



SOUTHERN WOMEN'S SHOW²⁰¹⁷

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

MARCH 30 - APRIL 2 :: music city center

show in review



The Southern Women's Show, known as the premier women's event in the greater Nashville area, was widely embraced by the market.

TOTAL AD CAMPAIGN \$419,166

PR IMPRESSIONS 14,845,739

NUMBER OF EXHIBIT SPACES 536

ATTENDANCE 31,000+ women

OVERVIEW



SCENES FROM THE SHOW

The 31st annual show attracted **MOTHERS, DAUGHTERS, GIRLFRIENDS AND CO-WORKERS** who packed the aisles throughout the four day event. Our show surveys indicated that women came to the show to shop, attend cooking demonstrations and sample food, watch fashion shows and stage presentations, register for promotions and prizes, get health screenings, meet special guests, and have fun.



DEMOGRAPHICS

AGE

45 - 54 YEARS OLD (34%)

55 - 64 YEARS OLD (27%)

65+ YEARS OLD (14%)

35 - 44 YEARS OLD (12%)

25 - 34 YEARS OLD (9%)

18 - 24 YEARS OLD (3%)

MARITAL STATUS



MARRIED
64%



SINGLE
36%



HAVE CHILDREN
76%



NO CHILDREN
24%

RACE

84%
CAUCASIAN

12%
AFRICAN AMERICAN

3%
OTHER

1%
LATINO

EDUCATION LEVEL



69% COLLEGE OR HIGHER

HOUSEHOLD INCOME

28% | \$25,000 - \$49,999

26% | \$50,000 - \$74,999

14% | \$100,000+

12% | \$75,000 - \$99,999

WHO DID YOU COME WITH



FAMILY - 50%



FRIENDS - 44%



ALONE - 3%



CO-WORKERS - 3%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
75%



COOKING DEMOS &
FOOD SAMPLING - 65%



PROMOS, PRIZES &
CONTESTS - 55%



FASHION SHOWS &
STAGE PRESENTATIONS - 63%



HEALTH SCREENINGS
17%



CELEBRITY &
SPECIAL GUESTS - 33%

DO YOU PLAN TO RETURN IN 2018?



YES - 99%



NO - 1%

SOUTHERN WOMEN'S SHOW IN NASHVILLE | AUDIENCE PROFILE

SOUTHERN
WOMEN'S
SHOW
2017
KIMBERLY / KRYN / KATHY



*Laurie Hernandez
Olympic Gymnast*



*Kellie Pickler
Selma Dye & The Opry Store*



*Keegan Allen
From Pretty Little Liars*



Cooking Demonstrations



Live Music on the Music Stage

Throughout the four days, exciting and educational activities were held on four different stages. The stages featured innovative **COOKING** programs, **MUSICAL** entertainment, **FASHION** shows and more – all designed to attract, captivate and entertain the target audience.

FEATURES & PROMOTIONS

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

NUMBER OF TV SPOTS 185

TOTAL TV CAMPAIGN \$144,210



MUSIC CITY CENTER
march 30th - april 2nd



THE TENNESSEAN
PART OF THE USA TODAY NETWORK

SouthernWomensShow.com

[Click here for TV Spot](#)



TELEVISION ADVERTISING



Five radio stations promoted the show to listeners through different formats, including:
ADULT CONTEMPORARY, URBAN, COUNTRY and **POP**.



[Click here for Radio Link](#)

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

NUMBER OF STATIONS 5

NUMBER OF RADIO SPOTS 2,291

TOTAL RADIO CAMPAIGN \$190,254

Mix 92.9

92Q

96.3 JACK fm
playing what we want

i106.7

95.5FM WSM

RADIO ADVERTISING

SOUTHERN WOMEN'S SHOW 2017
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SOUTHERN WOMEN'S SHOW

MARCH 30 - APRIL 2 :: **music city center**

click HERE and SAVE
ON TICKETS & MERCHANDISE

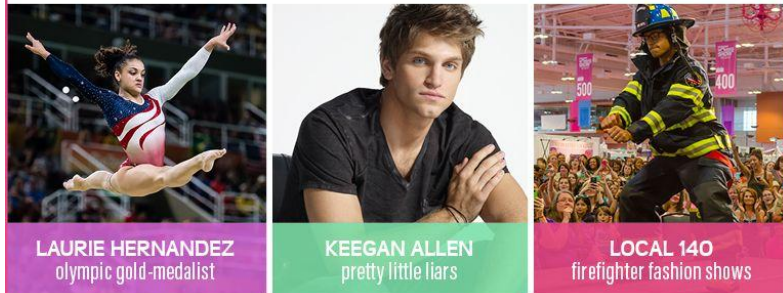
A digital media campaign was integrated into the marketing plan to reach women on-the-go and target a younger demographic (25-40 years) and included advertising through **FACEBOOK**, and geo-targeting ads through the **THE TENNESSEAN**.

IMPRESSIONS 1,174,472



MARCH 30 - APRIL 2 :: **music city center**

thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-6p tickets \$13 at door, \$6 for kids



SOUTHERNWOMENSSHOW.COM [Instagram icon] [Twitter icon] [Facebook icon] [Snapchat icon]

PROUD SPONSORS



THE TENNESSEAN
PART OF THE USA TODAY NETWORK



800.949.0248 © Southern Shows, Inc. Production



DIGITAL ADVERTISING

SOUTHERN WOMEN'S SHOW 2017
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

The Southern Women's Show was advertised through an extensive print campaign with the **THE TENNESSEAN** as well as weekly and monthly **REGIONAL PUBLICATIONS** in order to saturate the market.

SHOW PROGRAM DISTRIBUTION 10,000 NUMBER OF PRINT ADS 57
TOTAL PRINT SCHEDULE \$84,702

SOUTHERN WOMEN'S SHOW 2017
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN
MARCH 30 - APRIL 2
NASHVILLE • Music City Center • 201 5th Ave. South
thursday 10am-7pm
friday 10am-8pm
saturday 10am-7pm
sunday 11am-6pm
SOUTHERNWOMENSHOW.COM

MAJOR SPONSORS: Kroger, Dick's, The Tennesseean, TeleTennessee, Sun City, and others.

Event Schedule:

- FRIDAY, MARCH 31**
 - 10am-12pm: **FRIDAY FASHION STAGE** - Fashion Show
 - 12pm-2pm: **FRIDAY FASHION STAGE** - Fashion Show
 - 2pm-4pm: **FRIDAY FASHION STAGE** - Fashion Show
 - 4pm-6pm: **FRIDAY FASHION STAGE** - Fashion Show
- SATURDAY, APRIL 1**
 - 10am-12pm: **SATURDAY FASHION STAGE** - Fashion Show
 - 12pm-2pm: **SATURDAY FASHION STAGE** - Fashion Show
 - 2pm-4pm: **SATURDAY FASHION STAGE** - Fashion Show
 - 4pm-6pm: **SATURDAY FASHION STAGE** - Fashion Show
- SUNDAY, APRIL 2**
 - 10am-12pm: **SUNDAY FASHION STAGE** - Fashion Show
 - 12pm-2pm: **SUNDAY FASHION STAGE** - Fashion Show
 - 2pm-4pm: **SUNDAY FASHION STAGE** - Fashion Show
 - 4pm-6pm: **SUNDAY FASHION STAGE** - Fashion Show

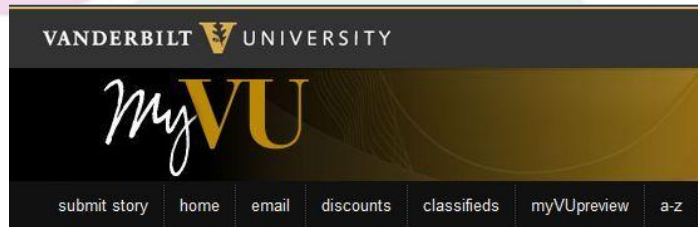
Featured Articles and Ads:

- Nashville's Bravest:** A tribute to the city's first responders.
- Tidbits Me Pick!** A segment featuring Kellie Pickler.
- Kellie Pickler:** A full-page advertisement for the country music star.
- Find Your Road:** A travel guide for the region.
- Secret Ingredients:** A cooking segment.
- Chic and Comfortable:** A fashion segment.
- Stylish Sisters:** A lifestyle segment.
- Call Out with Amy:** A segment featuring Amy Poehler.
- Shopping Guide:** A directory of vendors and products.

NEWSPAPERS & MAGAZINES

A dedicated Public Relations Firm generated buzz with women in the market through scheduled live **TV & RADIO INTERVIEWS**, **PRINT EDITORIAL** in **THE TENNESSEAN**, magazines and numerous **ONLINE CALENDAR LISTINGS**. They delivered extensive media coverage through all advertising platforms.

PR IMPRESSIONS 14,845,739



Get discount on tickets to Southern Women's Show

Jan. 20, 2017, 4:22 PM

The [Southern Women's Show](#) is coming to Nashville's Music City Center March 30–April 2, and you're invited to attend at a discounted rate.

Olympic gymnast and *Dancing with the Stars* champion Laurie Hernandez and *Pretty Little Liars* actor Keegan Allen are among those slated to attend. Food, fashion, health and beauty, shopping and lifestyle exhibits also will be featured.

To take advantage of the discounted ticket offer, visit the [Southern Shows website](#) and click on the "Online Tickets" field at the top right side of the screen. Next, enter **VBLTWNA17** in the promotional code box at the bottom of the screen to purchase and print tickets for only \$6 each.



SHOWS ARCHIVES EVENTS CONTESTS ABOUT HISTORY

« All Events

This event has passed.

Southern Women's Show

March 30 - April 2



Southern Women's Show

The Southern Women's Show is headed to the Music City Center in Nashville, Tennessee March 30 - April 2, 2017!

The Southern Women's Show is coming to Nashville, March 30 through April 2 at the Music City Center. Catch country music sensation, Kellie Pickler, Friday March 31 at 1pm on the Fashion Stage as she conducts a presentation of her Selma Dye products! Immediately afterwards, stop by the Opry Shop's Selma Dye by Kellie Pickler exhibit, and Kellie will be signing autographs for the first 150 folks who make a purchase. Don't miss this rare opportunity to catch Kellie Pickler on stage Friday March 31 at the show everyone loves.

[Click HERE](#) for ticket information!



Olympic gold medalist Laurie Hernandez speaks at Southern Women's Show

WKRN web staff
Published: April 2, 2017, 9:47 pm



(Photo: WKRN)

NASHVILLE, Tenn. (WKRN) – Olympic gold medalist Laurie Hernandez spent Sunday visiting the Southern Women's Show in Nashville.

She met fans and News 2 meteorologist Danielle Breezy introduced the athlete on stage.

Hernandez took home a gold and silver medal in the Rio Olympics. She says while that was an amazing experience, her time on ABC's "Dancing with the Stars" ignited a passion for dancing.

Hernandez ended up taking home the mirror ball trophy this past fall. She says she would jump at the chance to do it again.

"My advice to this generation of younger girls would be to keep an open mind about everything. I mean, I would have never thought to try ballroom dancing if it wasn't for "Dancing with the Stars," and that really sparked a different passion in me and also being able to try gymnastics, and I want to try acting in the future."



(Photo: WKRN)

She continued, "I want to try so many new things and being able to keep my mind open sets me up for different roads in my life that I may want to take."

Hernandez wrote a book while she was on "Dancing with the Stars."

She hopes that by sharing her story, she will inspire young girls to work hard.

PR IMPRESSIONS





E-NEWSLETTER SUBSCRIBERS 24,541

FACEBOOK FANS 13,508

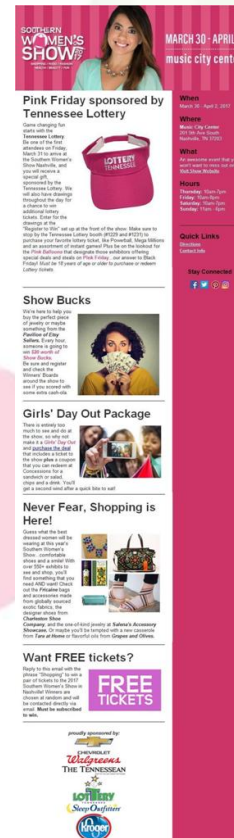
UNIQUE PAGEVIEWS 175,525

INSTAGRAM FOLLOWERS 219

TWITTER FOLLOWERS 340

TOTAL VALUE \$2,350,392

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



SOCIAL MEDIA & E-NEWS





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



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PART OF THE USA TODAY NETWORK

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS

NDC
NATIONAL DANCE CLUBS

THE
OPRY
SHOP



LOTTERY
TENNESSEE



SPONSORS

SOUTHERN
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It is a privilege to bring the very best in health, beauty, home, fashion and more to the greater Nashville area. With the help of our sponsors, partners and exhibitors, the 2017 Southern Women's Show was a success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Stacy Abernethy
Executive Show Manager



Meredith Menninger
Assistant Show Manager



WE LOOK FORWARD TO WORKING WITH YOU IN 2018

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

APRIL 5 - 8 : music city center