

The logo for the Southern Women's Show 2019 is centered on a vibrant pink background. The text "SOUTHERN WOMEN'S SHOW" is in a bold, white, sans-serif font. The year "2019" is written in a smaller, white, sans-serif font, with the "0" and "1" overlapping. The "O" in "WOMEN'S" is replaced by a white outline of the state of South Carolina. The entire logo is surrounded by various colorful floral illustrations, including roses, daisies, and chrysanthemums in shades of green, yellow, pink, and white.

SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

MARCH 1-3

at the agricenter

show specials
celebrities
live entertainment

SAVOR. SHOP.
SHARE THE FUN

Show in Review



The 29th annual Southern Women's Show in Memphis was a success, attracting tens of thousands of women.

TOTAL AD CAMPAIGN \$110,972
PR IMPRESSIONS 393,096
NUMBER OF EXHIBIT SPACES 279
ATTENDANCE 16,000+ women

OVERVIEW



SCENES FROM THE SHOW



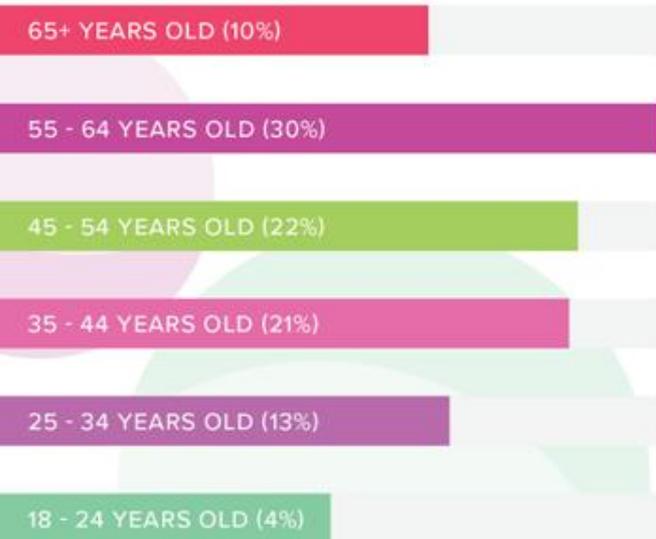
SCENES FROM THE SHOW

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.

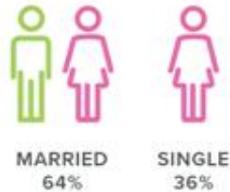


DEMOGRAPHICS

AGE



MARITAL STATUS



CHILDREN



EDUCATION LEVEL



84% COLLEGE OR HIGHER

DID YOU PURCHASE ANYTHING?



YES - 94%
NO - 6%

HOW LONG DID YOU STAY AT THE SHOW?



HOUSEHOLD INCOME

17% | \$100,000+

19% | \$75,000 - \$99,999

23% | \$50,000 - \$74,999

41% | \$25,000 - \$49,999

RACE



WHO DID YOU COME WITH?



WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
90%



COOKING DEMOS &
FOOD SAMPLING - 60%



PROMOS, PRIZES &
CONTESTS - 68%



FASHION SHOWS &
STAGE PRESENTATIONS - 50%



CELEBRITY &
SPECIAL GUESTS - 34%

DO YOU PLAN TO RETURN IN 2019?



YES - 99%
NO - 1%

SOUTHERN WOMEN'S SHOW IN MEMPHIS AUDIENCE



*Savannah Chrisley
from Chrisley Knows Best*



Cooking Demonstrations



Mother Daughter Day



Pick Your Purse Bingo



Fido Look-A-Like

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 SHOW 2019

MARCH 1-3

at the agricenter



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 local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 428

TOTAL TV CAMPAIGN \$31,389



[Click Here for TV Spot](#)



TELEVISION ADVERTISING





[Click Here for Radio Spot](#)

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

NUMBER OF STATIONS 6

NUMBER OF RADIO SPOTS 1,760

TOTAL RADIO CAMPAIGN \$64,254



RADIO ADVERTISING



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

MARCH 1-3 at the **agricenter**

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

SAVANNAH CHRISLEY
Meet Savannah Chrisley from USA's hit reality show, *Chrisley Knows Best*, at the Southern Women's Show! At just 19, she became the youngest person to retail on HGTV. In April 2019, Savannah and her brother Chase will star in their own spin-off series called *Growing Up Chrisley*, which follows them as they move out West.

See Savannah on Saturday, March 2 at 1pm on the Fashion & Entertainment Stage to get the scoop on filming *Chrisley Knows Best*, branching out in her new upcoming spin-off series, growing up under the watchful eye of her father, and moving to LA for her career.

GAME CHANGING FUN WITH THE TENNESSEE EDUCATION LOTTERY
The Tennessee Education Lottery is bringing game changing fun to the Southern Women's Show! Every day at 2pm the Southern Women's Show will be giving away a special gift and a \$1 Lottery instant game ticket to the first 100 guests to meet at the "Register to Win" at the center of the show.

The Tennessee Lottery has raised over \$4.8 BILLION for education in Tennessee. Every time you play, a student wins! Stop by exhibit space #677 to play.

CLICK HERE TO PURCHASE TICKETS
USE CODE WREG TO SAVE \$2!

SOUTHERN WOMEN'S SHOW 2019
SOUTHERNWOMENSSHOW.COM | Facebook | Instagram | Twitter
shopping • food • fashion • health • beauty • fun • more!

SOUTHERN WOMEN'S SHOW 2019
MARCH 1-3
at the **agricenter**



GIRLS NIGHT OUT
MARCH 1

SOUTHERN WOMEN'S SHOW 2019
THIS WEEKEND
at the **agricenter**



SHOP 'TIL YOU DROP

SOUTHERN WOMEN'S SHOW 2019
MARCH 1-3
at the **agricenter**



COOKING DEMOS

SOUTHERN WOMEN'S SHOW 2019
SHOPPING / FOOD / FASHION
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GET \$2 OFF ADMISSION when presenting this coupon

SOUTHERNWOMENSSHOW.COM | Facebook | Instagram | Twitter

PROUD SPONSOR **NEWS 3**

*\$2 off admission of 1 adult ticket for the Show. Must present printed coupon. Not valid with any other discount. While supplies last. (800.849.0248) © 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 119,818

VALUE \$11,829

DIGITAL ADVERTISING

SOUTHERN WOMEN'S SHOW 2019
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 magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

IMPACT 393,096 Impressions



Home / Memphis, TN / Events / Southern Women's Show

Southern Women's Show



Friday, Mar 1, 2019 from 10:00am to 8:00pm

Southern Women's Show
7777 Walnut Grove Raod
Memphis, TN 38120
[Website](#)

Shop, sample and share the fun at Memphis' favorite event for women. Discover hundreds of boutiques filled with the latest fashions, trendy jewelry, gourmet treats, health and beauty, and so much more. Enjoy fashion shows, top chefs, and celebrity guests. Bring your mom, sister, and best friend and spend the day doing everything you love!



Southern Women's Show at Agricenter

Mar 2, 2019 10:00 AM to 7:00 PM

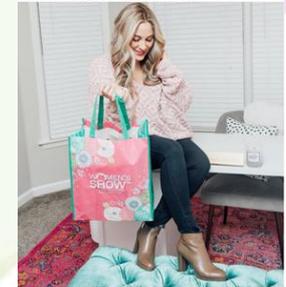
[Agricenter International](#) 7777 Walnut Grove Rd., Memphis, Tennessee



Show includes three days of non-stop shopping, food, fashion, health, and beauty. Highlights include an appearance from Savannah Chrisley, former pageant queen and fashion designer from USA Network's *Chrisley Knows Best* on Saturday, March 2.

Show schedule: March 1-3 - Friday 10 a.m.-8 p.m. Girls Night Out on Friday evening. Saturday, 10 a.m.-7 p.m. Sunday, 11 a.m.-5 p.m.

\$12/adult. \$6/child ages 6-12. Limited number of VIP Packages available for \$35. VIP Packages include a Three Day Pass wristband among other goodies. Parking is free at the Agricenter. Advance discounts available for \$10 online. Call (800)-849-0248 or visit <http://www.SouthernShows.com> for group discounts, show updates, and more information.



As you walk the South, you're probably hearing all the "Southern Women's Show" and it's coming to Memphis! ... Friday, March 1 through Sunday, March 3. The Southern Women's Show is 100 shops to shop, sample and share the fun of Memphis' favorite event for women. You can discover hundreds of boutiques like the one you just saw in the picture. ...

I have been going to the Southern Women's Show Memphis since I was in high school, and I look forward to it every year! There will be tons of shops to shop your favorite items and even discover some new ones. My sister and I always meet with my mom every year, and we always loved having the girl time together. It's the perfect event to bring your mom, sister, grandma and best friend and spend the day doing everything you love!

The Southern Women's Show Memphis will be open from 10 a.m. - 8 p.m. on Friday, 10 a.m. - 7 p.m. on Saturday and 11 a.m. - 5 p.m. on Sunday. Tickets are \$10 for adults online ... or \$12 at the door. \$6 for kids 6-12 years old and free for kids under a year old. Bring in only \$6 after 10:00 a.m. and there are other ways to save, including a glass of wine. Military, police and the rescue get in for only \$4 with ID, and seniors get only \$6 off the door.

On Friday, Savannah Chrisley will host a jewelry sale giveaway for Girls' Night Out. Saturday is Designer Day, and there will be tons of exclusive pieces to mother's & daughters throughout the day. There will be a Girl Workshop with The Home Depot and a Morning & Day Fashion Party hosted by Pottery Barn. On Sunday, there is a contest the 2019 Mother Daughter Look-A-Like Contest on Saturday. Sunday is Southern Day sponsored by the Memphis ...

... I'm excited to be teaming up with Southern Women's Show to give away ...

Have you ever been to the Southern Women's Show? Will you be having a girls' day this weekend? Let us know in the comments below!



PR IMPRESSIONS



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.

E-NEWSLETTER SUBSCRIBERS 10,857

FACEBOOK FANS 10,187

UNIQUE PAGEVIEWS 60,892

INSTAGRAM FOLLOWERS 5,689

TOTAL VALUE \$1,772,538

Posts

Southern Women's Show Memphis
March 14 at 9:13 AM

We are having some serious Southern Women's Show withdrawals! Had to share some of our favorite pics so far.

7

1 Share

SOUTHERN WOMEN'S SHOW 2019
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN
March 1-3
Agricenter

A Makers' Studio is the culmination of Amy Howard's decades long commitment to helping people use their innate creativity to craft a beautiful life. Join Amy for her daily workshops on the Spotlight Stage. Participants will get to make a take home. There's very cool, creative! Workshop space is limited to event-goers only. You can register at their entrance in spaces 538 & 539 or at the Spotlight Stage 30 minutes before the workshop begins.

As a part of the Girls Night Out activities, **Painting with a Twist** will hold a special class at the Southern Women's Show on Friday, March 1 from 5:30 - 8pm. For \$35, Painting With A Twist will supply talented artists to guide you step-by-step and all the materials to create your own 18" wooden pallet wall hanging, which you will take home at the end of the evening! What could be better than your friends and a paintbrush?

Purchase a \$5 ticket to the show after 5pm and make your way to the Memphis Light, Gas & Water Spotlight Stage. Seating is limited, so be sure to reserve your seat [today](#)!

Join us on Mother Daughter Day at the Southern Women's Show for a Mommy & Me Painting Class with **Painting With A Twist**. The class will take place Saturday, March 2 from 3:30 - 5:30 pm and will feature a Little Mermaid painting! All the materials needed to create your masterpiece will be provided, while a local artist walks you and your child, step-by-step through the painting process. The end result will be a beautiful 18"x24" Masterpiece you and your child will treasure forever!

The cost is just \$25.00 per partner. Reserve your spot [today](#)!

On Sunday, March 3rd, The Home Depot is bringing their Do-It-Yourself Workshop to the Southern Women's Show! Learn how to choose the right tools for the job. The experts from the Home Depot will teach you how to save money by doing projects around your home yourself! Learn hands-on home-improvement skills and discover the best power tools for your interior and exterior projects. This will happen at 2:30 pm on the Memphis Light, Gas & Water Spotlight Stage. Be sure to arrive early - seats will fill up fast!

Proudly Sponsored By:

GOLDFISH'S COLLEGE & YOUTH CENTER
GOULD'S ACADEMY

LOTTERY

NEWS CHANNEL 3

80th 1939 - 2019

Regional One Health

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.

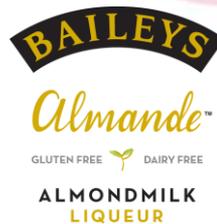


MLGW

Set Hot Water Heater to 120° or "Warm" for Savings.



SHIPT



Regional One Health

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!

Elisha Jernigan
Show Manager

Brittany Meehan
Show Manager

Elizabeth Medina
Sponsorship Coordinator



SOUTHERN
WOMEN'S
SHOW ²⁰²⁰

MARCH 6-8
.....
at the agricenter

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