SOUTHERN MEN'S SHOVISO

SHOPPING / FOOD / FASHION **HEALTH / BEAUTY / FUN**



AUGUST 24-26

at the charlotte convention center

3 DAYS OF show specials celebrities live entertainment

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























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.







65+ YEARS OLD (19%)

55 - 64 YEARS OLD (32%)

35 - 44 YEARS OLD (16%)

25 - 34 YEARS OLD (8%)

RACE

CAUCASIAN

AFRICAN AMERICAN

OTHER

LATINO

MARITAL STATUS



63%

MARRIED

SINGLE 37%

CHILDREN



HAVE CHILDREN 76%



NO CHILDREN 24%

HOW LONG DID YOU SPEND AT THE SHOW?

WHO DID YOU COME WITH?

LESS THAN 1 HOUR

1-2

HOURS

HOURS

HOURS

ALONE - 11%

HOURS

2+ DAYS

27% | \$25,000 - \$49,999

WHAT BROUGHT YOU TO THE SHOW?

FAMILY - 54%



SHOPPING 87%



COOKING DEMOS & FOOD SAMPLING - 74%



PROMOS, PRIZES & CONTESTS - 62%



FRIENDS - 39%

FASHION SHOWS & STAGE PRESENTATIONS - 58%



CO-WORKERS - 3%

CELEBRITY & SPECIAL GUESTS - 20%

EDUCATION LEVEL



DID YOU PURCHASE ANYTHING?



INCOME

HOUSEHOLD

21% | \$75,000 - \$99,999

27% | \$50,000 - \$74,999

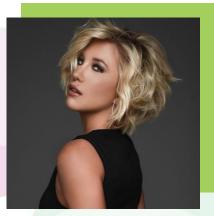
DO YOU PLAN TO





SOUTHERN WOMEN'S SHOW IN CHARLOTTE AUDIENCE PROFILE





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.







charlotte convention center

SOUTHERNWOMENSSHOW.COM



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.



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







AUGUST 24-26

charlotte convention center

SAVE \$4

DISCOUNT Walgreens













SOUTHERNWOMENSSHOW.COM



Click here for TV Spot









the local station



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

























AUGUST 24-26

charlotte convention center

savannah chrisley - august 25



THIS WEEKEND

charlotte convention center

love shopping? this show is for YOU!









CHEVROLET









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



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

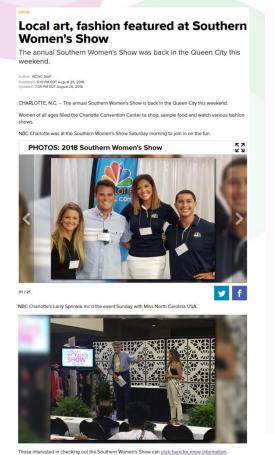
SHOW PROGRAM DISTRIBUTION 5,000 NUMBER OF PRINT ADS 8 TOTAL PRINT SCHEDULE \$17,315





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





MMS 11:32 AM



WEEKLY Author to tell stories of Korean War veterans Tyrannosaurs invade city Chrisley Knows Best' coming to Southern Women's Show SUMMER MOVIES FOR KIDS! **EVERY TUESDAY, WEDNESDAY, THURSDAY at 10am** Film Information: www.StoneTheatres.com

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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.



Southern Women's Show Charlotte





HEACTH / REALITY / PUN







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

FOOD #5 LION





CHEVROLET







Charlotte Uptown













SPONSORS

SHIPT

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









AUGUST 23-25

at the **charlotte convention** center

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