

The top section of the image features a vibrant pink background adorned with various floral illustrations in shades of green, yellow, and white. The central text reads "SOUTHERN WOMEN'S SHOW 2019" in a bold, white, sans-serif font. The word "WOMEN'S" is stylized with a white silhouette of the state of Mississippi integrated into the letter "O".

# SOUTHERN WOMEN'S SHOW<sup>2019</sup>

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

MARCH 1-3

at the **agricenter**

show specials  
**celebrities**  
live entertainment

**SAVOR. SHOP.**  
SHARE THE FUN

*Show in Review*



The 29th annual Southern Women's Show in Memphis was a success, attracting tens of thousands of women.

**TOTAL AD CAMPAIGN** \$110,972

**PR IMPRESSIONS** 393,096

**NUMBER OF EXHIBIT SPACES** 279

**ATTENDANCE** 16,000+ women

## OVERVIEW





## SCENES FROM THE SHOW





## SCENES FROM THE SHOW

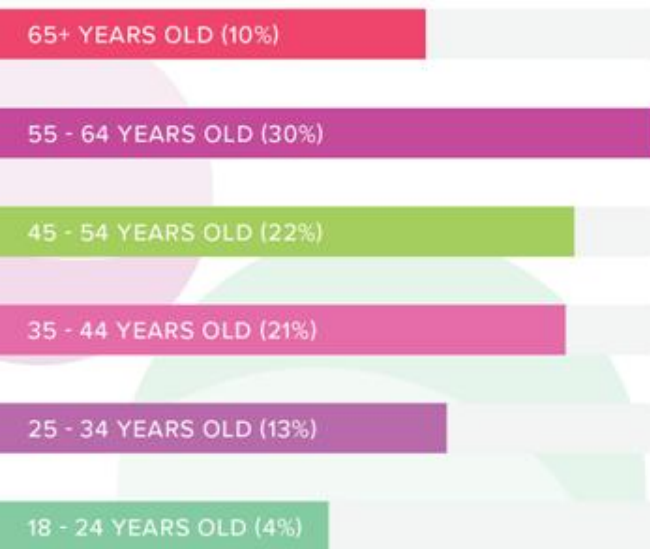
Each year the Southern Women's Show brings **MOTHERS, DAUGHTERS, FRIENDS AND CO-WORKERS** together to enjoy a festive atmosphere packed with shopping, culinary demonstrations and food sampling, trendy fashion shows and celebrity guests.



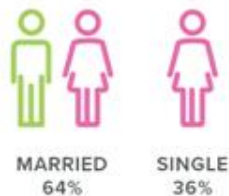
## DEMOGRAPHICS



## AGE



## MARITAL STATUS



## CHILDREN



## EDUCATION LEVEL



84% COLLEGE OR HIGHER

## DID YOU PURCHASE ANYTHING?



YES - 94%  
NO - 6%

## HOW LONG DID YOU STAY AT THE SHOW?



## HOUSEHOLD INCOME

17% | \$100,000+

19% | \$75,000 - \$99,999

23% | \$50,000 - \$74,999

41% | \$25,000 - \$49,999

## RACE



## WHO DID YOU COME WITH?



## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
90%



COOKING DEMOS &  
FOOD SAMPLING - 60%



PROMOS, PRIZES &  
CONTESTS - 68%



FASHION SHOWS &  
STAGE PRESENTATIONS - 50%



CELEBRITY &  
SPECIAL GUESTS - 34%

## DO YOU PLAN TO RETURN IN 2019?



YES - 99%  
NO - 1%

# SOUTHERN WOMEN'S SHOW IN MEMPHIS AUDIENCE

**SOUTHERN  
WOMEN'S  
SHOW**  
2019  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



*Savannah Chrisley  
from Chrisley Knows Best*



*Cooking Demonstrations*



*Mother Daughter Day*



*Pick Your Purse Bingo*



*Fido Look-A-Like*

The 2019 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



# SOUTHERN WOMEN'S SHOW<sup>2019</sup> MARCH 1-3 at the agricenter



**80th ANNIVERSARY 1919 - 2019** INVITES YOU TO...

**SOUTHERN WOMEN'S SHOW<sup>2019</sup>**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**MARCH 1-3 at the agricenter**

**SAVOR, SHOP, SHARE THE FUN** show specials celebrities live entertainment

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

use promo code **MLGW** to **SAVE \$2** online  
or **SAVE \$1** off admission at the door with this coupon

**SOUTHERNWOMENSSHOW.COM** [Instagram] [Facebook]

\*Discount valid on individual admission with this coupon at show. Not valid with any other discount. ©2019 SWSI Southern Women's Shows, Inc. Production

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**SAVANNAH CHRISLEY** from chrisley knows best  
**SHOP 'TIL YOU DROP** hundreds of boutiques  
**COOKING DEMOS** all three days

use code **MemphisMag** for discount tickets  
**SOUTHERNWOMENSSHOW.COM** [Instagram] [Facebook]

**PROUD SPONSOR** **NEWS 5** MEMPHIS PRODUCED BY Southern Women's Shows, Inc. Production

**SOUTHERN WOMEN'S SHOW<sup>2019</sup>**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**¡COMPRAR EN INTERNET Y AHORRA!**

**DEL 1 AL 3 DE MARZO en el agricenter**

**SABOREA, COMPRAR, COMPARTIR LA DIVERSIÓN** **SHOWS ESPECIALES CON CELEBRIDADES Y ENTERTAINMENT**

boletos: \$12 (en la entrada), \$6 (niños)  
Vier. 10a-8p Sáb. 10a-7p Dom. 11a-5p

**DÍA DE MADRE E HIJAS** Únete a nosotros el sábado  
**DISFRUTA DE DEMOSTRACIONES DE COCINA** Los tres días  
**COMPRAR HASTA EL CANSANCIO** Cientos de boutiques

Usa el código **LaPrensa** y ahorra \$2 en los boletos  
**SOUTHERNWOMENSSHOW.COM** [Instagram] [Facebook]

**PROUD SPONSOR** **NEWS 5** MEMPHIS PRODUCED BY Southern Women's Shows, Inc. Production

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 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** 428

**TOTAL TV CAMPAIGN** \$31,389



[Click Here for TV Spot](#)



**TELEVISION ADVERTISING**





[Click Here for Radio Spot](#)

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

**NUMBER OF STATIONS 6**

**NUMBER OF RADIO SPOTS 1,760**

**TOTAL RADIO CAMPAIGN \$64,254**



**RADIO ADVERTISING**





**SOUTHERN WOMEN'S SHOW 2019**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**MARCH 1-3** at the **agricenter**

**SAVOR SHOP** : show specials  
**SHARE THE FUN** : celebrities  
live entertainment

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**SAVANNAH CHRISLEY**  
Meet Savannah Chrisley from USA's hit reality show, *Chrisley Knows Best*, at the Southern Women's Show! At just 19, she became the youngest person to retail on HGTV. In April 2018, Savannah and her brother Chase will star in their own spin-off series called *Growing Up Chrisley*, which follows them as they move out West.

See Savannah on Saturday, March 2 at 1pm on the Fashion & Entertainment Stage to get the scoop on filming *Chrisley Knows Best*, branching out in her new upcoming spin-off series, growing up under the watchful eye of her father, and moving to LA for her career.

**GAME CHANGING FUN WITH THE TENNESSEE EDUCATION LOTTERY**  
The Tennessee Education Lottery is bringing game changing fun to the Southern Women's Show! Every day at 2pm the Southern Women's Show will be giving away a special gift and a \$1 Lottery instant game ticket to the first 100 guests to meet at the "Register to Win" at the center of the show.

The Tennessee Lottery has raised over \$4.8 BILLION for education in Tennessee. Every time you play, a student wins! Stop by exhibit space #677 to play.

**CLICK HERE TO PURCHASE TICKETS**  
USE CODE WREG TO SAVE \$2!

**SOUTHERN WOMEN'S SHOW**  
SOUTHERNWOMENSSHOW.COM

shopping • food • fashion • health • beauty • fun • more!

**SOUTHERN WOMEN'S SHOW 2019**  
**MARCH 1-3**  
at the **agricenter**



**GIRLS NIGHT OUT**  
MARCH 1

**SOUTHERN WOMEN'S SHOW 2019**  
**THIS WEEKEND**  
at the **agricenter**



**SHOP 'TIL YOU DROP**

**SOUTHERN WOMEN'S SHOW 2019**  
**MARCH 1-3**  
at the **agricenter**



**COOKING DEMOS**

**SOUTHERN WOMEN'S SHOW 2019**  
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live entertainment

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

**GET \$2 OFF ADMISSION** when presenting this coupon

**SOUTHERNWOMENSSHOW.COM**

**PROUD SPONSOR** 

\*\$2 off admission of 1 adult ticket for the Show. Must present printed coupon. Not valid with any other discount. While supplies last. (800.848.0248) © Southern Shows, Inc. Production

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

**IMPRESSIONS** 119,818

**VALUE** \$11,829

**DIGITAL ADVERTISING**

**SOUTHERN WOMEN'S SHOW 2019**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

The Southern Women's Show was advertised through an extensive print campaign with the **MEMPHIS NEWS** as well as weekly and monthly **REGIONAL PUBLICATIONS**.

**SHOW PROGRAM DISTRIBUTION 2,500** **NUMBER OF PRINT ADS 3**  
**TOTAL PRINT SCHEDULE \$3,500**

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 from chrisley knows best

**show specials celebrities live entertainment**

**SHOP 'TIL YOU DROP**  
 hundreds of boutiques

**YACHECIA HOLSTON**  
 from masterchef season 8

**ALL IT TAKES IS A DOLLAR OR TWO**

**STOP BY THE TENNESSEE LOTTERY BOOTH TO PURCHASE TICKETS #677**

**SUNDAY IS TEACHERS DAY**

**VENUE MAP**


**PUBLICATIONS & MAGAZINES**



**BEST THINGS TENNESSEE**  
POWERED BY AMERICANTOWNS MEDIA

## Southern Women's Show



Southern Women's Show  
7777 Walnut Grove Road  
Memphis, TN 38120  
 Website

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[!\[\]\(c3d993ca47bfe2a953c700506ce31fa0\_img.jpg\)](#)
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 Print

\$12/adult. \$6/child ages 6-12. Limited number of VIP Packages available for \$35. VIP Packages include a Three Day Pass wristband among other goodies. Parking is free at the Agricenter. Advance discounts available for \$10 online. Call (800)-849-0248 or visit <http://www.SouthernShows.com> for group discounts, show updates, and more information.



## PR IMPRESSIONS

**SOUTHERN  
WOMEN'S  
SHOW<sup>2019</sup>**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



**E-NEWSLETTER SUBSCRIBERS 10,857**

**FACEBOOK FANS 10,187**

**UNIQUE PAGEVIEWS 60,892**

**INSTAGRAM FOLLOWERS 5,689**

**TOTAL VALUE \$1,772,538**

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

#### Posts



**SOCIAL MEDIA & E-NEWS**

**SOUTHERN WOMEN'S SHOW 2019**  
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



SPONSORS



What an impressive show! Highlighting the very best in fashion, health, beauty, home and more, the **2019 SOUTHERN WOMEN'S SHOW** was a huge success. Planning for 2020 has begun, and interest is strong. Reserve your space today!

Elisha Jernigan

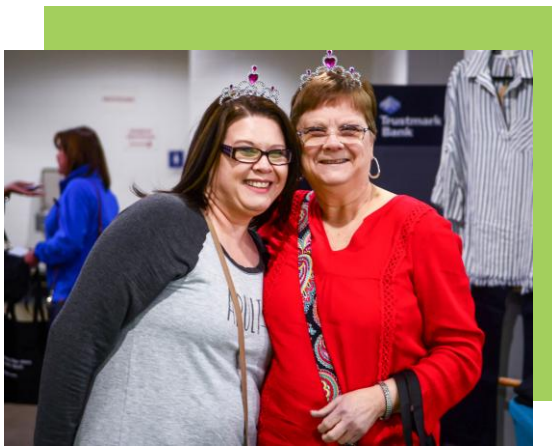
Show Manager

Brittany Meehan

Show Manager

Elizabeth Medina

Sponsorship Coordinator



SOUTHERN  
WOMEN'S  
SHOW<sup>2020</sup>

.....  
MARCH 6-8  
.....  
at the agricenter

We look forward  
to working with  
you in *2020!*