

SOUTHERN WOMEN'S SHOW²⁰¹⁸

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



AUGUST 24-26

.....

at the **charlotte**
convention center

.....

3 DAYS OF : show specials
BLISS : celebrities
live entertainment

.....

show in review



The 36th annual Southern Women's Show in Charlotte was a success, attracting tens of thousands of women.

TOTAL AD CAMPAIGN \$204,696
PR IMPRESSIONS 276,822,084
NUMBER OF EXHIBIT SPACES 383
ATTENDANCE 19,000+ 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 (19%)

55 - 64 YEARS OLD (32%)

45 - 54 YEARS OLD (23%)

35 - 44 YEARS OLD (16%)

25 - 34 YEARS OLD (8%)

18 - 24 YEARS OLD (2%)

RACE

80%

CAUCASIAN

15%

AFRICAN AMERICAN

3%

OTHER

2%

LATINO

MARITAL STATUS



MARRIED
63%



SINGLE
37%

CHILDREN



HAVE CHILDREN
76%



NO CHILDREN
24%

EDUCATION LEVEL



88% COLLEGE OR HIGHER

DID YOU PURCHASE ANYTHING?



YES - 93%

NO - 7%

HOW LONG DID YOU SPEND AT THE SHOW?

0%

LESS THAN
1 HOUR

9%

1 - 2
HOURS

49%

3 - 4
HOURS

27%

5 - 6
HOURS

11%

7 - 8
HOURS

4%

2+
DAYS

WHO DID YOU COME WITH?



FAMILY - 54%



FRIENDS - 39%



ALONE - 11%



CO-WORKERS - 3%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
87%



COOKING DEMOS &
FOOD SAMPLING - 74%



PROMOS, PRIZES &
CONTESTS - 62%



FASHION SHOWS &
STAGE PRESENTATIONS - 58%



CELEBRITY &
SPECIAL GUESTS - 20%

DO YOU PLAN TO RETURN IN 2019?



YES - 97%



NO - 3%

SOUTHERN WOMEN'S SHOW IN CHARLOTTE AUDIENCE PROFILE

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



*Savannah Chrisley
from Chrisley Knows Best*



*Keegan Allen
Actor, Author & Photographer*



Mother Daughter Day



Firefighter Fashion Shows



Fido Fashion Show

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



SOUTHERN WOMEN'S SHOW²⁰¹⁸
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HEALTH / BEAUTY / FUN

AUGUST 24-26 at the **charlotte convention center**
fri 10a-7p sat 10a-7p sun 10a-5p Take the Light Rail to your day of fun!

CELEBRATING WOMEN IN EDUCATION ALL WEEKEND LONG
*Show your school ID at the Box Office to receive FREE admission



COME PLAY WITH US FOR GIRLS NIGHT OUT
friday from 4-7pm



JOIN US FOR MOTHER DAUGHTER DAY
on saturday



IF YOU LOVE SHOPPING THIS SHOW IS FOR YOU
over 350 specialty boutiques

SOUTHERNWOMENSSHOW.COM [Instagram icon] [Facebook icon]

PROUD SPONSORS    

MOOREHEAD & LAMBERT STONE, INC. PRODUCTION



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AUGUST 24-26
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SAVANNAH CHRISLEY
from chrisley knows best



IF YOU LIKE SHOPPING
this show is for YOU

SOUTHERNWOMENSSHOW.COM [Instagram icon] [Facebook icon]

PROUD SPONSORS     



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PROUD SPONSORS   



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CHEVROLET
official vehicle of the
SOUTHERN WOMEN'S SHOW

AUGUST 24-26 at the **charlotte convention center**
fri 10a-7p sat 10a-7p sun 10a-5p tickets \$12 at door, \$6 for kids

Test drive a new Chevy at the show and receive a FREE GIFT courtesy of  **CHEVROLET**



SAVANNAH CHRISLEY
from chrisley knows best



SHOP 'TIL YOU DROP
all weekend



GIRLS NIGHT OUT
join us friday

SOUTHERNWOMENSSHOW.COM [Instagram icon] [Facebook icon]

MOOREHEAD & LAMBERT STONE, 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 26 Chevy Dealerships, 59 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 207

TOTAL TV CAMPAIGN \$39,677



TELEVISION ADVERTISING

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

AUGUST 24-26

charlotte convention center

SAVE \$4

DISCOUNT
TICKETS AT *Walgreens*

PROUD SPONSORS

FOOD LION



SOUTHERNWOMENSSHOW.COM



[Click here for TV Spot](#)





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

NUMBER OF STATIONS 10

NUMBER OF RADIO SPOTS 564

TOTAL RADIO CAMPAIGN \$123,928

[Click here for Radio Link](#)



RADIO ADVERTISING





AUGUST 24-26

charlotte convention center

savannah chrisley • august 25



AUGUST 24-26

at the charlotte
convention center



**MOTHER
DAUGHTER DAY**
Join us Saturday

**SEE SAVANNAH
CHRISLEY**
on Saturday

click HERE and SAVE  



click HERE and SAVE

AUGUST 24-26
at the charlotte
convention center



IF YOU LOVE SHOPPING
this show is for YOU



SEE KEEGAN ALLEN
on Sunday



charlotte convention center

love shopping? this show is for YOU!



SOUTHERNWOMENSSHOW.COM



AUGUST 24-26
at the charlotte
convention center

A digital media campaign was integrated into the marketing plan to reach busy women including advertising on **FACEBOOK** and geo-targeted ads.

IMPRESSIONS 5,263,663

VALUE \$23,776

DIGITAL ADVERTISING



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

SHOW PROGRAM DISTRIBUTION 5,000 NUMBER OF PRINT ADS 8
TOTAL PRINT SCHEDULE \$17,315



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 Charlotte Observer, magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

IMPACT 276,822,084 Impressions

Local art, fashion featured at Southern Women's Show

The annual Southern Women's Show was back in the Queen City this weekend.

Author: WNCN Staff
Published: 5:13 PM EDT August 25, 2018
Updated: 7:35 PM EDT August 26, 2018

CHARLOTTE, N.C. -- The annual Southern Women's Show is back in the Queen City this weekend.

Women of all ages filled the Charlotte Convention Center to shop, sample food and watch various fashion shows.

NBC Charlotte was at the Southern Women's Show Saturday morning to join in on the fun.

PHOTOS: 2018 Southern Women's Show



01 / 21

NBC Charlotte's Larry Sprinkle m'd the event Sunday with Miss North Carolina USA.



Those interested in checking out the Southern Women's Show can [click here for more information](#).



MMS 11:32 AM



MMS 4:03 PM

1000



PR IMPRESSIONS

SOUTHERN WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
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E-NEWSLETTER SUBSCRIBERS 11,146

FACEBOOK FANS 11,117

UNIQUE PAGEVIEWS 65,003

GROUPON REDEMPTIONS 396

INSTAGRAM FOLLOWERS 656

TOTAL VALUE \$1,934,358

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

FOOD LION

Bank of America



CHEVROLET



SHIPT

Academy
SPORTS+OUTDOORS

FOR ALL. FOR LESS.™

MILO'S

FAIRFIELD INN
Marriott

Charlotte Uptown

NOVANT
HEALTH

Southern Biscuit



Cigna

belk
MODERN. SOUTHERN. STYLE.

Walgreens

SPONSORS

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

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!

Tish Atkins

Executive Show Manager

Brittany Meehan

Show Manager

Katie Cronin

Sponsorship Manager

Elizabeth Medina

Sponsorship Coordinator



SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

AUGUST 23-25
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at the charlotte
convention center

We look forward
to working with
you in 2019!