

A vibrant pink banner featuring a variety of stylized flowers in green, white, and yellow. The text "SOUTHERN WOMEN'S SHOW 2019" is prominently displayed in the center, with a silhouette of the state of South Carolina integrated into the letter 'O' of "WOMEN'S".

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

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

## MARITAL STATUS



MARRIED  
63%



SINGLE  
37%

## CHILDREN



HAVE CHILDREN  
74%



NO CHILDREN  
26%

## EDUCATION LEVEL



87% COLLEGE OR HIGHER

## DID YOU PURCHASE ANYTHING?



YES - 91%  
NO - 9%

## HOUSEHOLD INCOME

26% | \$100,000+

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

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

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

## DO YOU PLAN TO RETURN IN 2020?



YES - 97%



NO - 3%

## RACE

79%

CAUCASIAN

15%

AFRICAN AMERICAN

5%

OTHER

1%

LATINO

## WHO DID YOU COME WITH?



FAMILY - 53%



FRIENDS - 42%



ALONE - 11%



CO-WORKERS - 3%

## 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%

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  
SHOW<sup>2019</sup>**

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



**JOIN THE PARTY!**

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

**SAVE \$3** with this coupon\*

**SOUTHERN  
WOMEN'S  
SHOW<sup>2019</sup>**  
**THIS WEEKEND**  
.....  
charlotte convention center



**VAL FROM *DANCING  
WITH THE STARS***

**SOUTHERN  
WOMEN'S  
SHOW<sup>2019</sup>**  
**THIS WEEKEND**  
.....  
charlotte convention center



**MEET TAYLOR HICKS  
AUG. 24**  
FOOD 52 LION

**SOUTHERN  
WOMEN'S  
SHOW<sup>2019</sup>**  
**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** @ f

**PROUD SPONSORS** **FOOD 52 LION** **NOVANT  
HEALTH**

\*Discount valid on one adult show time admission. Not valid with any other discount. | BOULDER: A Southern Shaws, 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  
SHOW<sup>2019</sup>**  
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 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**





[Click here for Radio Link](#)

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

**THE LINK!**  
**107.9**

**96.9 THE KAT**  
CHARLOTTE'S #1 FOR NEW COUNTRY

**102.9**  
**the LAKE**  
we play anything

**CHANNEL**  
**96.1**  
ALL THE HITS

**Praise**  
100.9

**Kiss**  
95.1 FM

**K104.7 FM**  
More Music. Better Variety

**103.7**  
WSOC-COUNTRY'S HOTTEST HITS

**101.9**  
W B A V

**iHeartMEDIA**

**RADIO ADVERTISING**

**SOUTHERN**  
**WOMEN'S**  
**SHOW**  
2015  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN



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

SHOP ALL WEEKEND!  
AUGUST 23-25 charlotte convention center



CLICK HERE  
& SAVE

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

*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<sup>2019</sup>

SHOP ALL WEEKEND!

AUGUST 23-25  
charlotte convention center

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CLICK HERE & SAVE

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

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**

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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**

**SOUTHERN WOMEN'S SHOW 2019**  
SHOPPING / FOOD / FASHION  
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**E-NEWSLETTER SUBSCRIBERS 11,093**

**FACEBOOK FANS 11,666**

**UNIQUE PAGEVIEWS 75,015**

**INSTAGRAM FOLLOWERS 1,058**

**TOTAL VALUE \$2,029,884**

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.



**SOCIAL MEDIA & E-NEWS**

**SOUTHERN WOMEN'S SHOW 2019**  
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.

**FOOD LION**

**Ketel One**  
BOTANICAL

**BAILEYS**  
*Almande*  
GLUTEN FREE DAIRY FREE  
ALMONDMILK  
LIQUEUR

**Southern Biscuit**



**BANK OF AMERICA**

**State Farm**

**Cigna**

**CHEVROLET**

**NOVANT HEALTH**

**belk**  
MODERN. SOUTHERN. STYLE.

**MILO'S**

**Walgreens**

**GEICO**

**SPONSORS**

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

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<sup>2020</sup>

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

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