

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

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



# APRIL 5-8

.....

## music city center

.....

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

.....

## show in review



The 32nd annual Southern Women's Show in Nashville was a success, attracting tens of thousands of women.

**TOTAL AD CAMPAIGN** \$415,489

**PR IMPRESSIONS** 152,660,044

**NUMBER OF EXHIBIT SPACES** 540

**ATTENDANCE** 34,000+ women

## OVERVIEW



## 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

45 - 54 YEARS OLD (27%)

55 - 64 YEARS OLD (25%)

35 - 44 YEARS OLD (17%)

65+ YEARS OLD (15%)

25 - 34 YEARS OLD (12%)

18 - 24 YEARS OLD (4%)

## MARITAL STATUS



MARRIED  
61%



SINGLE  
39%

## CHILDREN



HAVE CHILDREN  
79%



NO CHILDREN  
21%

## EDUCATION LEVEL



86% COLLEGE OR HIGHER

## HOUSEHOLD INCOME

21% | \$25,000 - \$49,999

20% | \$50,000 - \$74,999

16% | \$100,000+

16% | \$75,000 - \$99,999

## RACE

75%

CAUCASIAN

20%

AFRICAN AMERICAN

5%

OTHER

## WHO DID YOU COME WITH



FAMILY - 56%



FRIENDS - 35%



ALONE - 5%



CO-WORKERS - 4%

## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
69%



COOKING DEMOS &  
FOOD SAMPLING - 33%



PROMOS, PRIZES &  
CONTESTS - 35%



FASHION SHOWS &  
STAGE PRESENTATIONS - 30%



CELEBRITY &  
SPECIAL GUESTS - 18%

## DO YOU PLAN TO RETURN IN 2019?



YES - 95%



NO - 5%

SOUTHERN WOMEN'S SHOW IN NASHVILLE | AUDIENCE PROFILE



*Arie Luyendyk  
The Bachelor*



*Disney Princesses*



*CeCe Winans  
Gospel Singer*



*Cooking Demonstrations*




*Firefighter Fashion Shows*

The 2018 show featured three stages showcasing innovative **COOKING** programs, **CELEBRITY** guests, **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



**APRIL 5-8**  
 music city center  
 thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-6p

 <b>MEET ARIE LUYENDYK JR</b> from the bachelor on friday	 <b>LOCAL 140 FIREFIGHTERS</b> heat up the stage for charity	 <b>SHOP 'TIL YOU DROP</b> at over 500 boutiques	 <b>LEARN RECIPES</b> from your favorite chefs
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 <b>PRINCESS SING-ALONG</b> mother daughter day is sunday	 <b>CECE WINANS</b> best selling female gospel singer on friday	 <b>RUNWAY FASHION SHOWS</b> see the latest trends	 <b>GIRLS NIGHT OUT</b> every night for \$5 after 5pm with online coupon
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**SAVE \$3 TODAY**  
Discount tickets at *Walgreens*

**SOUTHERNWOMENSSHOW.COM** @ f

**PROUD SPONSORS** CHEVROLET Kroger LOFTMARTY ACADEMY FOR ALL. FOR LESS.

**park at nissan stadium & take the shuttle to the front door!** 800.645.0248 A Southern Shows, Inc. Production

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**SAVE \$3** Discount tickets at *Walgreens*

 <b>ARIE FROM THE BACHELOR</b> appearing on friday	 <b>RUNWAY FASHION SHOWS</b> see the latest trends
--	---

 <b>SHOP 'TIL YOU DROP</b> at over 500 boutiques	 <b>PRINCESS SING-ALONG</b> mother daughter day is sunday
--	--

**APRIL 5-8** music city center  
 4 DAYS OF BLISS show specials celebrities live entertainment!  
 tickets \$13 at door, \$6 for kids  
 thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-6p

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**ROSE LOVERS GET READY!**

**MEET YOUR FAVORITE "BACHELOR" ARIE FRIDAY AT THE SHOW**

**APRIL 5-8** music city center  
 Park at Nissan Stadium and take the shuttle to the front door!

**SOUTHERNWOMENSSHOW.COM** @ f

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

**APRIL 5-8** music city center  
 4 DAYS OF BLISS shopping fashion shows shopping cooking demos  
 tickets \$13 at door, \$6 for kids  
 thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-6p

**PARKING!** convenient and easy! - \$10 at nissan stadium multiple shuttles running all day long

 <b>MEET ARIE</b> from the bachelor	 <b>SHOP 'TIL YOU DROP</b> over 500 boutiques	 <b>LOCAL 140 FIREFIGHTERS</b> live on stage	 <b>ENJOY CREATIVE COOKING CLASSES</b>
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**SAVE \$3 TODAY** Discount tickets at *Walgreens*

**SOUTHERNWOMENSSHOW.COM** @ f

**PROUD SPONSORS** CHEVROLET Kroger LOFTMARTY ACADEMY FOR ALL. FOR LESS.

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 18 Chevy Dealerships, 117 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 three network stations and local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

**NUMBER OF TV SPOTS** 367

**TOTAL TV CAMPAIGN** \$77,045



**Mandie Cakes Cake in a Jar**

Mandie Cakes include liquor, cream and cake.

[Click here for TV Spot](#)



**TELEVISION ADVERTISING**







[Click here for Radio Link](#)

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

**NUMBER OF STATIONS** 7

**NUMBER OF RADIO SPOTS** 2,045

**TOTAL RADIO CAMPAIGN** \$296,874

**Mix 92.9**

**i 106.7**

**92Q**

**96.3 JACK fm**  
playing what we want

**101.1**  
THE BEAT

**107.5 THE RIVER**  
NASHVILLE

**THE BIG 98**  
**WSIX**

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

**RADIO ADVERTISING**

# SOUTHERN WOMEN'S SHOW 2018

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**APRIL 5-8**  
music city center



ARIE LUYENDYK  
from the bachelor



LOCAL 140  
FIREFIGHTERS

[CLICK HERE TO PURCHASE TICKETS](#)

[SOUTHERNWOMENSSHOW.COM](http://SOUTHERNWOMENSSHOW.COM)

SOUTHERN WOMEN'S SHOW 2018



**APRIL 5-8**  
music city center



ARIE LUYENDYK  
from the bachelor

[CLICK HERE TO PURCHASE TICKETS](#)

SOUTHERN WOMEN'S SHOW 2018



ARIE LUYENDYK

**APRIL 5-8**  
music city center

[CLICK HERE TO PURCHASE TICKETS](#)

[SOUTHERNWOMENSSHOW.COM](http://SOUTHERNWOMENSSHOW.COM)



SHOP 'TIL YOU DROP

**MEET ARIE LUYENDYK**  
from the bachelor on friday

**Academy**  
SPORTS • OUTDOORS  
FOR ALL. FOR LESS.



*You're Invited!*

TO THE SOUTHERN WOMEN'S SHOW .....

SOUTHERN WOMEN'S SHOW

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

**IMPRESSIONS** 87,000  
**VALUE** \$2,550

**DIGITAL ADVERTISING**

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



A dedicated Public Relations Firm generated buzz with women in the community through scheduled live **TV & RADIO INTERVIEWS**, **PRINT EDITORIAL** in the The Tennessean, magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

**PR IMPRESSIONS 152,660,044**



# Check Out The Mix Morning Show At The Southern Women's Show! (COOL VIDEO!)

Friday, April 06, 2018 8:35 a.m. by Brandon O'Brien

What a great time! From Fashion, Food and FUN to cooking demonstrations, the Southern Women's Show has it ALL!! Come check it out this weekend at the Music City Center in Nashville.



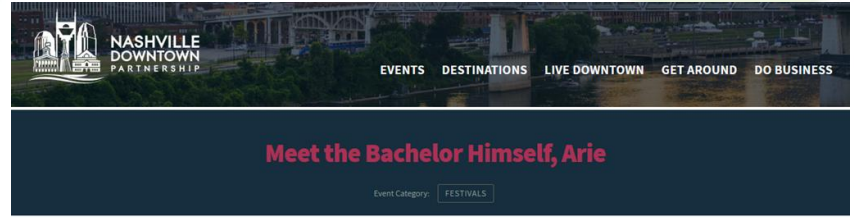
**Mandie Cakes Cake in a Jar**  
Mandie Cakes include liquor, cream and cake.



## Brie's Best Bets for Saturday, April 7, 2018



And come meet the News 3 team at the Southern Women's Show at Music City Center. We'll have a booth with a bunch of our on-air talent there. It starts at 10 a.m. and ends at 7 p.m.



**PAST DATES & TIMES**

Friday, Apr 6, 2018 2 pm

**LOCATION**

Music City Center  
201 5th Ave S

**PRICE**

\$6 - \$50

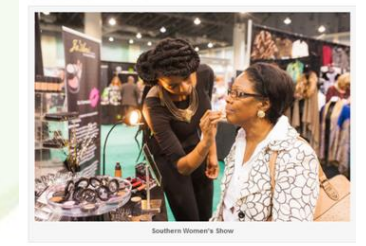
**DETAILS**

Will you accept this rose? That's right, America's Bachelor and former Formula One Racer Arie Luyendyk Jr. will be at this year's Southern Women's Show. Attend the session on Friday, April 6 to hear about his tough choices this season, his love life now and what's next. Fans can participate in an audience Q&A and take pictures!

[VISIT WEBSITE](#)



## Southern Women's Show welcomes The Bachelor's Arie Luyendyk, Jr. to Nashville



The Southern Women's Show is bringing celebrity guests and one-of-a-kind entertainment to Music City Center April 5-6. Attendees can shop incredible deals from national and local brands, watch fashion shows, participate in craft workshops, win prizes and more during the four-day event. The annual event's 2018 festivities also include celebrity guest Arie Luyendyk, Jr., star of the current season of The Bachelor.

Luyendyk, Jr. was a professional racecar driver for seven years, competing in several major events during his career, including the 24 Hours of Daytona and the Indy Lights Series, where he finished second in 2000. In 2012, he appeared on The Bachelorette vying for the heart of Emily Maynard. After ending the season as runner-up, he's now back as The Bachelor, and is expected to propose to one of 29 women he's dated this season during the March 5 finale episode.

Luyendyk, Jr. will be at the Southern Women's Show Friday, April 6, beginning at 2pm on the Main Fashion Stage, where he will share details about his journey on The Bachelor and participate in an audience Q&A. After his stage appearance, he will also take photos with fans and sign autographs, all sponsored by Academy Sports & Outdoors. Fans can purchase a VIP experience for \$50 and receive a Show ticket, a Southern Women's Show bag, a private meet-and-greet with photo opportunity, and reserved seating during Luyendyk, Jr.'s question and answer session.

"Just like the fans, we were ecstatic to hear that Arie would be this season's Bachelor. His story of searching for true, genuine love is so refreshing," said Stacy Abernethy, executive show manager of the Southern Women's Show. "His charm and charisma will shine through on stage, and we can't wait to have him share behind-the-scenes information on America's favorite television show with our Nashville crowd!"

This year's Southern Women's Show will be one of the largest to date, with an estimated 35,000 guests, over 500 specialty boutiques and four days of entertainment. The weekend's lineup includes activities for the whole family, such as Girls Night Out Friday, April 6, and Mother Daughter Day Sunday.

April 8. The 2018 show includes new features, such as AR Workshops: Make and Take Sessions on Friday and Saturday, giving attendees the chance to make their own piece of home décor, and a full-service pampering pavilion featuring the experts from Esthetics by Dr. Brown Spa. Parking for this year's event has been dramatically improved and will be in the Nissan Stadium lot with shuttle services running to Music City Center throughout the day. Professional fitness model and master trainer Clark Bartram will also make his Southern Women's Show debut, sharing weight loss and fitness tips from what he has learned over his 30-year career. His time on ESPN and his fitness show, American Health & Fitness, which aired on FITV for two seasons.

Tags: Arie Luyendyk, Jr., music city center, southern womens show



**PR IMPRESSIONS**

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.

**E-NEWSLETTER SUBSCRIBERS** 19,765  
**FACEBOOK FANS** 15,859  
**UNIQUE PAGEVIEWS** 94,411  
**GROUPON REDEMPTIONS** 1,162  
**INSTAGRAM FOLLOWERS** 3,931  
**TOTAL VALUE** \$2,759,466

**SOUTHERN WOMEN'S SHOW** APRIL 5 - 8  
 music city center : nashville

**Starts Tomorrow!** When: April 5-8, 2018

**Where**  
 Music City Center  
 201 9th Ave South  
 Nashville, TN 37203

**What**  
 Nashville's favorite event for women where you can shop, sample and share the fun! Filled with hundreds of boutiques, clothing, jewelry, gifts, gourmet foods and more.

**Hours**  
 Thurs: 10am-7pm  
 Fri: 10am-8pm  
 Sat: 10am-7pm  
 Sun: 11am-5pm

[Visit Show Website](#)

**Quick Links**  
 Directions  
 Contact Info

**Stay Connected**  
[f](#) [i](#) [p](#)

**Parking**  
 \$10 (per car) parking at nearby Nissan Stadium - with free show shuttle, as our gift to you. First class meter coaches will take you from Nissan Stadium and deliver you to the front door of the convention center. It will pick you up at the same place as you leave - returning you to your car. Shuttles will run continually - starting one hour before the show opens, until thirty minutes after the show closes. Enjoy!

proudly sponsored by:

**Southern Women's Show Nashville**  
 February 28 · 🌐

The Show is the perfect place to pick up the latest in spring fashion! With over 500 exhibits, you're sure to find something to fit your style. <https://southernshows.com/wna/tickets/>

**Southern Women's Show - Online Tickets**  
 SOUTHERNSHOWS.COM

Like Comment Share

Brandi Spilde Cox, Tonia Rowe Berry, Mercedes M Perdomo and 104 others · [Oldest](#) like this.

**SOCIAL MEDIA & E-NEWS**

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



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



## SPONSORS



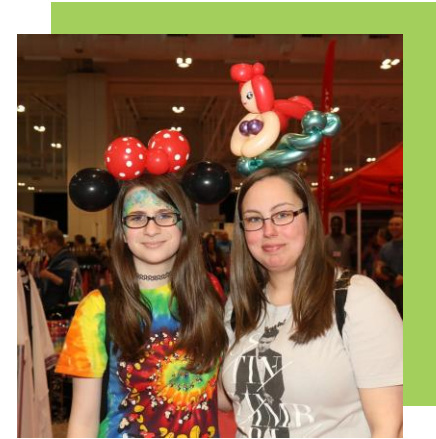
What an impressive show! Highlighting the very best in fashion, health, beauty, home and more, the **2018 SOUTHERN WOMEN'S SHOW** was a huge success. Planning for 2019 has begun, and interest is strong. Reserve your space today!

Stacy Abernethy

Executive Show Manager

Savannah Wielgus

Assistant Show Manager



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

MARCH 7-10  
.....  
music city center

We look forward  
to working with  
you in 2019!