

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 Tennessee.

SOUTHERN WOMEN'S SHOW²⁰¹⁹

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

MARCH 7-10

.....

music city center

show specials
celebrities
live entertainment

.....

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



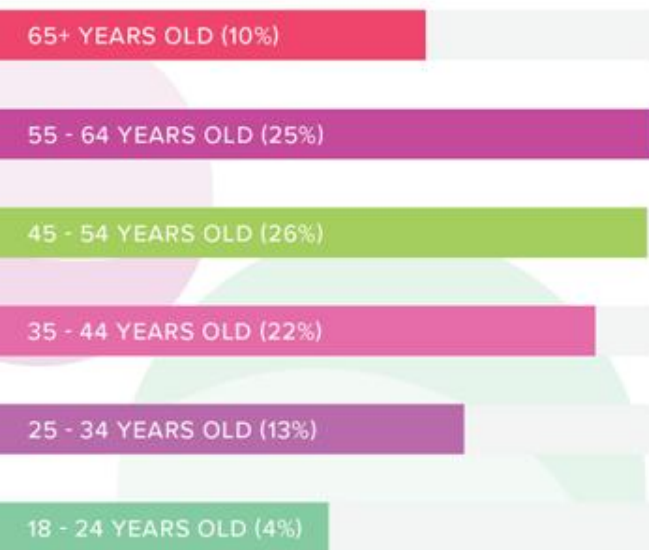
SCENES FROM THE SHOW

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.

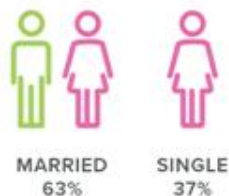


DEMOGRAPHICS

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

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

SAVANNAH CHRISLEY
on saturday

PRINCESS SING-ALONG
on mother daughter day

LOCAL 140 FIREFIGHTERS
heat the stage up for charity

TYSON BECKFORD
on sunday

MARCH 7-10 **music city center**

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

SAVE 50% using discount code **WOLFWHAID** when purchasing online tickets

thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-6p

PARK AT NISSAN STADIUM (lots N & R) and take the shuttle to the front door

SOUTHERNWOMENSSHOW.COM @ f

PROUD SPONSORS CHEVROLET LOTUSRY

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

MARCH 7-10 **music city center**

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

SAVANNAH CHRISLEY
from *Real Housewives of Atlanta* on saturday

SHOP 'TIL YOU DROP
at over 500 boutiques

LOCAL 140 FIREFIGHTERS
heat up the stage for charity

SEE THE NEW SPRING TRENDS
on the fashion stage

SING-ALONG WITH PRINCESSES
on mother daughter day on sunday

TYSON BECKFORD
on sunday

PARK AT NISSAN STADIUM (lots N & R) and take the shuttle to the front door

SOUTHERNWOMENSSHOW.COM

PROUD SPONSORS CHEVROLET LOTUSRY

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

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

SAVANNAH CHRISLEY
on saturday

SHOP 'TIL YOU DROP
over 500 boutiques

LOCAL 140
heats up the stage for charity

COOKING DEMOS
throughout the 4 days

PARKING! convenient and easy! - \$10 at nissan stadium/Lot N&R multiple shuttles running all day long

SOUTHERNWOMENSSHOW.COM @ f

PROUD SPONSORS CHEVROLET LOTUSRY

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 2019
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 313

TOTAL TV CAMPAIGN \$112,670



[Click here for TV Spot](#)



TELEVISION ADVERTISING





[Click here for Radio Link](#)

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



RADIO ADVERTISING



**SOUTHERN
WOMEN'S
SHOW²⁰¹⁹**

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
SHOW²⁰¹⁹**
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 tri 10a-8p sat 10a-7p sun 11a-6p

GET \$2 OFF ADMISSION when presenting this coupon*

SOUTHERNWOMENSSHOW.COM

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

PROUD SPONSORS

*\$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 A Southern Shows, Inc. Production

**SOUTHERN
WOMEN'S
SHOW²⁰¹⁹**

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
SHOW²⁰¹⁹**
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

[illegible]

PUBLICATIONS & MAGAZINES

**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 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. **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



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>

Copyright 2019 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

WKRN.COM News 2 Talent making appearances at annual Southern Women's Show

By: WKRN Web Staff
Posted: Mar 08, 2019 09:01 AM CST
Updated: Mar 08, 2019 03:24 PM CST

G f t +



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 Wordeman, the official #TDOTHottie. 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 Areeda Schneider and MasterChef competitors Ashley Minney and Yachecia Holston.

PR IMPRESSIONS

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



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
SHOW²⁰²⁰

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

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