

The top section of the image features a vibrant pink background adorned with various floral illustrations in shades of green, yellow, and white. The central text reads "SOUTHERN WOMEN'S SHOW 2019" in a bold, white, sans-serif font. The year "2019" is positioned to the right of "SHOW" and is enclosed within a white outline of the state of Tennessee.

SOUTHERN  
WOMEN'S  
SHOW 2019

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

MARCH 7-10

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music city center

show specials  
celebrities  
live entertainment

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SAVOR. SHOP.  
SHARE THE FUN

*Show in Review*



The 33rd annual Southern Women's Show in Nashville was a success, attracting tens of thousands of women.

**TOTAL AD CAMPAIGN** \$369,210  
**PR IMPRESSIONS** 153,470,673  
**NUMBER OF EXHIBIT SPACES** 517  
**ATTENDANCE** 35,000+ women

## OVERVIEW



## SCENES FROM THE SHOW



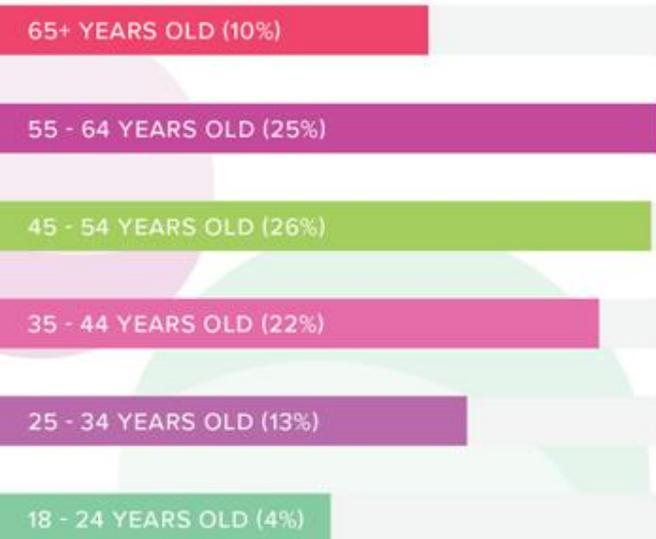
## SCENES FROM THE SHOW

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.

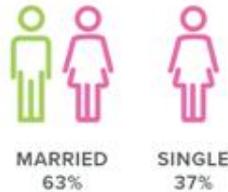


**DEMOGRAPHICS**

## AGE



## MARITAL STATUS



## CHILDREN



## EDUCATION LEVEL



87% COLLEGE OR HIGHER

## DID YOU PURCHASE ANYTHING?



YES - 95%  
NO - 5%

## HOW LONG DID YOU STAY AT THE SHOW?



## HOUSEHOLD INCOME

22% | \$100,000+

27% | \$75,000 - \$99,999

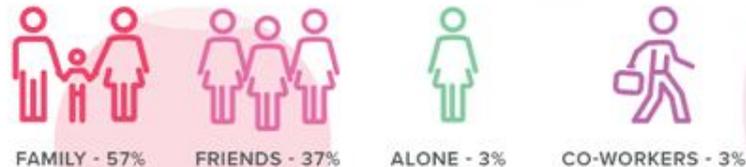
26% | \$50,000 - \$74,999

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

## RACE



## WHO DID YOU COME WITH?



## WHAT BROUGHT YOU TO THE SHOW?



SHOPPING  
71%



COOKING DEMOS &  
FOOD SAMPLING - 34%



PROMOS, PRIZES &  
CONTESTS - 37%



FASHION SHOWS &  
STAGE PRESENTATIONS - 32%



CELEBRITY &  
SPECIAL GUESTS - 20%

## DO YOU PLAN TO RETURN IN 2020?



YES - 99%  
NO - 1%

SOUTHERN WOMEN'S SHOW IN NASHVILLE AUDIENCE PROFILE



*Savannah Chrisley  
from Chrisley Knows Best*



*Tyson Beckford  
Actor & Producer*



*Greg Woerdeman  
#TDOTHottie*



*Fashion Shows*



*Cooking Demonstrations*

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



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** 313

**TOTAL TV CAMPAIGN** \$112,670



[Click here for TV Spot](#)



**TELEVISION ADVERTISING**





Mix 92.9

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** 425

**TOTAL RADIO CAMPAIGN** \$224,067

[Click here for Radio Link](#)



**RADIO ADVERTISING**



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

MARCH 7-10  
music city center



TYSON BECKFORD  
actor/producer on sunday



SAVOR. SHOP. SHARE THE FUN.

MARCH 7-10 :: music city center

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

\$2 OFF ADMISSION!

MARCH 7-10 :: music city center

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

tickets \$13 at door, \$6 for kids  
thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-6p

GET \$2 OFF ADMISSION when presenting this coupon\*

SOUTHERNWOMENSSHOW.COM [social icons]

PARK AT NISSAN STADIUM (lots N & R) and catch the shuttle

PROUD SPONSORS CHEVROLET LOTUS KRÖGER

\*\$2 off admission of 1 adult ticket for the Show. Must present printed coupon. Not valid with any other discount. While supplies last. 800.843.0248 © Southern Shows, Inc. Production

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

MARCH 7-10 :: at the music city center

SAVANNAH CHRISLEY  
from *chrisley knows best* on saturday

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

IMPRESSIONS 1,234,378

VALUE \$3,313

DIGITAL ADVERTISING

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

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

**SHOW PROGRAM DISTRIBUTION 10,000 NUMBER OF PRINT ADS 32**  
**TOTAL PRINT SCHEDULE \$29,160**

The collage features several key promotional elements for the Southern Women's Show 2019:

- Program Guide:** A detailed guide listing various activities and speakers. Key sections include:
  - SPOTLIGHT STAGE:** Features like "Actress/Podcaster Trace Beckett" and "Mr. Chevy".
  - COOKING STAGE PRESENTED BY Kroger:** Includes "A True Southern Brioche" and "FIND NEW ROAD! with Chevrolet".
  - MAIN FASHION STAGE:** Lists various fashion-related events and speakers.
- Schedule:** A large table providing a comprehensive schedule of events, including dates, times, and locations for different stages and activities.
- Show Poster:** Promotes the event as "SOUTHERN WOMEN'S SHOW 2019" with the theme "SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN" from "MARCH 7-10" at the "NASHVILLE Music City Center South". It also lists "SHOP. SAVOR. SHARE THE FUN" and "SHOPPING DEMOS" with the website "SHOW.COM".
- Sponsors:** A section titled "PROUD SPONSORS" featuring logos for Chevrolet, Kroger, Walmart, and other partners.

**PUBLICATIONS & MAGAZINES**



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

**IMPACT** 153,470,673 Impressions

Tennessean. HOME NEWS COUNTIES SPORTS BUSINESS MUSIC CIVILITY TENNESSEE POLITICS MORE

### How to make the most of the Southern Women's Show in Nashville

Mary Hance, Nashville Tennessean Published 7:00 a.m. CT Feb. 28, 2019



In honor of Ms. Cheap's 25th anniversary of her column, the Cheapest of the Cheap contest is back, and you can enter today. Autumn Allison, Nashville Tennessean

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Why spend more money than you have to for the [Southern Women's Show](#)?

The best approach is to get the best deal on tickets, the best price on parking and the best swag, and to make sure you get to go to the most interesting shows and programs at the show, which is March 7-10 at Music City Center.

With 500 exhibits focusing on beauty, fashion, health, cooking, home decor, fitness, travel, shopping and more, the annual four-day show always has some special offers and perks that you need to know about.

And I am here to help.

NewsChannel 5 NASHVILLE

Talk Of The Town Home Recipes Extras Be Your Best Go Local

TALK OF THE TOWN

## Southern Women's Show

Posted: 11:44 AM, Mar 08, 2019 Updated: 12:44 PM, Mar 08, 2019



SOUTHERN WOMEN'S SHOW Music City Center

We got a live look inside this year's Southern Women's Show, which runs through Sunday, March 10 at the Music City Center. Enjoy a weekend to shop, sample and share the fun at Nashville's favorite event for women. Discover hundreds of boutiques filled with the latest fashions, trendy jewelry, gourmet treats, health and beauty, and so much more. There will also be fashion shows, top chefs, and celebrity guests. Hours are: Friday 10am-8pm, Saturday 10am-7pm and Sunday 11am-6pm. Tickets are available at the door or online at <https://southernshows.com/wna>

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WKRN.COM Nashville 83°

NEWS WEATHER & TRAFFIC SPECIALS WATCH SPORTS COMMUNITY PERFECT HOME PERFECT HEALTH MORE

### News 2 Talent making appearances at annual Southern Women's Show

By: WKRN Web Staff

Posted: Mar 05, 2019 09:01 AM CST Updated: Mar 08, 2019 01:24 PM CST



Food, fashion and fun are all under one roof at the Southern Women's Show.

The show starts Thursday and runs through Sunday at the Music City Center in downtown Nashville. It's a place to shop, see what's trending and meet members of the News 2 Team!

The News 2 booth will be staffed every day by your favorite anchors, reporters, and meteorologists. The full schedule is below.

Some other highlights of this year's show include model Tyson Beckford, and reality star Savannah Chrisley from *Chrisley Knows Best*.

Also making an appearance will be Greg Woerdeman, the official #TDOTHotie. He'll be at the show on Friday at 11 a.m.



Throughout the four-day event, thousands of guests are expected at the Southern Women's Show Nashville visiting the more than 300 boutiques and other retailers. Each day includes a special theme, such as Girls Night Out Friday, March 8, and Mother-Daughter Day Sunday, March 10.

Fans familiar with previous Southern Women's Shows can expect several returning favorites, such as the Firefighter Fashion Show that raises money for the [Nashville Firefighter's Association](#) and the cooking stage, which this year will feature local cookbook author Areea Schneider and MasterChef competitors Ashley Mincey and Yachecia Holston.



**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** 20,346

**FACEBOOK FANS** 17,258

**UNIQUE PAGEVIEWS** 142,553

**INSTAGRAM FOLLOWERS** 5,741

**TOTAL VALUE** \$3,002,892

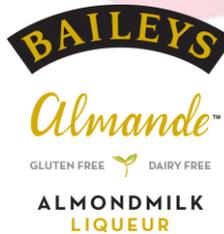


**SOCIAL MEDIA & E-NEWS**





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!

[Stacy Abernethy](#)

Executive Show Manager

[Katie Debnam](#)

Assistant Show Manager

[Elizabeth Medina](#)

Sponsorship Coordinator



SOUTHERN  
WOMEN'S  
SHOW<sup>2020</sup>

.....  
MARCH 26-29  
.....  
music city center

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