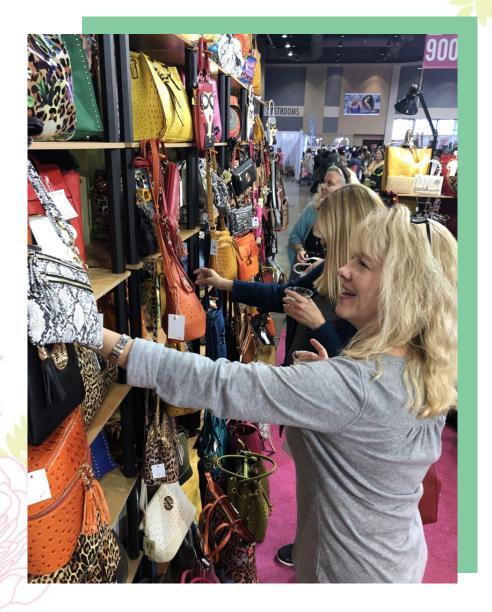
SHOW IN REVIEW

SOTHERN WMEN'S SHOVE

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









SCENES FROM THE SHOW













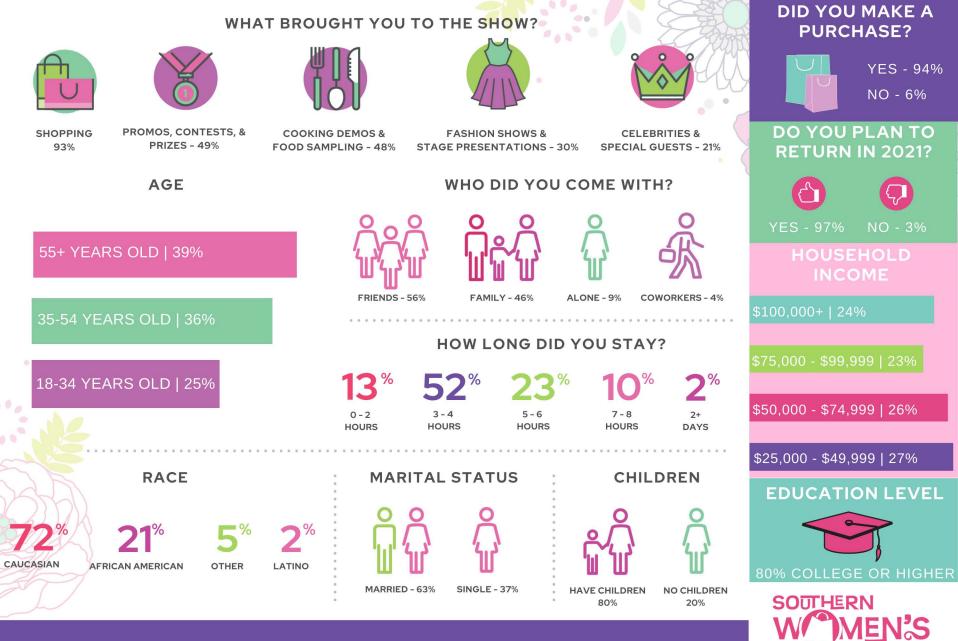


Each year the Southern Women's Show brings **MOTHERS**, **DAUGHTERS**, **FRIENDS AND CO-WORKERS** together to enjoy a festive atmosphere packed with shopping, culinary demonstrations and food sampling, trendy fashion shows and celebrity guests.



DEMOGRAPHICS





SAVANNAH AUDIENCE PROFILE

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



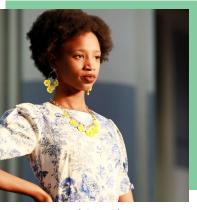
Val Chmerkovskiy from Dancing with the Stars



Rosalynn Daniels Beef on Georgia's Mind



Ashleigh Montford Mental Health Advocate



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Fashion Shows
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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"



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 three 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 165 TOTAL TV CAMPAIGN \$49,506

Click Here for TV Spot









LOVEIOU RIVER KISSFM

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











SOUTHERN WMEN'S SHOVE fri.feb.28-sun.mar.1 savannah convention center





THE ULTIMATE SELFIE EXPERIENCE



WMEN'S fri. feb. 28 - sun. march1 SHOW: savannah convention center



ENJOY CULINARY Demos & Tastings











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





february 28 - march 1 savannah convention center fri 10a-7p sat 10a-7p sun 11a-5p

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SOUTHERNWOMENSSHOW.COM

A Same

Check of this pro-appallion of interactive fuel factors and different nucl-sensory signatures ready to bring out your into kies and pitch a princip soppring selling catagories park togging the factorise sense?



Dillard's

R1 94

Full of Flavor Jon Chef Monica as the brings new flavors and fun to the Cooking Stage. Local personalities and chefts present hourly cultury denos, contests, and complementary defrogs!

Win Money to Shop The Show fory 31 minute, to key and with an 31 Minute and built of the stage o



Health Improvement Tour

FIND NEW ROADS" with Chevrolet CHEVROLET The Official Vehicle Sponsor of the Southern Women's Show To since the New News": who there is the Official Vehicle of the Southern Women's Daw, Whether you want



tso by Ciena's Health Improvement Tour for a free health screening in exhibit space # 485. No

inditions like high blood pressure and diabetes. A health ceach will explain what your numbers mean

t needed, the free acceenings are available during all show hours. In just 15 minutes, you'll ur key numbers - Cholesterol, Blood Sugar, Blood Pressure and Blody Mass Index - the indicators



take a Text Drive. Be sure to stor by and FIND KEW RDADS" with Chevral

The Functioner Introde are back for two fashion shows! The local findightees will dance, model and sam money for churky on Friday and Salurday at Scillyam! Proceeds benefit the forwald local and house thoriton of the Castall legions; findiy or one and houd to the Fashion & Entertrainment Stage to catch the action!

#SWS

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Presented by ACAsed Apparol.		
	2.50m Pressary Geology with the Pressary	
5 Mars - Spring Fashions 2020	Presented by Breakers Chemistry, Generate Bool Roard	
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Saturday, February 29	animonal's commend on	
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Presented by Bargerium Carves Jacksonwille	4.32pm - Georgia Pasada, The XII American Food Invested in Section Print America	
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5.30pm - FewSighter Facilities Shew	Sunday, March 1	
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1 Migra - Medela in Netian		
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Check In 🛚 Tag Us.		
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denneve22W20	A REAL PARTY	

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

SHOW PROGRAM DISTRIBUTION 2,500 NUMBER OF PRINT ADS 23 TOTAL PRINT SCHEDULE \$11,055

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 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



MORNING BREAK

Plan for fashion, food, and fun at Southern Women's Show



PR IMPRESSIONS

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

Chmerkowskiy says he

"Dance can give you the

He credits "Dancing with

Beyond dancing,

IF YOU GO

By Steven Alford For Do Savannah

WHAT: 17th Annual Southern When "Dancing Women's Expo WHEN: Friday, Feb. 28 to with the Stars" fan favorite, Valentin "Val" Sunday, March 1 Chmerkovskiy emigrated WHERE: Savannah Conventio to Brooklyn, N.Y. from the Center, 1 International Dr., Ukraine with his family at Hutchinson Island age eight, he remembers TICKETS: Advance tickets are iding his dance shoes in \$9 for adults. Tickets may class for fear of being bulbe purchased at the door for lied by the other students. \$11.Tickets for youth, ages Dance wasn't a socially 6-12, are \$5, Children ages acceptable sport for six and under are free with boys in the U.S. the same paying adult. way it was in Europe, he INFO: SouthernWomensShow recalls. But Chmerkovskiy com couldn't have known then that his love for dance would eventually take two-time world dance him around the globe and champion, Chmerkovskiy bring international fame. helps other people with After several years of their dancing dreams. He competitive dancing, his co-founded Dance with Me studios featuring 15 locacareer skyrocketed into the public sphere in 2011 tions across the country and when Chmerkovskiy Dance with Me Juniors, a joined the cast of ABC's program to give kids confitelevision network's dence to explore their love "Dancing with the Stars." for dance and stay active. This weekend. Chmerkovskiy comes to has a passion for teach-Savannah for the Southern ing dance and choreogra-Women's Show, for a phy and loves to share his meet-and-greet opporexperience with the next generation of dancers. tunity to share memories and laughs with fans during a live O&A session ability to exercise, to feel and book-signing event emotional and to express yourself. It's the best kind of Chmerkovskiy credits the show with putting therapy and healthy activdance back into the pub ity," Chmerkovskiy added lic spotlight and showthe Stars" with introducing the world a range of people from many backing him to many popular celebrities during his time grounds can participate in dance at a high level. on the show from Olympic "It changed the concymnast Laurie Hernandez versation. It changed the to Rumer Willis, the daughter of Demi Moore and perspective. It jumpstarted this renaissance where Bruce Willis, Chmerkovskiy dance has become a really even found love on the cool thing to do now," show with his DWTS co-Chrnerkowskiy said star Jenna Johnson, whom he married last spring. Now a 14-time U.S. dance champion and



Chmerkovskiv is a classi-

cally-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 cor wention center. Though he has already accomplished so much in his professional career. Chmerkovskiy says there are more moun tains 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."



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.



EMAIL SUBSCRIBERS 10,419 FACEBOOK FANS 8,871 UNIQUE PAGEVIEWS 44,664 INSTAGRAM FOLLOWERS 7,459 TOTAL VALUE \$1,812,906 Southern Women's Show Savannah Published by Alexandra Smith [7] · March 3 at 6:01 PM · 3

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!







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.



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







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