

The top section of the image features a vibrant pink background adorned with various floral illustrations in shades of green, yellow, and pink. The main title, "SOUTHERN WOMEN'S SHOW 2019", is prominently displayed in white, bold, sans-serif capital letters. The year "2019" is integrated into the design, with the "0" and "1" forming a stylized silhouette of the state of Alabama.

SOUTHERN WOMEN'S SHOW²⁰¹⁹

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

OCTOBER 4-6

.....

**birmingham-jefferson
convention complex**

show specials
celebrities
live entertainment

.....

SAVOR.SHOP.
SHARE THE FUN

Show in Review



The 35th annual Southern Women's Show in Birmingham was a success, attracting tens of thousands of women.



AD CAMPAIGN \$183,266

IMPRESSIONS 4,914,629

NUMBER OF EXHIBIT SPACES 343

ATTENDANCE 14,000+ 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

35% | 55+ YEARS OLD

49% | 35 - 54 YEARS OLD

16% | 18 - 34 YEARS OLD

MARITAL STATUS



MARRIED
66%



SINGLE
34%

CHILDREN



HAVE CHILDREN
81%



NO CHILDREN
19%

EDUCATION LEVEL



85% COLLEGE OR HIGHER

DID YOU PURCHASE ANYTHING?



YES - 92%

NO - 8%

HOW LONG DID YOU STAY AT THE SHOW?

1%

LESS THAN
1 HOUR

16%

1 - 2
HOURS

50%

3 - 4
HOURS

19%

5 - 6
HOURS

9%

7 - 8
HOURS

5%

2+
DAYS

RACE

74%

CAUCASIAN

21%

AFRICAN AMERICAN

5%

OTHER

WHO DID YOU COME WITH?



FAMILY - 57%



FRIENDS - 44%



ALONE - 6%



CO-WORKERS - 2%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
77%



COOKING DEMOS &
FOOD SAMPLING - 46%



PROMOS, PRIZES &
CONTESTS - 45%



FASHION SHOWS &
STAGE PRESENTATIONS - 27%



CELEBRITY &
SPECIAL GUESTS - 17%

DO YOU PLAN TO RETURN IN 2020?



YES - 95%



NO - 5%

SOUTHERN WOMEN'S SHOW IN BIRMINGHAM AUDIENCE PROFILE

SOUTHERN
WOMEN'S
SHOW
2019
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



*Val Chmerkovskiy
from Dancing with the Stars*



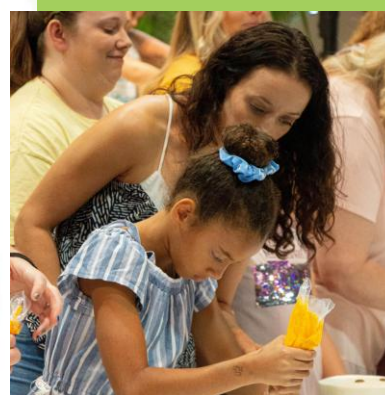
*Katie Dixon
Masterchef & Food Network Star*



*Trace Burnett
The Bitter Socialite & Food Network Star*



Ladies Night Bingo



*Mother Daughter Cake
Decorating Contest*

The 2019 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 SHOW²⁰¹⁹
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SAVE \$3 with this coupon*

OCTOBER 4-6 :: birmingham-jefferson convention complex

SAVOR. SHOP. SHARE THE FUN :: show specials celebrities live entertainment

tickets \$12 at door, \$6 for kids
fri 10a-8p sat 10a-7p sun 11a-5p

FIREFIGHTER fashion shows
SHOP 'TIL YOU DROP all weekend long
MOTHER DAUGHTER DAY join us sunday

SOUTHERNWOMENSSHOW.COM @ f

PROUD SPONSOR CHEVROLET

*Discount valid on one adult show time admission. Not valid with any other discount. ©2019 Southern Shows, Inc. Production



SOUTHERN WOMEN'S SHOW²⁰¹⁹
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SIP. SHOP. SAVOR.
OCT. 4-6
BJCC
SOUTHERNWOMENSSHOW.COM



SOUTHERN WOMEN'S SHOW²⁰¹⁹
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

SHOP. SAMPLE. SAVOR.

OCT. 4-6 :: birmingham-jefferson convention complex north exhibition hall



SOUTHERN WOMEN'S SHOW²⁰¹⁹
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

CHEVROLET
official vehicle of the SOUTHERN WOMEN'S SHOW

OCTOBER 4-6 :: birmingham-jefferson convention complex

fri 10a-8p sat 10a-7p sun 11a-5p :: tickets \$12 at door, \$6 for kids

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

VAL CHMERKOVSKIY from dancing with the stars
CULINARY DEMOS and sampling all three days
SHOP 'TIL YOU DROP all weekend

SOUTHERNWOMENSSHOW.COM @ f

DISCOUNTED BY SOUTHERN SHOWS, 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 hundreds of retail locations, increasing sponsor awareness in high traffic locations.

ADVERTISING EXPOSURE

SOUTHERN WOMEN'S SHOW²⁰¹⁹
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

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

NUMBER OF TV SPOTS 231

TOTAL TV CAMPAIGN \$66,755



[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 1,420

TOTAL RADIO CAMPAIGN \$79,086



RADIO ADVERTISING



SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

SHOP.
SAMPLE.
SAVOR.

OCT. 4-6

birmingham-jefferson
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SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

\$2 OFF ADMISSION!

OCTOBER 4-6

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GET \$2 OFF ADMISSION when presenting this coupon*

SOUTHERNWOMENSSHOW.COM

PROUD SPONSOR



*\$2 off admission of 1 adult ticket for the Show. Must present printed coupon. Not valid with any other discount. While supplies last. 000.049.0249 A Southern Shows, Inc. Production

A digital media campaign was integrated into the marketing plan to reach busy women including advertising on **FACEBOOK** and media partner websites.

IMPRESSIONS 4,255,098

VALUE \$12,475

DIGITAL ADVERTISING



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

SHOW PROGRAM DISTRIBUTION 4,500 NUMBER OF PRINT ADS 23
TOTAL PRINT SCHEDULE \$24,590

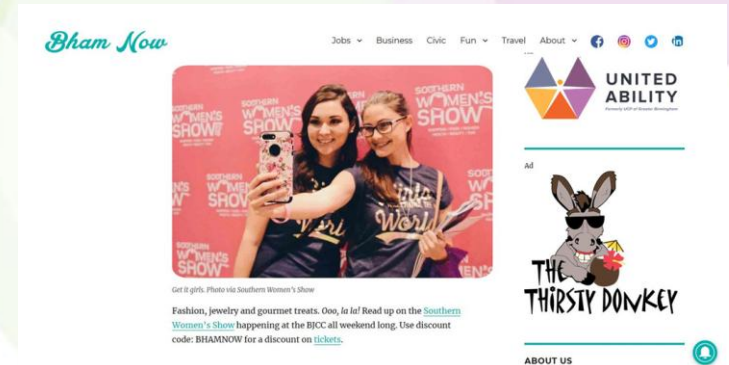
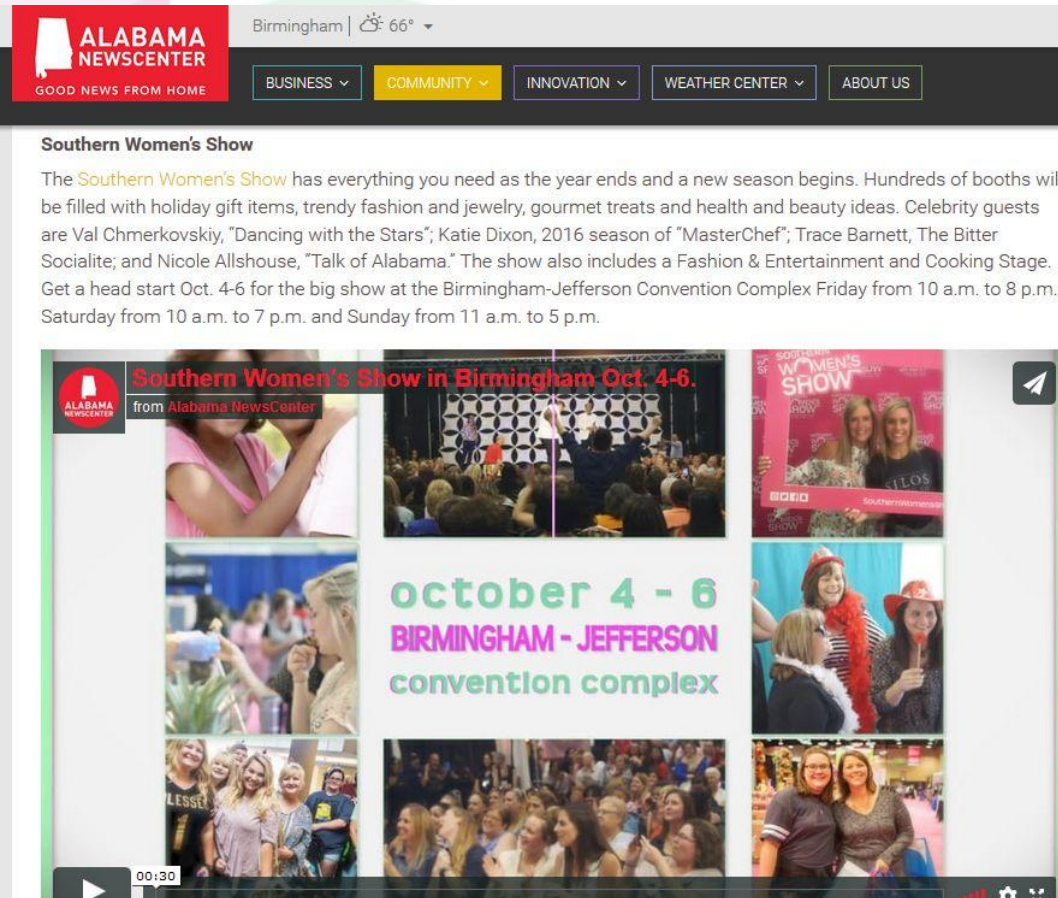
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PUBLICATIONS & MAGAZINES

**SOUTHERN
WOMEN'S
SHOW²⁰¹⁹**
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 Birmingham News, magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

IMPACT 659,531 Impressions



PR IMPRESSIONS





E-NEWSLETTER SUBSCRIBERS 13,838

FACEBOOK FANS 11,205

UNIQUE PAGEVIEWS 45,360

INSTAGRAM FOLLOWERS 515

TOTAL VALUE \$1,949,670

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



Stacy Abernethy and 13 others

1 Comment 1 Share



Stock Up on Your Favorite Brands



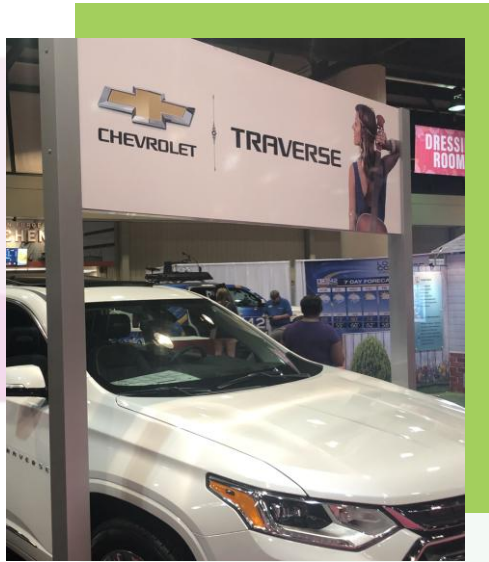
Fewer Calories Than a Glass of Wine!



Sweets and Treats



SOCIAL MEDIA & E-NEWS



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



SPONSORS



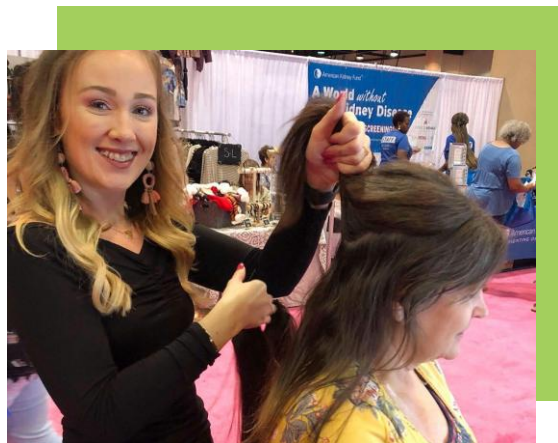
What an impressive show! Highlighting the very best in fashion, health, beauty, home and more, the **2019 SOUTHERN WOMEN'S SHOW** was a huge success. Planning for 2020 has begun, and interest is strong. Reserve your space today!

Beth Anderson

Executive Show Manager

Elizabeth Medina

Sponsorship Coordinator



SOUTHERN
WOMEN'S
SHOW²⁰²⁰

SEPTEMBER 25-27
.....
birmingham-jefferson
convention complex

We look forward
to working with
you in *2020!*