jewelry
O-Suzani Boot Company
Olde Savannah Rum Cakes
Olde Savannah Soap Company
Optimum Products - Bed Linens
Origami Owl
Oro Bonito
OurSkinny, The Easiest Diet Ever
Over Yonder Developers
Pain Free Products, LLC
Panera Bread
Paparazzi Accessories
Patrick's Uniforms and Indoor Gun Range
PAWS of Effingham County
Peace Frogs
Perfect Accents
Perfect Fit Toe Rings
Perfectly Posh
Perfectly THIN
Photography by Julie Anne, LLC
Pink Magazine
Plexus Slim
Pockos America Inc.
Premier Medical Weight Loss, Med Spa & Laser Center
Prestige Products Direct / Eye Kandy

OUTSTANDING EXHIBITORS



20

Prestige Products Direct / Migi Nail Art
Pure Romance
Rachels
Rag Muffins
Rainbow
Rainbow Play Systems of Georgia Carolina
Real Time Pain Relief
Redneck Brands LLC
S 3S JEWELRY
Safe Touch Security Systems
Salacia Salts
Salena's Accessory Showcase
Sarinas Fashion
Sarkis
SAS Shoemakers
Savannah Age Management Medicine, Inc.
Savannah Harley-Davidson Bike
Savannah Morning News
Savannah Sand Gnats
Savannah Striders Running Group
Savannah Vascular Institute
Savor The Flavor
Scentsy Wickless Candles
Sensible Soles
Shabby Chic
Sharon Frame
Shawls by Veronika
Shelf Genie
Simply Bracelets

So You Jewelry
Soak
Sogno di Donna Inc.
South Bend Chocolate Company
South Hill Designs
Southeastern Medical Equipment Company
Southern Peanut Growers
Southside Fire Department
Sparkle by Madison
State Farm - Meridith Lamas
StayInSavannah.com
Stella & Dot
Styles Extended
Surprise Parties
Survivor Glam Squad
Susan G. Komen Coastal Georgia Affiliate
Sweetbriar Designs
Synergy Medical Center of Savannah
T-Zonevibration Health Technology
Tailgate Sox
Tan-Tastic Tanning Tanger Outlet Center
Hilton Head
That Dress
That's My Style - Miche Handbags
The Celtic Bag Co
The Complete Look
The Georgia Star
The Golden Touch

The Home Depot
The Juice Plus+ Company
The Mosquito Authority
The Pampered Chef
The Silver Link
TheraSteps® Insoles
True Balance MD
UGA Cooperative Extension
Ukoala Bag
Uncle Bubba's Oyster House Sample B
Uniks Fashion
Unique Gifts by Jacquelynn
Usborne Books and More
VEMMA/VERVE/Vemma Bode
Virginia College in Savannah
Visit Central Florida
Visit Dublin
Visit St. Petersburg / Clearwater
Watson's Leather
WellFED Savannah
Wickles Pickles
WTOC 11 TV 505
Xtreme Teeth Whitening LLC
Yates Astro Termite & Pest Control
YMCA of Coastal Georgia
Zipfizz Healthy Energy Drink

EXHIBITORS SAY IT BEST



21

Excellent opportunity for our Health District to inform our community about Women's Health, Pregnancy, and Child health

Cynthia Hendry, RNC Coastal Health District

As a non-profit 501c3 organization, we weren't selling anything but looking to spread our message and solicit volunteers instead. We had an overwhelming response to our booth at this show and have many new names of interested volunteers.

Beth Aldrich, Girls on the Run of Coastal Georgia

This was a good show to promote my travel clients. There was a lot of interest in the Florida destinations I represented.

Linda White ,C & L Travel Marketing Corp.

SHOW GUEST TESTIMONIALS



22

- ❖ I thought there was something for everyone and that's why I enjoy my experience at this show. I attend every year! Thank you!
- ❖ Please keep up the wonderful tradition of the women show. My daughter and I looking forward to every year.
- ❖ I have two friends that attend with me every year and we look so forward to the occasion.
- ❖ Love this show-look forward to it. I bring my 10 year old granddaughter and a couple of friends and we all have a great time.
- ❖
- ❖ I always enjoy all the exhibitors and seminars. Look so forward to it every year.
- ❖ I live outside of Atlanta and my mother lives in Hilton Head. This was my 4th year coming into town just for the Southern Women's Show! We absolutely love it.
- ❖ I always enjoy the Southern Women's Show. So much to see & so much to do. Lot's of FUN!
- ❖ Always a fun day out with the girls at the show.
- ❖ Loved the show. It was well planned and lots of things to see and do.

JOIN US IN 2015



23

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
March 6 -8, 2015
at the
Savannah International Trade & Convention Center.

Mark your calendar now!

For more information:

Katie Cronin
Show Manager
kcronin@southernshows.com

Sara Cochran
Assistant Show Manager
scochran@southernshows.com

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