



SOUTHERN
WOMEN'S
SHOW²⁰¹⁹

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

APRIL 12-14

nc state fairgrounds
jim graham & expo center

show specials
celebrities
live entertainment

SAVOR. SHOP.
SHARE THE FUN

Show in Review



The 34th annual Southern Women's Show in Raleigh was a success, attracting tens of thousands of women.

TOTAL AD CAMPAIGN \$204,966
PR IMPRESSIONS 260,229,630
NUMBER OF EXHIBIT SPACES 505
ATTENDANCE 22,000+ women

OVERVIEW



SCENES FROM THE SHOW



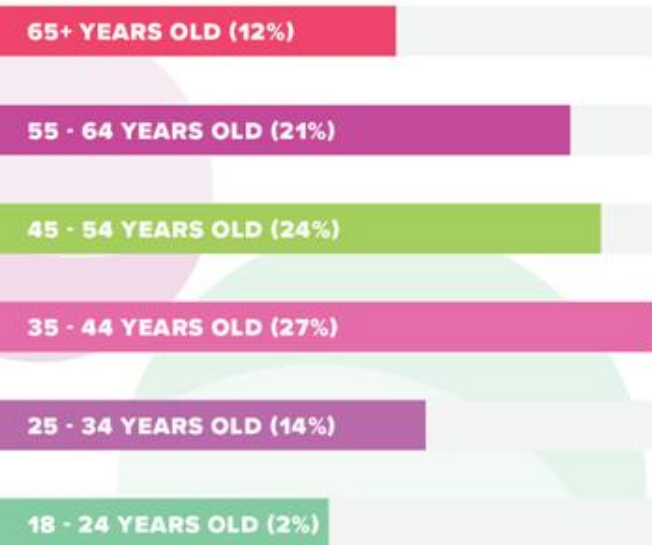
SCENES FROM THE SHOW

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.

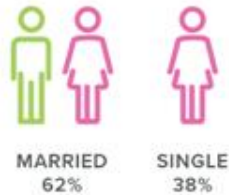


DEMOGRAPHICS

AGE



MARITAL STATUS



CHILDREN



EDUCATION LEVEL



90% COLLEGE OR HIGHER

DID YOU PURCHASE ANYTHING?



YES - 93%
NO - 7%

HOUSEHOLD INCOME

24% | \$100,000+

29% | \$75,000 - \$99,999

25% | \$50,000 - \$74,999

22% | \$25,000 - \$49,999

DO YOU PLAN TO RETURN IN 2020?



YES - 98%
NO - 2%

RACE



WHO DID YOU COME WITH?



WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
87%



COOKING DEMOS &
FOOD SAMPLING - 76%



PROMOS, PRIZES &
CONTESTS - 67%



FASHION SHOWS &
STAGE PRESENTATIONS - 38%



CELEBRITY &
SPECIAL GUESTS - 27%

SOUTHERN WOMEN'S SHOW IN RALEIGH AUDIENCE PROFILE



*Monte Durham
from Say Yes to the Dress*



*Tyson Beckford
Actor and Producer*



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



Fido Fashion Show



*Jenna Cooper from
The Bachelor & Bachelor in Paradise*

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

MONTE DURHAM
from *say yes to the dress*

TYSON BECKFORD
actor & producer

TAYLOR HICKS
american idol/winner

COOKING DEMOS
on the food lion kitchen stage

SHOP 'TIL YOU DROP
all weekend

APRIL 12-14 :: nc state fairgrounds jim graham & expo center

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-6p

FREE PARKING!

SOUTHERN WOMENSSHOW.COM @ f

PROUD SPONSORS CHEVROLET FOOD LION

PRODUCED BY A Southern Shows, LLC Production

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

SHOP 'TIL YOU DROP
all weekend long

TYSON BECKFORD
actor/producer

CULINARY DEMOS
on the food lion kitchen stage

MONTE DURHAM
from *say yes to the dress*

MAKEOVERS
from belk

HANDSOME HEROES
firefighter fashion show

SOUTHERN WOMENSSHOW.COM @ f

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SOUTHERN WOMENSSHOW.COM @ f

PROUD SPONSORS CHEVROLET FOOD LION

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 857

TOTAL TV CAMPAIGN \$63,947



[Click here for TV Spot](#)



Spectrum

TELEVISION ADVERTISING





Numerous radio spots ran on 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 419

TOTAL RADIO CAMPAIGN \$89,770

[Click here for Radio Link](#)



RADIO ADVERTISING



SOUTHERN WOMEN'S SHOW 2019

TAYLOR HICKS
american idol winner

APRIL 12-14

nc state fairgrounds
jim graham & expo center

FREE PARKING!

SHOP 'TIL YOU DROP
all weekend long

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SHOPPING / FOOD / FASHION
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APRIL 12-14

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nc state fairgrounds
jim graham & expo center

tickets \$12 at door, \$6 for kids, FREE Parking

TYSON BECKFORD
actor/producer

MAKEOVERS
from belk

MONTE DURHAM
from say yes to the dress

SOUTHERNWOMENSSHOW.COM @ f

PROUD SPONSORS CHEVROLET FOOD LION 5

click HERE & SAVE!

SOUTHERN WOMEN'S SHOW 2019

APRIL 12-14

nc state fairgrounds
jim graham & expo center

FREE PARKING!

COOKING DEMOS
on the food lion kitchen stage

SHOP 'TIL YOU DROP
all weekend

SOUTHERN WOMEN'S SHOW 2019

APRIL 12-14

nc state fairgrounds
jim graham & expo center

CLICK HERE & SAVE! - FREE PARKING!

SOUTHERNWOMENSSHOW.COM @ f

PROUD SPONSORS CHEVROLET FOOD LION 5

TYSON BECKFORD
actor/producer

SOUTHERN WOMEN'S SHOW 2019

APRIL 12-14

nc state fairgrounds
jim graham & expo center

FREE PARKING!

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

IMPRESSIONS 1,267,928

VALUE \$8,906

DIGITAL ADVERTISING



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

SHOW PROGRAM DISTRIBUTION 82,371 NUMBER OF PRINT ADS 18
TOTAL PRINT SCHEDULE \$34,747

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

APRIL 12-14 nc state fairgrounds jim graham & expo center
 tickets \$12 at door, \$6 for kids, FREE parking

APRIL 12-14 fri 10a-8p sat 10a-7p sun 11a-6p

PROUD SPONSORS
 bek, Cigna, Academy Sports + Outdoors, Southern Bell, MILOS, CHEVROLET, Food Lion, State Farm, The Pampered Chef, The Southern Women's Show

TYSON BECKFORD Host of *Jeopardy!*
TAYLOR HICKS Host of *Survivor*
JENNA COOPER Host of *NC 2 for 1*

EVERY DAY IS SPECIAL AT THE SOUTHERN WOMEN'S SHOW
 Be one of the first 100 to receive any gift and receive a bonus and other special early bird gifts. Register to Win \$25 in Show Bucks every 20 minutes daily sponsored by The Low Offices of John D. Hovell. Plus check out the new daily features and promotions:

- FREE FRONTS FOR LADIES ONLY** GET DELIVERED BY 5PM! Be one of the first 100 to receive a front and receive a bonus and other special early bird gifts. Register to Win \$25 in Show Bucks every 20 minutes daily sponsored by The Low Offices of John D. Hovell. Plus check out the new daily features and promotions.
- FRONTS FOR LADIES ONLY** GET DELIVERED BY 5PM! Be one of the first 100 to receive a front and receive a bonus and other special early bird gifts. Register to Win \$25 in Show Bucks every 20 minutes daily sponsored by The Low Offices of John D. Hovell. Plus check out the new daily features and promotions.

FOOD LION KITCHEN STAGE SCHEDULE

FRIDAY, APRIL 12
 FRONTS FOR LADIES ONLY (10:00 AM)
 FRONTS FOR LADIES ONLY (10:30 AM)
 FRONTS FOR LADIES ONLY (11:00 AM)
 FRONTS FOR LADIES ONLY (11:30 AM)
 FRONTS FOR LADIES ONLY (12:00 PM)
 FRONTS FOR LADIES ONLY (12:30 PM)
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 FRONTS FOR LADIES ONLY (1:30 PM)
 FRONTS FOR LADIES ONLY (2:00 PM)
 FRONTS FOR LADIES ONLY (2:30 PM)
 FRONTS FOR LADIES ONLY (3:00 PM)
 FRONTS FOR LADIES ONLY (3:30 PM)
 FRONTS FOR LADIES ONLY (4:00 PM)
 FRONTS FOR LADIES ONLY (4:30 PM)
 FRONTS FOR LADIES ONLY (5:00 PM)

SATURDAY, APRIL 13
 FRONTS FOR LADIES ONLY (10:00 AM)
 FRONTS FOR LADIES ONLY (10:30 AM)
 FRONTS FOR LADIES ONLY (11:00 AM)
 FRONTS FOR LADIES ONLY (11:30 AM)
 FRONTS FOR LADIES ONLY (12:00 PM)
 FRONTS FOR LADIES ONLY (12:30 PM)
 FRONTS FOR LADIES ONLY (1:00 PM)
 FRONTS FOR LADIES ONLY (1:30 PM)
 FRONTS FOR LADIES ONLY (2:00 PM)
 FRONTS FOR LADIES ONLY (2:30 PM)
 FRONTS FOR LADIES ONLY (3:00 PM)
 FRONTS FOR LADIES ONLY (3:30 PM)
 FRONTS FOR LADIES ONLY (4:00 PM)
 FRONTS FOR LADIES ONLY (4:30 PM)
 FRONTS FOR LADIES ONLY (5:00 PM)

SUNDAY, APRIL 14
 FRONTS FOR LADIES ONLY (10:00 AM)
 FRONTS FOR LADIES ONLY (10:30 AM)
 FRONTS FOR LADIES ONLY (11:00 AM)
 FRONTS FOR LADIES ONLY (11:30 AM)
 FRONTS FOR LADIES ONLY (12:00 PM)
 FRONTS FOR LADIES ONLY (12:30 PM)
 FRONTS FOR LADIES ONLY (1:00 PM)
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 FRONTS FOR LADIES ONLY (3:30 PM)
 FRONTS FOR LADIES ONLY (4:00 PM)
 FRONTS FOR LADIES ONLY (4:30 PM)
 FRONTS FOR LADIES ONLY (5:00 PM)

GO TO BE A GIRL
 Available and save which items best suits your spring style. Pomper yourself with a personalized makeover!

ACADEMY SPORTS + OUTDOORS makes it easier for everyone to have FUN. Whatever FUN looks like to you, Academy can help. Stop by the Academy Sports and dessert favorites, sample it all at the show, and purchase your favorites to take home with you!

GO TO BE A GIRL PAVILION From specialty sauces and meals to jams and dessert favorites, sample it all at the show, and purchase your favorites to take home with you!

EXPO CENTER

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 News & Observer, magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

IMPACT 260,229,630 Impressions

94.7 QDR Today's Best Country
LISTEN LIVE
 HOME SHOWS CONTESTS FEATURES EVENTS CONNECT
JOIN US FOR THE MOTHER DAUGHTER LOOK-A-LIKE CONTEST!
SOUTHERN WOMEN'S SHOW
 SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN

Mother Daughter Look-A-Like Contest at the Southern Women's Show

MIX 101.5 THE VARIETY THAT MAKES YOU FEEL GOOD
 WRAL-FM
 ON-AIR CONTESTS CALENDARS FEATURES PODCASTS MIX ON-DEMAND CONTACT
 TEXT/CALL US: 919.860.1015

Join MIX 101.5 and Two Men and a Mom at the Southern Women's Show!

Shop, sample and share the fun at the Triangle'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. Enjoy fashion shows, top chefs, and celebrity guests. Bring your mom, sister, and best friend and spend the day doing everything you love! [Click here](#) to get your tickets today!

WRAL.com News Weather Sports Business Opinion Consumer Health & Life
 Health Team Go Ask Mom Aging Well Tar Heel Traveler Pets Family Food Local Dish
GoAskMOM
From a Fido Fashion Show to a Mother-Daughter Day, here are fun ways to hang out with your kids at the Southern Women's Show

NCHearlines Search ABOUT SUBSCRIBE ARCHIVES SUBMIT NEWS
TLC'S SAY YES TO THE DRESS ICON MONTE DURHAM AND BACHELOR CONTESTANT JENNA COOPER TO DELIGHT FANS AT THE 2019 SOUTHERN WOMEN'S SHOW
 Raleigh, NC - February 26, 2019
 Three-Day Shopping, Food, and Entertainment Event to Host More Celebrities Than Ever Before, with Additional Appearances to Be Announced
 The Southern Women's Show announces its first set of celebrities with Monte Durham and Jenna Cooper each taking the stage at the April 12-14 event held at the NC State Fairgrounds. The three-day event provides fans a chance to hear about Durham's latest philanthropic and business endeavors and Cooper's new entrepreneurial ventures first-hand, as well as ask questions and take pictures with the stars. Show attendees can also get a head start on their spring wardrobe, learn new recipes, receive a complimentary makeover, sample local gourmet foods and more from tons of national and local brands onsite.
 Monte Durham earned his fame as the tall, silver-haired Southern gentleman on TLC's Say Yes to the Dress: Atlanta, which features the Brides by Lori store where he's fashion director. In addition to dressing brides, he also serves as the official emcee of TLC's Say Yes to the Prom, an annual event that rewards high-achieving high school girls with prom makeovers and donated dresses. Durham is also a dedicated public servant personally donating much of his time volunteering with Vision Tenet Center, America's nonprofit Vision Tenet Rescue Service. He will be on stage Friday, April 12 at 12 p.m., presented by Academy Sports and Outdoors, to talk about his volunteering efforts and work building the M.O.N.T.E. hair care brand, followed by an audience

ABC11 TOGETHER
Teen with spina bifida ready to show out at Dancing Like the Stars
 Car wash fundraiser to be held Saturday in Franklin
 Caregivers' Summit to take place in Durham
 Durham Education Awards honor students, teachers
 Man mows yards for free for Raleigh veterans on Memorial Day
MORE VIDEOS

RALEIGH MAGAZINE Explore Art, Dining & History Discover Downtown Richmond, VA
 HOME FEATURES THE BUZZ EAT POLISH RETREAT DO BE SEEN PEOPLE CALENDAR
NEWS TICKET [May 31, 2019] Flowers for Good + JUNE 2019
 HOME > EVENTS > Southern Women's Show
Southern Women's Show
 Mar 26, 2018 - In Person
 WHEN: Apr 13, 2018 - Apr 15, 2018 at **at day** America/New York Timezone
 WHERE: NC State Fairgrounds 1025 Blue Ridge Rd Raleigh, NC 27607 USA
 CONTACT: Event website CP Event website CP
UPCOMING EVENTS
 Mar 30 Thu Let's Room Raleigh: Try out a

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 11,721
FACEBOOK FANS 9,666
UNIQUE PAGEVIEWS 95,279
INSTAGRAM FOLLOWERS 5,955
TOTAL VALUE \$1,681,884

Southern Women's Show Raleigh
 April 12 - 10,797 people interested

The Southern Women's Show is officially OPEN and taking place this weekend in the Jim Graham Building and Expo Center at the NC State Fairgrounds. Get your girls, jump in the car, and head on over for a day out complete with shopping, pampering, fashion shows, tastings, and more!

WHERE:
 NC State Fairgrounds
 Jim Graham Building & Expo Center... See More

APR 12 2019 Southern Women's Show in Raleigh
 10,797 people interested

👍❤️👎👏 108 1 Comment 11 Shares

SOUTHERN WOMEN'S SHOW
 APRIL 12-14
 NC State Fairgrounds
 Jim Graham & Expo Center

Buy Tickets

You must see 100 weeks of these Bucks LIVE! Not one of these Bucks is EVER sold out of the Southern Women's Show sponsored by The Law Office of John T. Orcutt. Register and be the first to see the Southern Women's Show in front of the Spotlight Stage or the show of the day of the lady artists. Will you be chosen?

Actress Models and Talent are included in this event. Whether it is through becoming an immediate model, agency or record deal, or your lady's other show talents. A lot of models will be the first to catch their first model before these days on the stage of the Southern Women's Show.

Join ME! 101 to Pick Your Prize BRING daily on the Fashion & Entertainment Stage! These daily prizes are yours to win. You will see your prize from Carolina Premium Quality. BRING will take place on Friday April 12 and Saturday April 13 of 10am to 4pm. April 14 is Open.

Even been told your daughter is the prettiest girl in the class? Well now is your chance to show her off. Join our upcoming Ladies of Mom and Daughter's for 2019 Mother Daughter Look A Like Contest at the Southern Women's Show on April 12. Join us for the contest. There's a prize for you. Join us for the contest. There's a prize for you. Join us for the contest. There's a prize for you.

Vote for 2019 Ms. Plus Picked NC Pageant. In fact we are looking for candidates on the Southern Women's Show will receive \$10 off the application fee. Bring your application and come along with us and we will give you the application fee. Vote for 2019 Ms. Plus Pageant.

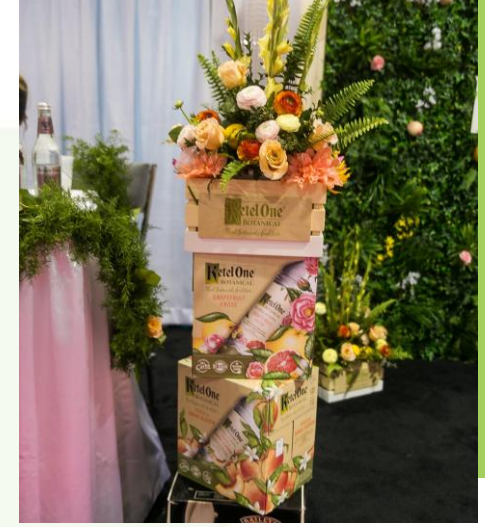
New this year - the Pink Bag Deal! On the weekend of April 12-14, we will have a special event in honor of Mother Daughter Day. If you're the first to buy a pink bag, then you'll see what you've won! The prize will be given on a random draw on the weekend of the event. Space is limited.

You could win a special prize from one of these participating exhibitors:
 The Southern Medical
 Tasty American Caribbean Style Salsa
 Sherry's Beauty
 Double Whisky
 C. J. L. (Ladies)
 The Lady Cakes
 James & Jeremy
 Makeup Beauty Finds

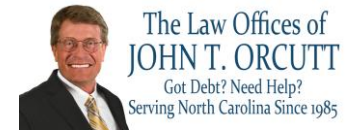
Proudly Sponsored By:
FOOD & LION
CHEVROLET
 The Law Office of JOHN T. ORCUTT
5

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!

Katie Cronin
Show Manager

Casey Harper
Assistant Show Manager

Elizabeth Medina
Sponsorship Coordinator



SOUTHERN
WOMEN'S
SHOW ²⁰²⁰

APRIL 17-19
.....
nc state fairgrounds
jim graham & expo center

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