



SHOW IN REVIEW



SOUTHERN
WOMEN'S
SHOW ²⁰/₂₀

SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

FEBRUARY 28-MARCH 1
at the savannah convention center



The 17th annual Southern Women's Show in Savannah was a huge success, with a significant increase in attendance from 2019.

TOTAL AD CAMPAIGN \$105,209

PR IMPRESSIONS 11,610,000

NUMBER OF EXHIBIT SPACES 321

ATTENDANCE 15,000+ women

OVERVIEW

**SOUTHERN
WOMEN'S
SHOW²⁰²⁰**
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN



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

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
93%



PROMOS, CONTESTS, &
PRIZES - 49%



COOKING DEMOS &
FOOD SAMPLING - 48%



FASHION SHOWS &
STAGE PRESENTATIONS - 30%



CELEBRITIES &
SPECIAL GUESTS - 21%

AGE

55+ YEARS OLD | 39%

35-54 YEARS OLD | 36%

18-34 YEARS OLD | 25%

WHO DID YOU COME WITH?



FRIENDS - 56%



FAMILY - 46%



ALONE - 9%



COWORKERS - 4%

HOW LONG DID YOU STAY?

13%

0-2
HOURS

52%

3-4
HOURS

23%

5-6
HOURS

10%

7-8
HOURS

2%

2+
DAYS

RACE

72%

CAUCASIAN

21%

AFRICAN AMERICAN

5%

OTHER

2%

LATINO

MARITAL STATUS



MARRIED - 63%



SINGLE - 37%

CHILDREN



HAVE CHILDREN
80%



NO CHILDREN
20%

DID YOU MAKE A PURCHASE?



YES - 94%

NO - 6%

DO YOU PLAN TO RETURN IN 2021?



YES - 97%



NO - 3%

HOUSEHOLD INCOME

\$100,000+ | 24%

\$75,000 - \$99,999 | 23%

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

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

EDUCATION LEVEL



80% COLLEGE OR HIGHER

SAVANNAH AUDIENCE PROFILE

SOUTHERN
WOMEN'S
SHOW 2020

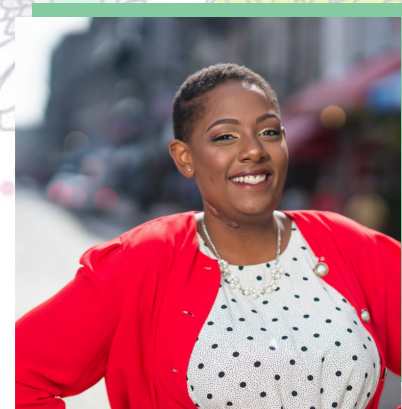
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN



*Val Chmerkovskiy from
Dancing with the Stars*



*Rosalynn Daniels
Beef on Georgia's Mind*



*Ashleigh Montford
Mental Health Advocate*



Fashion Shows



Cooking Demonstrations

The 2020 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

GET \$2 OFF ADMISSION when presenting this coupon*

SOUTHERN WOMEN'S SHOW 2020
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

feb. 28 - march 1
savannah convention center
fri 10a-7p sat 10a-7p sun 11a-5p
tickets \$11 at door, \$5 for kids

SHOP. SAVOR. SHARE THE FUN. shopping, fashion shows, cooking demos, prizes & more!

\$2* OFF ADMISSION! SOUTHERNWOMENSSHOW.COM



*\$2 off admission of 1 adult ticket for the Show. Must present printed coupon. Not valid with any other discount. While supplies last. 800-846-2484 Southern Shows, Inc. Production

SAVE \$4* with promo code SMN20 online!

SOUTHERN WOMEN'S SHOW 2020
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

**friday, february 28 -
sunday, march 1**
savannah convention center
fri 10a-7p sat 10a-7p sun 11a-5p - tickets \$11 at door, \$5 for kids



SEE VAL FROM *DANCING WITH THE STARS*, SATURDAY



ULTIMATE SELFIE EXPERIENCE

SAVE BIG! use promo code TEACH to save \$4 when you buy your ticket online



WATCH RUNWAY FASHION SHOWS

SOUTHERN WOMEN'S SHOW 2020
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN



LEARN NEW BEAUTY TIPS



SHOP 'TIL YOU DROP



CULINARY DEMOS AND TASTINGS



SNAP SOME SELFIES

february 28 - march 1
savannah convention center
fri 10a-7p sat 10a-7p sun 11a-5p tickets \$11 at door, \$5 for kids

SHOP. SAVOR. SHARE THE FUN.

show specials, celebrities live entertainment & more!

SOUTHERNWOMENSSHOW.COM

800-846-2484 Southern Shows, 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 2020
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

The Southern Women's Show received comprehensive television coverage and exposure. In addition to a three week paid schedule on network television and cable, the show's extended reach was enhanced through promotions, contests and live shots.



[Click Here for TV Spot](#)

NUMBER OF TV SPOTS 165

TOTAL TV CAMPAIGN \$49,506



TELEVISION ADVERTISING





[Click Here for Radio Link](#)

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

NUMBER OF RADIO SPOTS 321

TOTAL RADIO CAMPAIGN \$38,648



RADIO ADVERTISING



SOUTHERN WOMEN'S SHOW 2020

fri. feb. 28 - sun. mar. 1
savannah convention center

THE ULTIMATE SELFIE EXPERIENCE



SOUTHERN WOMEN'S SHOW 2020 **fri. feb. 28 - sun. march 1**
savannah convention center

SEE VAL
from *dancing with the stars*
on saturday



ENJOY CULINARY DEMOS & TASTINGS



SHOP ALL WEEKEND

SOUTHERN WOMEN'S SHOW 2020 **fri. feb. 28 - sun. march 1**
savannah convention center
RUNWAY FASHION SHOWS



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

IMPRESSIONS 1,273,336
TOTAL DIGITAL ADVERTISING \$6,008

DIGITAL ADVERTISING

SOUTHERN WOMEN'S SHOW 2020
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

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

IMPACT 11,610,000 Impressions



Dancing with the Stars' Val to meet fans at Southern Women's Show

By Steven Alford
For Do Savannah

When "Dancing with the Stars" fan-favorite, Valentin "Val" Chmerkovskiy emigrated to Brooklyn, N.Y. from the Ukraine with his family at age eight, he remembers hiding his dance shoes in class for fear of being bullied by the other students. Dance wasn't a socially acceptable sport for boys in the U.S. the same way it was in Europe, he recalls. But Chmerkovskiy couldn't have known then that his love for dance would eventually take him around the globe and bring international fame. After several years of competitive dancing, his career skyrocketed into the public sphere in 2011 when Chmerkovskiy joined the cast of ABC's television network's "Dancing with the Stars." This weekend, Chmerkovskiy comes to Savannah for the Southern Women's Show, for a meet-and-greet opportunity to share memories and laughs with fans during a live Q&A session and book-signing event. Chmerkovskiy credits the show with putting dance back into the public spotlight and showing the world a range of people from many backgrounds can participate in dance at a high level. "It changed the conversation. It changed the perspective. It jumpstarted this renaissance where dance has become a really cool thing to do now," Chmerkovskiy said. Now a 14-time U.S. dance champion and

IF YOU GO

WHAT: 17th Annual Southern Women's Expo
WHEN: Friday, Feb. 28 to Sunday, March 1
WHERE: Savannah Convention Center, 1 International Dr., Hutchinson Island
TICKETS: Advance tickets are \$9 for adults. Tickets may be purchased at the door for \$11. Tickets for youth, ages 6-12, are \$5. Children ages six and under are free with paying adult.
INFO: SouthernWomensShow.com



Ballroom legend and choreographer Val Chmerkovskiy. (PHOTO: MOVIEBOX)

two-time world dance champion, Chmerkovskiy helps other people with their dancing dreams. He co-founded Dance with Me studios featuring 15 locations across the country and Dance with Me Juniors, a program to give kids confidence to explore their love for dance and stay active. Chmerkovskiy says he has a passion for teaching dance and choreography and loves to share his experience with the next generation of dancers.

"Dance can give you the ability to express, to feel emotional and to express yourself. It's the best kind of therapy and healthy activity," Chmerkovskiy added. He credits "Dancing with the Stars" with introducing him to many popular celebrities during his time on the show from Olympic gymnast Laurie Hernandez, to Ruiner Willis, the daughter of Demi Moore and Bruce Willis. Chmerkovskiy even found love on the show with his DWTS co-star Jenna Johnson, whom he married last spring. Beyond dancing,

Chmerkovskiy is a classically-trained violinist having performed at Carnegie Hall and Lincoln Center. He is an entrepreneur who recently launched a luxury streetwear clothing line and he is the author of the best-selling book "I'll Never Change My Name: An Immigrant's American Dream from Ukraine to the USA to Dancing with the Stars," which he will be signing copies of at the convention center.

Though he has already accomplished so much in his professional career, Chmerkovskiy says there are more mountains to climb, and more projects to finish. He credits his parents as his ultimate guides for pushing him to pursue a life in the arts to keep him out of trouble and off the streets. Chmerkovskiy says he is thankful to his fans for their years of support which has enabled a young boy from the Ukraine to chase his dreams across the world.

"I'm very excited to come to Savannah. These shows are a great opportunity to connect with fans who have supported me for so many years," Chmerkovskiy said. "I'm grateful for that opportunity. It's going to be a lot of fun."

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 **EMAIL** kept fans engaged.



Southern Women's Show Savannah
 Published by Alexandra Smith [?] · March 3 at 6:01 PM

Coming out of a LONG nap to say THANK YOU! We hope you enjoyed yourselves. None of this would be possible without Chevrolet, WTOC-TV, Georgia Lottery Corporation, Beef On Georgia's Mind, Southern Biscuit, Ketel One Botanical, Baileys, Tanqueray US, Peanut Butter Lovers, Cigna, 97.3 KISSFM Savannah, 98.7 The River, Savannah's Gospel 1230 WSOK, Love 101.1, the amazing exhibitors, and of course, the Show guests!

Save the date for next year, March 26-28, 2021. We can't wait to see you then!



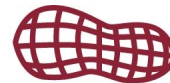
EMAIL SUBSCRIBERS 10,419
FACEBOOK FANS 8,871
UNIQUE PAGEVIEWS 44,664
INSTAGRAM FOLLOWERS 7,459
TOTAL VALUE \$1,812,906

SOCIAL MEDIA & EMAIL





Show sponsors enhanced the success of the Southern Women's Show by creating exciting and interesting features, promotions and activities within the show.



Southern Peanut Growers
Southeastern Peanuts: The Flavor Standard.



GLUTEN FREE DAIRY FREE

ALMONDMILK LIQUEUR



Savannah Morning News
savannahnow.com



SPONSORS



SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

What an impressive show! Highlighting the very best in fashion, health, beauty, home and more, the **2020 SOUTHERN WOMEN'S SHOW** was a huge success. Planning for 2021 has begun, and interest is strong. Reserve your space today!

[Katie Cronin](#)

Show Manager

[Taylor Peavey](#)

Assistant Show Manager



We look forward to working with you next year!

SOUTHERN
WOMEN'S
SHOW ²⁰²¹
SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

MARCH 26-28
at the savannah
convention center