

SOUTHERN WOMEN'S SHOW²⁰¹⁸

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



OCTOBER 18-21

.....

at the prime osborn
convention center

.....

4 DAYS OF
BLISS

show specials
celebrities
live entertainment

.....

show in review

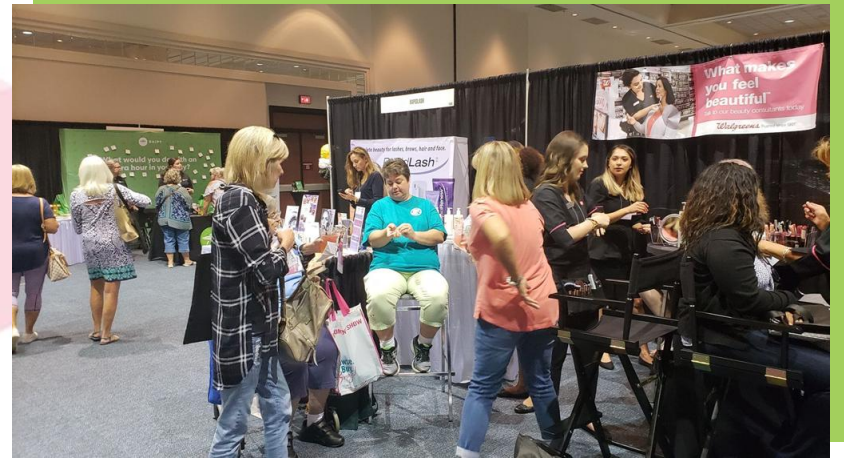


The 31st annual Southern Women's Show in Jacksonville was a success, attracting tens of thousands of women.

TOTAL AD CAMPAIGN \$167,265
PR IMPRESSIONS 2,737,860
NUMBER OF EXHIBIT SPACES 388
ATTENDANCE 20,000+ women



OVERVIEW



SCENES FROM THE SHOW



SCENES FROM THE SHOW

Each year the Southern Women's Show brings **MOTHERS, DAUGHTERS, FRIENDS AND CO-WORKERS** together to enjoy a festive atmosphere packed with shopping, culinary demonstrations and food sampling, trendy fashion shows and celebrity guests.



DEMOGRAPHICS

AGE

65+ YEARS OLD (33%)

55 - 64 YEARS OLD (33%)

45 - 54 YEARS OLD (20%)

35 - 44 YEARS OLD (7%)

25 - 34 YEARS OLD (6%)

18 - 24 YEARS OLD (1%)

MARITAL STATUS



MARRIED
65%



SINGLE
35%

CHILDREN



HAVE CHILDREN
78%



NO CHILDREN
22%

EDUCATION LEVEL



78% COLLEGE OR HIGHER

DID YOU PURCHASE ANYTHING?



YES - 88%

NO - 12%

HOW LONG DID YOU SPEND AT THE SHOW?

1%

LESS THAN
1 HOUR

14%

1 - 2
HOURS

45%

3 - 4
HOURS

25%

5 - 6
HOURS

8%

7 - 8
HOURS

7%

2+
DAYS

WHO DID YOU COME WITH?



FAMILY - 41%



FRIENDS - 49%



ALONE - 11%



CO-WORKERS - 5%

RACE

72%

CAUCASIAN

22%

AFRICAN AMERICAN

5%

OTHER

1%

LATINO

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
92%



COOKING DEMOS &
FOOD SAMPLING - 56%



PROMOS, PRIZES &
CONTESTS - 53%



FASHION SHOWS &
STAGE PRESENTATIONS - 47%



CELEBRITY &
SPECIAL GUESTS - 9%

DO YOU PLAN TO RETURN IN 2019?



YES - 96%



NO - 4%

SOUTHERN WOMEN'S SHOW IN JACKSONVILLE AUDIENCE PROFILE

SOUTHERN
WOMEN'S
SHOW
2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



*Savannah Chrisley
from Chrisley Knows Best*



*Naja Rickette
from LA Hair*



*Ashley Mincey
from MasterChef*



*Mother Daughter Cake
Decorating Contest*



Fashion Shows

The 2018 show featured three stages showcasing innovative **COOKING** programs, **SPECIAL** guests, **FASHION** shows and more – all designed to attract, captivate and entertain the target audience.

FEATURES & PROMOTIONS

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HEALTH / BEAUTY / FUN

OCTOBER 18-21
at the prime osborn convention center

SOUTHERNWOMENSSHOW.COM [Instagram] [Facebook]

SAVE \$4 AT *Walgreens* :: **PROUD SPONSOR** 2018-2019 A Southern Shows, Inc. Production

SAVANNAH CHRISLEY
from chrisley knows best

SHOP 'TIL YOU DROP
all weekend long

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SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

OCTOBER 18-21
at the prime osborn convention center

tickets \$12 at door, \$6 for kids
thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

Discount tickets at *Walgreens*

SAVANNAH CHRISLEY
from chrisley knows best

SHOP 'TIL YOU DROP
all weekend long

MEET NAJA
from la hair

SOUTHERNWOMENSSHOW.COM [Instagram] [Facebook]

PROUD SPONSOR 2018-2019 A Southern Shows, Inc. Production

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OCTOBER 18-21
at the prime osborn convention center

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thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

FIREFIGHTER FASHION SHOWS
friday & saturday

MOTHER DAUGHTER LOOK-A-LIKE CONTEST
saturday

SAVANNAH CHRISLEY
from chrisley knows best

SOUTHERNWOMENSSHOW.COM [Instagram] [Facebook]

PROUD SPONSOR 2018-2019 A Southern Shows, Inc. Production

SOUTHERN WOMEN'S SHOW²⁰¹⁸
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SAVE \$3
with this coupon*

OCTOBER 18-21
at the prime osborn convention center

tickets \$12 at door, \$6 for kids

SOUTHERNWOMENSSHOW.COM

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

OCTOBER 18-21
at the prime osborn convention center

4 DAYS OF BLISS show specials celebrities live entertainment

tickets \$12 at door, \$6 for kids
thur 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

DANA CODY
from boss nannies

COOKING DEMOS
every hour

FIREFIGHTER FASHION SHOWS
friday and saturday

SHOP 'TIL YOU DROP
all weekend long

SOUTHERNWOMENSSHOW.COM [Instagram] [Facebook]

PROUD SPONSOR 2018-2019 A Southern Shows, Inc. Production

discount tickets at *Walgreens*

An extensive advertising campaign saturated the market for three weeks through **TELEVISION**, **RADIO**, **PRINT** and numerous **DIGITAL PLATFORMS**, as well as **SOCIAL MEDIA** and **GRASSROOTS MARKETING** initiatives. The show was promoted with signage in 15 Chevy Dealerships, 65 Walgreens stores and hundreds of retail locations, increasing sponsor awareness in high traffic locations.

ADVERTISING EXPOSURE



The Southern Women's Show received comprehensive television coverage and exposure. In addition to a two week paid schedule on network television and local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 595

TOTAL TV CAMPAIGN \$74,570



TELEVISION ADVERTISING

SOUTHERN WOMEN'S SHOW²⁰¹⁸
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

OCTOBER 18 -21
.....
prime osborn
convention center

SAVE \$4 **DISCOUNT TICKETS AT** *Walgreens*

PROUD SPONSOR



SOUTHERNWOMENSSHOW.COM  

[Click here for TV Spot](#)





[Click here for Radio Link](#)

Numerous radio spots ran on three popular stations highlighting the show across the region. Additional promotional schedules, live spots and endorsements were added, featuring sponsors and promotions.

NUMBER OF STATIONS 3

NUMBER OF RADIO SPOTS 458

TOTAL RADIO CAMPAIGN \$44,718



RADIO ADVERTISING



SOUTHERN WOMEN'S SHOW²⁰¹⁸ OCTOBER 18-21 ... at the prime osborn convention center
click HERE and SAVE with code **BUZZ** @ f



SAVANNAH CHRISLEY
on saturday

SOUTHERN WOMEN'S SHOW²⁰¹⁸
OCTOBER 18-21 ... at the prime osborn convention center

 **DANA CODY**
from boss nails

 **SHOP 'TIL YOU DROP**
all weekend long

click HERE and SAVE with code **FLSTAR** @ f

SOUTHERN WOMEN'S SHOW²⁰¹⁸
OCTOBER 18-21
at the prime osborn convention center

click HERE and SAVE
with code **FUN4**

SOUTHERNWOMENSSHOW.COM
@ f

SOUTHERN WOMEN'S SHOW²⁰¹⁸
OCTOBER 18-21 ... at the prime osborn convention center

 **SAVANNAH CHRISLEY**
from chrisley knows best

 **SHOP 'TIL YOU DROP**
all weekend long

click HERE and SAVE with code **BUZZ** @ f

SOUTHERN WOMEN'S SHOW²⁰¹⁸
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OCTOBER 18-21 ... at the prime osborn convention center

SOUTHERNWOMENSSHOW.COM @ f

click HERE and SAVE with code **WEJZ18**

PROUD SPONSOR  **CHEVROLET**

 **COOKING DEMOS**
every hour

 **SHOP 'TIL YOU DROP**
all four days

A digital media campaign was integrated into the marketing plan to reach busy women including advertising on **FACEBOOK** and media partner websites.

IMPRESSIONS 602,827

VALUE \$2,226

DIGITAL ADVERTISING

SOUTHERN WOMEN'S SHOW²⁰¹⁸
SHOPPING / FOOD / FASHION
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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**.

SHOW PROGRAM DISTRIBUTION 2,500 **NUMBER OF PRINT ADS 8**
TOTAL PRINT SCHEDULE \$45,751



PUBLICATIONS & MAGAZINES

**SOUTHERN
WOMEN'S
SHOW 2018**
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

A dedicated local Public Relations Firm generated buzz with women in the community through scheduled live **TV & RADIO INTERVIEWS**, **PRINT EDITORIAL** in the Florida Star and Florida Times Union, magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

IMPACT 2,737,860 Impressions



Southern Women Show a Time for Fellowship and Shopping

October 25, 2018 admin Lifestyle 0



For more than ten years, the Southern Women's Show has come to Jacksonville and brought thousands of locals out to shop and fellowship with over 400 exhibits featured. Kicking off last week, this year's event was well attended as visitors and vendors packed the Prime Osborne Convention Center.

According to event sponsors, the show grows in popularity every year as guest shop through a diverse offering of items. From gourmet treats and the latest fashion accessories to closet design options, there is something for everyone.

While open to anyone, the large crowds primarily included sisters, friends, mothers, aunts, grandmothers and BFFs holding court and enjoying themselves as they perused through booth after booth of unique products and services.

With over 100,000 square feet of space, the Southern Women's Show is one of the largest event held in the city annually. Attendees were able to get medical advice, free health screenings and hourly entertainment on the main stage.

Each year women come prepared to be pampered and indulge in hundreds of boutiques and booths filled with trendy jewelry, health and beauty and so much more. Attendees also enjoyed fashion shows, top chefs, and celebrity guests.

The Show opened with Heroes Day honoring military, police, fire and rescue personnel. On Friday night the theme was "Girls Night Out," packed with women eager to spend the day shopping till they dropped. The weekend ended with Mother/Daughter Day and the celebration of teacher's day on Sunday.



EVENTS

Highly-anticipated Southern Women's Show back this weekend

Bring your mom, sister, and best friend and spend the day doing everything you love!

Author: Lana Harris



Giveaway



You're Invited!

TO THE SOUTHERN WOMEN'S SHOW

SOUTHERN
WOMEN'S
SHOW

We're giving away several pairs of tickets to the Southern Women's Show taking place October 18-21 at the Prime Osborne Convention Center. To enter, visit our [Facebook](#) and [Instagram](#) pages.



And don't miss celebrity guest Savannah Chrisley! The southern beauty with a flair for the fabulous from USA's hit reality show, *Chrisley Knows Best*, appears at the Southern Women's Show. At just 19, she became the youngest person to retail on HSN with her fashion line Faith Over Fear, which debuted last fall. The former pageant queen is also developing her own fragrance and cosmetic collection. [Offering Meet & Greet packages for October 20.](#)

PR IMPRESSIONS

**SOUTHERN
WOMEN'S
SHOW** 2018
SHOPPING / FOOD / FASHION
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E-NEWSLETTER SUBSCRIBERS 10,590

FACEBOOK FANS 7,323

UNIQUE PAGEVIEWS 66,671

GROUPON REDEMPTIONS 758

INSTAGRAM FOLLOWERS 4,865

TOTAL VALUE \$1,274,202

A social media campaign was integrated into the marketing plan to reach women through **FACEBOOK** and **INSTAGRAM** and special **GROUPON** offers. Show Updates through the Official Show Website and **E-NEWSLETTERS** kept fans engaged.

SOCIAL MEDIA & E-NEWS

SOUTHERN WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



Show sponsors enhanced the success of the Southern Women's Show by creating exciting and interesting features, promotions and activities within the show.



SHIPT

Walgreens

SPONSORS

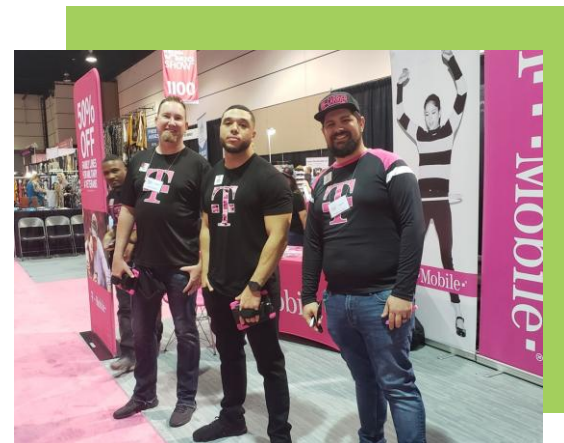
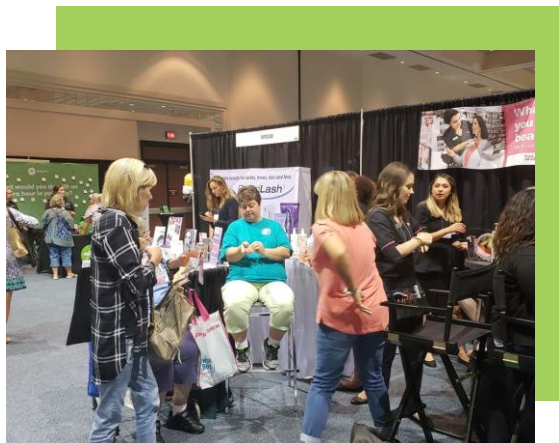


What an impressive show! Highlighting the very best in fashion, health, beauty, home and more, the **2018 SOUTHERN WOMEN'S SHOW** was a huge success. Planning for 2019 has begun, and interest is strong. Reserve your space today!

Ellisha Jernigan
Show Manager

Katie Cronin
Sponsorship Manager

Elizabeth Medina
Sponsorship Coordinator



SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

OCTOBER 17-20
.....
at the prime osborn
convention center

We look forward
to working with
you in **2019!**