

Southern Women's Show: Show in Review



Memphis, TN - Agricenter
March 13-15, 2015

OVERVIEW



“We were delighted to be a part of the Southern Women’s Show’s 25th anniversary. The show offered mothers, daughters, girlfriends, and grandparents a place to shop, be entertained, eat, sample new products, and network all in one place. The show also offered inspiration, resources, and connections to take the next step in business, personal development, health and wellness, or philanthropic endeavors.

We appreciate all the hard work that went into planning such an impressive event. The show was a huge success, and we look forward to coming back next year. “

*Nikki Jones
PinkPowderParlor*

The Southern Women’s Show was widely embraced by the Memphis market and received outstanding media coverage and exposure.

- **Total ad campaign: \$200,323**
- **PR impressions: 243,833,192**
- **Results: 21,000+ women**

DEMOGRAPHICS

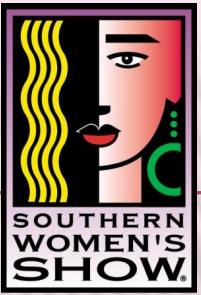


The 25th annual show attracted thousands of loyal fans throughout the weekend. Mothers, daughters, girlfriends and co-workers of all ages, packed the aisles enjoying all the show had to offer.

"I found the Southern Women's Show exciting, fun, full of variety and presented with true Southern Hospitality and Style. A great atmosphere to meet and visit with potential customers. Thank you for the experience to showcase my company."

*Teresa Brown
Brown Refrigeration, Inc.*

FEATURES AND PROMOTIONS



Both fun and educational activities on the stages, including celebrity guests and how-to clinics were designed to engage and attract the target audience.

“What a wonderful opportunity for Southern Women to gather & be Southern Women. Incredible facility & staff made our event run flawlessly. Our team of artists had as much fun painting with these ladies as the painters themselves did. Best Girls’ Night Out ever! We’re looking forward to another season of SWS. “

*Kim Webb
Painting with a Twist*



ADVERTISING EXPOSURE



Save \$2! Discount Tickets Here

Southern Women's Show

Food | Fashion | Celebrity Guests
Health | Beauty | Shopping | Fun

March 13-15, 2015
Agricenter

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

PROUD SPONSORS
Walgreens
NEWS CHANNEL 3
COMMERCIAL APPEAL

www.SouthernWomensShow.com

Southern Women's Show

Food | Fashion | Celebrity Guests
Health | Beauty | Shopping | Fun

March 13-15
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Don't Miss
Girls Night Out with
Painting with a Twist
Friday, March 13th

PROUD SPONSORS
Walgreens
NEWS CHANNEL 3
COMMERCIAL APPEAL

www.SouthernWomensShow.com

SAVE \$1.00 with this Coupon*

Southern Women's Show

Food | Fashion | Celebrity Guests | Health | Beauty | Shopping | Fun

March 13-15 Agricenter
Friday 10am-8pm | Saturday 10am-7pm | Sunday 11am-6pm
Adults \$10 at the Door (\$9 with Coupon)
Youth (6-12) \$5 | Under 6 FREE with Paying Adult

Meet **Jessa Duggar Seewald**
from TLC's 19 Kids and Counting

PROUD SPONSORS
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NEWS CHANNEL 3
COMMERCIAL APPEAL

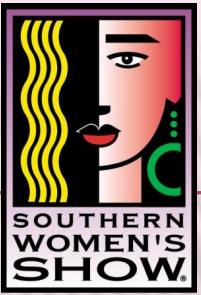
www.SouthernWomensShow.com

"I have participated in numerous trade shows but none of them compare to the Southern Women's Show. This show is the best."

*Eddie Williams
Le'Keith Sauces*

A comprehensive marketing and advertising campaign promoted the show for six weeks through television, radio and print as well as outdoor, grassroots, online and social media. Show sponsors and partners increased awareness through register signage, posters and promotions. The show was highlighted in 87 Walgreens stores and hundreds of retail locations.

TELEVISION ADVERTISING

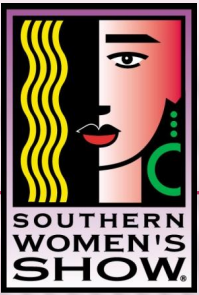


The Southern Women's Show received outstanding television coverage and exposure. In addition to a two week paid schedule on two broadcast stations and Comcast Spotlight, the show extended reach through promotions, contests and live shots from the show.

- Number of Stations: 3
- Number of TV Spots: 665
- Total TV Campaign: \$39,719



RADIO ADVERTISING



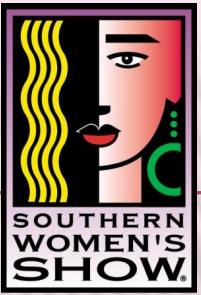
Four radio stations promoted the show to listeners of all formats, including Hot A/C, Country, Adult Contemporary, and Top 40.

Numerous spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements ran on key stations featuring sponsors and promotions.

- Number of Stations: 4
- Number of Radio Spots: 1,401
- Total Campaign: \$106,320



PR IMPRESSIONS



The Ashley's **REALITY ROUNDUP** News and Snark about Your Favorite Reality Shows

EXCLUSIVE: Jessa Duggar Wears Sexy Dress, Talks Life with Husband Ben at Southern Women's Show

By Sarah L. 10/10/12 2:00 PM | 11 NEWS & COUNTING, NEWS & TOPICS & PAPER NEWS | 10 COMMENTS



Sipped wine: Gail L. Jessa

Note from The Ashley: Jessa is currently "on tour" with the Southern Women's Show, roaming around the Southern United States giving people advice on marriage, relationships and how to live with a giant litter of siblings. Of course, The Ashley had to know what Jessa was going to say, so she sent The Roundup's Duggar specialist, Holly, into the field to attend Jessa Duggar's speech/Q&A session, held today in Memphis, Tennessee. Holly was in the crowd to capture all of the awkwardness, and listen to what Jessa had to say. Here's her account:

By Holly Rasmussen

Today, I met a Duggar and checked another thing off my bucket list. As we previously reported, Jessa Duggar Seiwald (or resting bitch face Duggar, as she's better known to some) has been travelling all around the South speaking at a series of "Southern Women Shows" events. Well, today she came to my city and I, of course, was in attendance.

I arrived at the event (which was held in an agricultural center-of-course. There were literally horses outside) an hour early and the place was PACKED. Seriously. Standing room only and even that was scarce. The crowd seemed to be made up of older women in their sixties and young moms in their thirties with small children.

Jessa obviously didn't pick the soundtrack for the speech, because they were playing songs like "Birdhouse" by The Commodores. (A tune about a well-endowed woman would certainly not be appropriate for Duggar ears to hear by choice.)



In real-time, newlywed Jessa Seiwald continued her speaking tour at the Southern Women's Show in Memphis, Tennessee. And, as with her first speech, hubby Ben Seiwald joined it... He wasn't billed for any of the talk, so I guess his participation is just an added bonus. [The Ashley's Reality Roundup](#) writer Holly was in attendance for the talk and shared her thoughts.

"The new couple comes out holding hands of course and I'm shocked. Jessa is wearing a short dress, really nugging dress and short blonde pony hair. This is a far cry from the denim jumpsuits they started out wearing in their original TLC special," Holly said. "They sit down and kiss, of course, and the crowd cheers. So awkward. Then, it gets even more awkward. The moderator asks the crowd to turn to the person next to them and give them a side hug."

As for the actual interview and subsequent Q&A, Holly said it was all pretty generic. Here they met, what they've learned from marriage, what it's like to be on TV, etc.



INTERNATIONAL BUSINESS TIMES

HP OpenNTV Program

Jessa Duggar Updates Fans On Adoption Plans; Is The '19 Kids And Counting' Star Already Pregnant?

By Rebecca Delaney | @rebeccadelaney | rebeccadelaney@ibtimes.com | on March 17, 2012 11:00 AM EDT

Jessa Duggar of TLC's '19 Kids and Counting' updates fans on her adoption plans. TLC

Fans of '19 Kids and Counting' won't stop asking Jessa Duggar and Ben Seiwald about their plans for adoption. After being revealed in their family planning earlier this month, the newly married TLC reality stars have revealed they're still planning to add children, whether they're biological or adopted, to their family.

During an appearance at the Southern Women's Show in Nashville, Tennessee, Saturday, Jessa and Ben spoke of their desire to have children. [The Ashley's Reality Roundup](#) writer Holly was in attendance to report on the couple's update on their marriage to [The Ashley's Reality Roundup](#) in their home state of Arkansas -- they and Ben then, 2 -- in the couple did share their adoption plans. "Jessa asked by a fan at the convention if they plan to adopt biologically or non-biologically," Holly said, "and they're open to both options."

"It was so good to see two women, and one man, talk about their plans, but we need to adopt a lot of love, so hopefully, both," Jessa shared.

"With the couple did not mention if they're currently expecting, the Ashley [pointed out](#) that Ben's "natural son" when answering a question about when they'll have his next experience. "Hopefully, really soon. Yes, I'm pregnant," answered, a response which she said made them wonder if Jessa might be pregnant already."

Despite the pregnancy speculation swirling on the heels of several rumors that Jessa is already with child, the reality star recently opened up the chance to make an announcement during an interview with [The Ashley's Reality Roundup](#). When asked if she had any "big news" she wanted to share, [Jessa responded](#), "Yes, yes!"

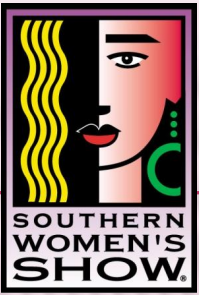
"We're looking forward to meeting a family, but we don't have any news to share yet," Jessa said. "We've pressed further to confirm or deny whether she is expecting, Jessa laughed, saying, "We're looking forward to it, and also adoption is something that we're really enjoying about and making friends... We need to adopt and, that's why, we're really excited, so we're."

Jessa is the widow of a [celebrity](#) who. The final appearance will take place at the Southern Women's Show in Nashville, Virginia, April 18. The program of her tour is to talk about her marriage, marriage, "Sharing 19 Duggar's a full-time relationship" in which she answers with those of her sisters -- and answers fan questions about her family's life on TV.

TLC's '19 Kids and Counting' is currently in its sixth season. Recent episodes of the show's 10th installment have been primarily focused on Jessa's [pregnancy](#). Her highly anticipated [wedding](#) has been in the air. Her appearance at the event is Tuesday at 11 p.m. EDT.

A dedicated PR firm generated buzz with women in the market, scheduled live interviews and delivered extensive media coverage through print, television, radio and online.

• Impact: 243,833,192 Impressions



ONLINE ADVERTISING & SOCIAL MEDIA

Shop. Taste. Learn. Live!

Southern Women's Show
Memphis, TN
March 33-35, 2015

unWine with the Humane Society
Relax and unWine on Friday during Ours Night Out! Stop by the bar and purchase a glass of wine from the Humane Society of Memphis & Shelby County. Proceeds from wine sales will benefit the Humane Society of Memphis & Shelby County. Bar will open from 11am to 3pm on Friday.

Let's Paint
As a part of the Ours Night Out fun and festivities, Painting with a Twist will hold a special class at the Southern Women's Show on Friday from 6:00 to 8:00pm. Their talented artists will instruct you step-by-step through re-creating the featured painting, created exclusively for the Southern Women's Show. Painting With A Twist will supply all the materials you need to create your own 16x20 Masterpiece, which you will take home at the end of the evening! There will be fun games, wine, laughter and prizes throughout the event! What could be better than drinks and a paintbrush?
Seating is limited so reserve your space soon. [Click here to sign up and reserve your seat!](#)

Do you feel Lucky?
The Tennessee Lottery's exhibit at the Southern Women's Show brings fun and the chance to win a variety of prizes. Stop by and purchase \$5 in any combination of Lottery tickets, play Plinko and win a fantastic prize such as a t-shirt, cab, mug or Tennessee Lottery air buds. In addition to playing Plinko, stop by the spotlight stage each day at 4 p.m. to be one of the first guests to receive a "Lucky Jumbo Bucks" Lottery ticket, complimentary of the Southern Women's Show. This game is fun and offers the chance to win up to \$75,000, win a lucky day and (wouldn't be!) in addition to "Lucky Jumbo Bucks," the Lottery offers a huge array of other instant ticket games and 5 drawing-type games. Stop by their exhibit to find out how easy and fun it is to play, and you'll see how the Lottery has raised more than \$2.2 billion for education programs in Tennessee. Who knows? It just might be your lucky day!

When
March 13-15, 2015

Where
Agriculture
777 Walnut Grove Rd.
Memphis, TN 38120

What
An awesome event that you won't want to miss, out on [Stare](#). [More info](#)

Southern Women's Show Memphis
March 24 at 8:25am · 14

Thank you to all of our 2015 Southern Women's Show in Memphis Sponsors: Regional One Health, MLGW, Gould's Day Spa & Salon, Gould's Academy, Tennessee Lottery, Walgreens, WRBG, and The Commercial Appeal.

Regional One Health
Walgreens
MLGW
NEWS CHANNEL 3
LOTTERY
GOULD'S DAY SPA & SALON
GOULD'S ACADEMY
GRANDOLA AREA

Like · Comment · Share

Olga Galarran-Hang, Partnering with a Twist - Germantown, TN, Agriscaper International and 7 others like this.

Sandra Handwey had a great time the year!
March 24 at 9:13am

Southern Women's Show Memphis added 23 new photos to the album: Celebrating 25 Years in Memphis — all Southern Women's Show Memphis.
March 24 at 8:25am · 14

The Southern Women's Show in Memphis celebrated 25 years in Memphis this past March 13-15th.

Like · Comment · Share

Olga Galarran-Hang, Cathy Gardy, Silver Image and 3 others like this.

TLC's 19 Kids and Counting
Jessa Duggar Seewald*

Click Here for More Info

25th ANNIVERSARY
Southern Women's Show
Food | Fashion | Special Guests
Health | Beauty | Shopping | Fun

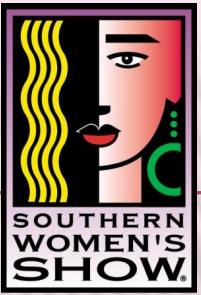
March 13-15
Agricenter

*Visit the website for appearance details
www.SouthernWomensShow.com

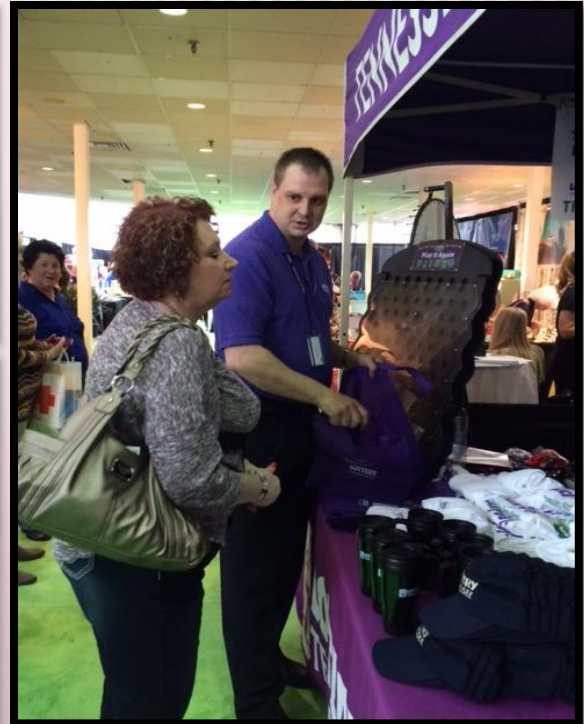
An online media campaign was integrated into the marketing plan to reach busy women through Facebook updates and advertising promotions on Living Social, Twitter and Instagram through the Official Show Website and using online advertising campaigns through The Commercial Appeal, News Channel 3 and Comcast Spotlight.

- 8,829 E-Newsletter Subscribers
- 7,216 Facebook Fans
- 61,819 Unique Pageviews
- 502 Living Social Redemptions
- 624 Instagram Followers
- \$1,255,584 Value

SPONSORS



Outstanding sponsors extended the reach of the Southern Women's Show and created exciting and interesting features and activities within the show.



OUTSTANDING EXHIBITORS



7 Up/Snapple
A Kitchen Must
A Spice Above
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Gone Cupcaking
Gould's Day Spa & Salon
Granite and Marble Products Inc.

Grapes & Olives On Tap
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Hair Solutions
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Hawaiian Moon
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& Redbird Boutique
Honeysuckle Acres
I Love Scarves
It Works! That Crazy Wrap Thing!
JAM Sales - Bravage
Jamberry
JazzSkinCare LLC
Jellybeans Salon & Wig Boutique
Jen's Traveling Boutique
JF23 Pain Relief
Kings Cree k-Williamsburg VA
Kix 106, WGKX - Memphis Radio
L'Ecole Culinaire
Laurie's Naturals
Le'Keith Sauces
Le-vel
LindyLou's
Lulu's Clothing Company
Magnolia MediSpa
MakeUp Eraser
Mattie Jules Creative Ring Art
Mavin
Melissa's Fancy Feet
Memphis Acupuncture Clinic
Memphis Light, Gas & Water
Memphis Public Library
Memphis Vein Center
Miche

OUTSTANDING EXHIBITORS

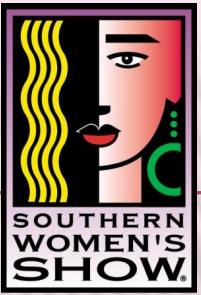


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WHBQ
Whimsical Lights
Wootton Family Chiropractic
WREG-TV News Channel 3
Xtreme Teeth Whitening LLC
Younique - Toofabulash
Z Photog Studio

UNTIL WE MEET AGAIN



Thank you for helping us bring the very best in health, beauty, lifestyle, home, fashion and more to the Memphis region and making the Southern Women's Show a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Elisha Jernigan
Show Manager

Geneva Greene
Assistant Show Manager



Southern Women's Show
March 11-13, 2016
Memphis - Agricenter