

# SOUTHERN WOMEN'S SHOW<sup>2018</sup>

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



## MARCH 9-11

.....

at the **agricenter**

.....

**3** DAYS OF  
**BLISS** : show specials  
: celebrities  
: live entertainment

.....

**show in review**



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

**TOTAL AD CAMPAIGN** \$116,472

**PR IMPRESSIONS** 1,691,977

**NUMBER OF EXHIBIT SPACES** 259

**ATTENDANCE** 14,000+ women

## OVERVIEW





## SCENES FROM THE SHOW

The 28th annual show attracted **MOTHERS, DAUGHTERS, GIRLFRIENDS AND CO-WORKERS** who packed the aisles throughout the three 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

55 - 64 YEARS OLD (31%)

45 - 54 YEARS OLD (24%)

35 - 44 YEARS OLD (21%)

25 - 34 YEARS OLD (12%)

65+ YEARS OLD (10%)

18 - 24 YEARS OLD (2%)

## MARITAL STATUS



MARRIED  
65%



SINGLE  
35%



HAVE CHILDREN  
76%



NO CHILDREN  
24%

## RACE

67%  
CAUCASIAN

30%  
AFRICAN AMERICAN

3%  
OTHER

## EDUCATION LEVEL



84% COLLEGE OR HIGHER

## HOUSEHOLD INCOME

36% | \$25,000 - \$49,999

17% | \$50,000 - \$74,999

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

11% | \$100,000+

## WHO DID YOU COME WITH



FAMILY - 47%



FRIENDS - 41%



ALONE - 9%



CO-WORKERS - 3%

## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
89%



COOKING DEMOS &  
FOOD SAMPLING - 60%



PROMOS, PRIZES &  
CONTESTS - 68%



FASHION SHOWS &  
STAGE PRESENTATIONS - 51%



CELEBRITY &  
SPECIAL GUESTS - 31%

## DO YOU PLAN TO RETURN IN 2019?



YES - 99%



NO - 1%

SOUTHERN WOMEN'S SHOW IN MEMPHIS | AUDIENCE PROFILE



*Vern Yip  
from Trading Spaces*



*Naja  
from LA Hair*



*Mother Daughter  
Look- A-Like Contest*



*Fashion Shows*



*Cooking Presentations*

Throughout the three days, exciting and educational activities were held on three different stages. The stages featured innovative **COOKING** programs, media promotions like **BINGO** and the **MOTHER DAUGHTER LOOK-A-LIKE CONTEST**, **FASHION** shows and more – all designed to attract, captivate and entertain the target audience.

## FEATURES & PROMOTIONS





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

**MARCH 9-11** at the **agricenter**

**3 DAYS OF BLISS** show specials celebrities live entertainment

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



**VERN YIP**  
Meet Vern Yip, nationally known designer, author + TV host, at the Southern Women's Show in Memphis. Vern is perhaps best known from HGTV and for his four seasons on TLC's popular reality show, *Trading Spaces*. Vern will appear on the Fashion & Entertainment Stage on Saturday, March 10.

Academy FOR ALL. FOR LESS.

**GAME CHANGING FUN WITH THE TENNESSEE EDUCATION LOTTERY**  
Sunday is Teachers Day, sponsored by the Tennessee Education Lottery. The fun starts at the door with a special gift from the Lottery for the first 250 guests. Additionally, the Southern Women's Show will give the first 100 teachers and school employees, to show their school ID at the ticket window, a \$1 Lottery instant game ticket.

The Tennessee Lottery has raised over \$4 BILLION for education in Tennessee. Every time you play, a student wins! Stop by exhibit space #677 to play.



click HERE to purchase tickets

**SOUTHERNWOMENSSHOW.COM**  

**SOUTHERN WOMEN'S SHOW** shopping • food • fashion  
health • beauty • fun • more!

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**SOUTHERN WOMEN'S SHOW 2018**

**MARCH 9-11**  
at the **agricenter**

**CLICK HERE TO PURCHASE TICKETS**



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

**VERN YIP**

**SHOP 'TIL YOU DROP**

**COOKING DEMOS**

**MOTHER DAUGHTER DAY**

**RUNWAY FASHION SHOWS**

**MARCH 9-11** at the **agricenter**

**3 DAYS OF BLISS** show specials celebrities live entertainment

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

**SAVE \$2** Discount tickets at *Walgreens*

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**SOUTHERN WOMEN'S SHOW 2018**  
shopping, food, fashion.  
health, beauty, fun.

**MARCH 9-11**  
at the **agricenter**



**MEET VERN YIP FROM TRADING SPACES**  
on Saturday

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A comprehensive marketing and advertising campaign promoted the show 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 71 Walgreens stores and hundreds of retail locations, increasing sponsor awareness in high traffic locations, as well as media contesting and promotions.

**ADVERTISING EXPOSURE**



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

**NUMBER OF TV SPOTS** 568

**TOTAL TV CAMPAIGN** \$38,282



COMCAST  
SPOTLIGHT®

**TELEVISION ADVERTISING**



[Click here for TV Spot](#)





Six radio stations promoted the show to listeners through different formats, including:  
**ADULT CONTEMPORARY, 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** 6

**NUMBER OF RADIO SPOTS** 2,194

**TOTAL RADIO CAMPAIGN** \$69,258



**RADIO ADVERTISING**



**SOUTHERN WOMEN'S SHOW<sup>2018</sup>**  
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**MARCH 9-11**  
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VERN YIP

SHOP 'TIL YOU DROP

**SOUTHERN WOMEN'S SHOW<sup>2018</sup>**

MARCH 9-11 :: VERN YIP :: GARRETT MILLER

**SOUTHERN WOMEN'S SHOW<sup>2018</sup>**

**MARCH 9-11**  
at the **agricenter**

VERN YIP from TLC's trading spaces

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**MARCH 9-11**  
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COOKING DEMOS

GARRETT MILLER from siesta key

CLICK HERE TO PURCHASE TICKETS

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 video ads through **WREG.com** and **Memphisflyer.com**.

**IMPRESSIONS** 463,334

**VALUE** \$6,847

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click HERE to purchase tickets

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**MARCH 9-11**  
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VERN YIP from TLC's trading spaces

NAJA from LA hair

CLICK HERE TO PURCHASE TICKETS

SOUTHERNWOMENSSHOW.COM

**DIGITAL ADVERTISING**

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





The 104.5  
River

SHOWS + LISTEN + WATCH + BLOGS + RIVER HAPPENINGS + CONTESTS +



## Weekend Fun at the Southern Women's Show!

MARCH 12, 2018



RON OLSON AND KAREN PERRIN



It's a 104.5 The River tradition, the Mother Daughter Look Alike Contest at the Southern Women's Show. Ron Olson and I were the emcees and I speak for both of us when I say we were glad not to be the judges! What a tough job they had!

The mother/daughter teams were VERY impressive. They looked alike, they wore matching clothes and they walked the runway in the same way. And in some cases, at first glance, you could not tell the mother from the daughter! In the end, the women pictured above, Candiance and Sofia were named the grand prize winners. Thanks to all who took part and came out to watch the fun. We look forward to seeing you there next year!

~ Karen Perrin, co-host of the 104.5 The River Morning Show

TAGS: Women Memphis Ron Karen WRVR Mother Daughter

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Trading Spaces star Vern Yip to appear in Memphis at Southern Women's Show

knorr's Mar 8, 2018

When the Southern Women's Show returns to Memphis' Agricenter March 9-11, the lineup includes an appearance from celebrity designer Vern Yip. Vern will be in Memphis just weeks ahead of the highly anticipated return of *Trading Spaces*.

Vern's Memphis appearance is part of the three day show that features non-stop shopping, cooking classes, make-overs, life-enhancing seminars and celebrity appearances.

Vern is perhaps best known from HGTV and for his four seasons on TLC's popular design-swap reality show, *Trading Spaces*, which aired from 2000 to 2008, and is now making an April 7 return to TLC featuring Vern and most of the original cast of designers.

Vern has also appeared on NBC's *Home Intervention* and is one of HGTV's most recognizable designers, most notably as host of *Deserving Design*, *Urban Oasis* and *Live in Vern's House* and as a judge on *Design Star*. He is the author of *Vern Yip's Design Wise: Your Smart Guide to a Beautiful Home*.

Vern will appear on the Fashion & Entertainment Stage on Saturday, March 10, and will share design advice, home décor tips and stylish living inspiration and offer a glimpse into what viewers can expect from the new season of *Trading Spaces*.

The show will take place from 10 a.m.-8 p.m. Friday, March 9; from 10 a.m.-7 p.m. Saturday, March 10; and from 11 a.m.-6 p.m. Sunday, March 11.

iCause Memphis

All Entertainment Art & Theatre Food & Drink Adventures Business Sports & More

## Southern Women's Show

📅 Fri Mar 09 2018 at 10:00 am

📍 Walnut Grove Rd, Memphis, TN 38117, United States

iCause

One Commerce Center  
3,013 Orange St., #100  
Washington, DC 20009

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Press

+1.202.741.6130

Follow Us

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

**IMPACT** 1,691,977 Impressions



WREG News Channel 3 with Southern Women's Show Memphis.

March 9 · Paid ·

Stop by the Southern Women's Show at the Agricenter today and see Jim Jagers cook on stage!



Southern Women's Show

SOUTHERNSHOWS.COM

PR IMPRESSIONS

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





**E-NEWSLETTER SUBSCRIBERS 10,938**

**FACEBOOK FANS 9,621**

**UNIQUE PAGEVIEWS 24,758**

**GROUPON REDEMPTIONS 294**

**INSTAGRAM FOLLOWERS 3,782**

**TOTAL VALUE \$1,674,054**

**SOUTHERN WOMEN'S SHOW**  
MARCH 9 - 11 at the agricenter

**Friday is MLGW Day**  
Looking for ways to reduce your energy usage and save money in the process? MLGW can show you how! Stop by the MLGW exhibit for information about lowering your utility bill and MLGW's programs and services. Be sure to attend one of MLGW's 40+ energize home ventilation workshops to learn how you can save money and protect your health. Workshop attendees will also receive an energy conservation kit to help get them started.

**Saturday is Mother Daughter Day**  
Bring the important women in your life and enjoy a day of pampering, shopping, and fun together! This day is in honor of mothers and daughters of all ages. The first 200 guests through the doors on Saturday will receive a shopping bag from Gault's Fab and Spa.

**Sunday is Teachers' Day**  
To thank teachers for their service to our communities and families, Tennessee Education Lottery is sponsoring Teachers' Day at the Southern Women's Show on Sunday. Teachers receive free admission all day by showing their school ID at the ticket window! The first 100 teachers to visit the show on Sunday will receive a \$1 Lottery instant game ticket and a Southern Women's Show reusable shopping bag.

**Join us at the Wine Bar!**  
Stop by the wine bar and purchase a glass of Barefoot Wine or Pinot Noir. Proceeds from wine sales will benefit Medicine Learning Center, a school and training center for children and adults with special needs. The bar will be open from 11am to 8pm on Friday, 11am to 7pm on Saturday and Noon to 5pm on Sunday.

**VIP Shopping Pass**  
Now only \$20! The ultimate VIP Shopping Experience includes a Three Day Pass (weekends), \$3 in show discounts, a VIP shopping bag and quality you for discounts at select exhibits, a Southern Women's Show reusable shopping bag with coupons & samples, a Southern Women's Show tote, a voucher for one complimentary glass of wine, a \$1 Tennessee Education Lottery instant game ticket and superior goods from exhibitors and sponsors. Limited quantities available, only \$20! [Click here to purchase](#)

**Vern VIP Meet & Greet**  
Are you a Thriving Spaces Super Hero? Do you love Vern? It's your chance to meet Vern in a private Meet and Greet session before his public appearance at the Southern Women's Show. The Meet and Greet will take place at 1pm on Saturday, March 10th. There are a very limited number of spots available. [Click here](#) for more details and to purchase.

**When**  
March 9 - 11, 2018

**Where**  
Agriculture Center  
2211 Highway 51 East  
Memphis, TN 38103

**What**  
The Southern Women's Show is a one-of-a-kind event for women where you can find it all under one roof. From fashion, home decor, health & wellness, jewelry, gifts, gourmet food & more.

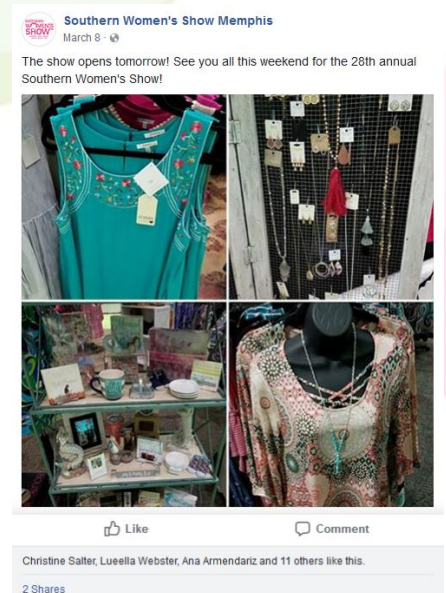
**Hours**  
Fri: 10am-8pm  
Sat: 10am-8pm  
Sun: 11am-6pm

**More Information!**  
[Visit Show Website](#)

**Quick Links**  
[Directions](#)  
[Contact Info](#)

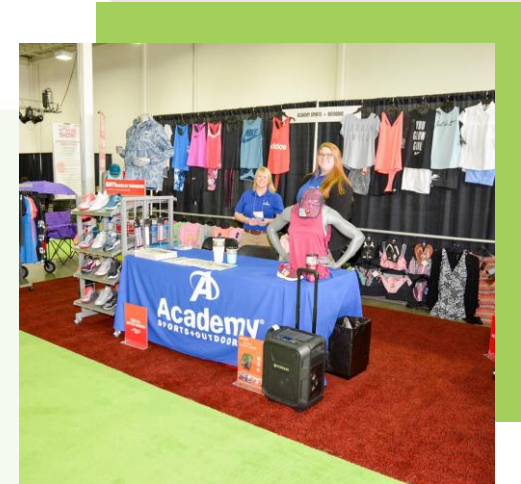
**Stay Connected**  
[Facebook](#) [Instagram](#) [Pinterest](#)

A social media campaign was integrated into the marketing plan to reach busy women through **FACEBOOK** updates, promotions on **GROUPON**, 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.



**Cigna®**

**Academy®** **FOR ALL. FOR LESS.™**  
SPORTS+OUTDOORS

**Regional One Health**



**GOULD'S**  
SALON • SPA

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



It is a privilege to bring the very best in health, beauty, home, fashion and more to the greater Memphis area. With the help of our sponsors, partners and exhibitors, the **2018 Southern Women's Show** was a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Elisha Jernigan  
Show Manager



Brittany Meehan  
Show Manager



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

.....  
MARCH 1-3  
.....  
at the agricenter

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