



SOUTHERN
WOMEN'S
SHOW 2019

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

AUGUST 23-25

**at the charlotte
convention center**

show specials
celebrities
live entertainment

SAVOR. SHOP.
SHARE THE FUN

Show in Review



The 37th annual Southern Women's Show in Charlotte was a success, attracting tens of thousands of women.

TOTAL AD CAMPAIGN \$200,948
PR IMPRESSIONS 285,126,746
NUMBER OF EXHIBIT SPACES 400
ATTENDANCE 17,000+ 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

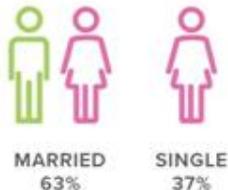
37% | 34 - 54 YEARS OLD

28% | 18 - 34 YEARS OLD

RACE

79% CAUCASIAN
15% AFRICAN AMERICAN
5% OTHER
1% LATINO

MARITAL STATUS



CHILDREN



EDUCATION LEVEL



87% COLLEGE OR HIGHER

DID YOU PURCHASE ANYTHING?



YES - 91%
NO - 9%

HOW LONG DID YOU STAY AT THE SHOW?



HOUSEHOLD INCOME

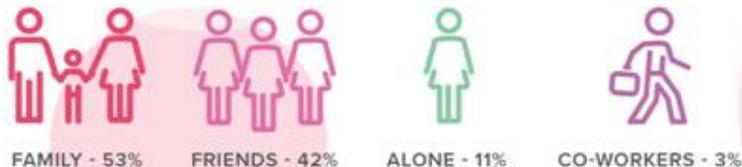
26% | \$100,000+

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

26% | \$50,000 - \$74,999

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

WHO DID YOU COME WITH?



WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
87%



COOKING DEMOS &
FOOD SAMPLING - 77%



PROMOS, PRIZES &
CONTESTS - 65%



FASHION SHOWS &
STAGE PRESENTATIONS - 58%



CELEBRITY &
SPECIAL GUESTS - 28%

DO YOU PLAN TO RETURN IN 2020?



YES - 97%
NO - 3%

SOUTHERN WOMEN'S SHOW IN CHARLOTTE AUDIENCE PROFILE



*Val Chmerkovskiy
from Dancing with the Stars*



*Muggsy Bogues
Former Charlotte Hornets Star Basketball Player*



*Taylor Hicks, American Idol Winner
on the Food Lion Kitchen Stage*



Dash for Cash



Mother Daughter Look-A-Like 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

AUGUST 23-25
.....
at the charlotte
convention center



SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

THIS WEEKEND

charlotte convention center

VAL FROM *DANCING WITH THE STARS*

SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

THIS WEEKEND

charlotte convention center

MEET TAYLOR HICKS
AUG. 24
FOOD & LION

SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

THIS WEEKEND

charlotte convention center

GIRLS NIGHT OUT
FRIDAY

AUGUST 23-25 at the charlotte convention center

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

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

FASHION SHOWS
see the latest trends

SHOP 'TIL YOU DROP
all weekend long

GIRLS NIGHT OUT
join us friday

SOUTHERNWOMENSSHOW.COM [social icons]

PROUD SPONSORS CHEVROLET FOOD & LION NOVANT HEALTH

*Discount valid on one adult show time admission. Not valid with any other discount. | 100.648.0248 A 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



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

NUMBER OF TV SPOTS 188

TOTAL TV CAMPAIGN \$23,425



[Click here for TV Spot](#)



TELEVISION ADVERTISING





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

NUMBER OF RADIO SPOTS 3,063
TOTAL RADIO CAMPAIGN \$140,460

[Click here for Radio Link](#)



RADIO ADVERTISING



SOUTHERN WOMEN'S SHOW 2019 **SHOP ALL WEEKEND!**
AUGUST 23-25 charlotte convention center



CLICK HERE & SAVE

SOUTHERN WOMEN'S SHOW 2019 *Girls NIGHT OUT!*
 friday, 8.23.19 from 4-7pm
 charlotte convention center

click to print a coupon for a **COMPLIMENTARY Signature Cocktail**



SOUTHERN WOMEN'S SHOW 2019
SHOP ALL WEEKEND!
AUGUST 23-25
 charlotte convention center

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AUGUST 23-25
 charlotte convention center



CLICK HERE & SAVE

SOUTHERN WOMEN'S SHOW 2019
GIRLS NIGHT OUT!
AUGUST 23-25
 charlotte convention center



SOUTHERNWOMENSSHOW.COM  



enjoy food sampling, fashion shows & fun!

CLICK HERE FOR DISCOUNT TICKETS

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

IMPRESSIONS 6,316,388
VALUE \$26,983

DIGITAL ADVERTISING



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 285,126,746 Impressions



Wilson's World: Kicking off the 2019 Southern Women's Show

The 2019 Southern Women's Show at the Charlotte Convention Center kicks off today at 10am and continues through Sunday at 5pm.

August 23, 2019 by Jon Wilson

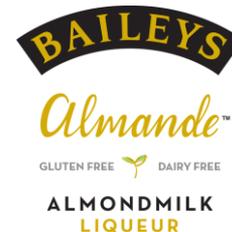


PR IMPRESSIONS





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, food, 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!

Brittany Meehan
Show Manager

Casey Harper
Show Manager

Elizabeth Medina
Sponsorship Coordinator



SOUTHERN
WOMEN'S
SHOW ²⁰²⁰

.....
OCTOBER 2-4
.....
at the charlotte
convention center

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