

Southern Women's Show: Show in Review



Savannah International Trade & Convention Center
March 6-8, 2015

OVERVIEW



The Southern Women's Show was widely embraced by the Savannah market and received outstanding media coverage and exposure.

- Total ad campaign: \$579,895
- PR impressions: 26,936,799
- Results: 15,000+ women

We always have a great Southern Women's Show! The attendees come to do one thing - shop. The guests are always above and beyond what is expected but the main focus is on all the vendors!

*McKenzee Williams,
Damsel in Defense*

DEMOGRAPHICS



The 12th annual show attracted thousands of loyal fans throughout the weekend. Mothers, daughters, girlfriends and co-workers from 25-65 years of age, packed the aisles enjoying all the show had to offer.

Love Southern women! Being from Michigan we don't get the sweetness that is born in the south.

It's always nice to experience that southern hospitality when you are working with a customer.

*Annette Caudill
Origami Owl*

FEATURES AND PROMOTIONS



Exciting and educational activities on the stages, special features, celebrity guests and interactive promotions were designed to captivate and attract the target audience.



“As usual, another fabulous event by the Southern Women’s Show and their awesome staff. So many unique items and a beautiful venue.....thanks for a successful show!”

*Karen Braxton Levine
PeachSkinSheets*



ADVERTISING EXPOSURE



Save \$3! Discount Tickets at Walgreens

Southern Women's Show®

Food | Fashion | Celebrity Guests
Health | Beauty | Shopping | Fun

March 6-8, 2015
Savannah International Trade & Convention Center
Friday 10am-8pm | Saturday 10am-7pm | Sunday 11am-6pm
Adults \$10 at the Door | Youth (6-12) \$5
Under 6 FREE with Paying Adult



800.441.6344
A Southern Women's Inc. Production



Beef up your recipes with Emily Elynn and the Georgia Beef Board



Win Show Bucks to shop the show from the Georgia Lottery



Sign up for Cupcake decorating classes with Goncupaking

PROUD SPONSORS



www.SouthernWomensShow.com

Save \$3! Discount Tickets at Walgreens

Southern Women's Show®

Food | Fashion | Celebrity Guests
Health | Beauty | Shopping | Fun

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800.441.6344
A Southern Women's Inc. Production



Taste of Home
Friday & Saturday at 11:00am
Visit the website for ticket information.



PROUD SPONSORS



www.SouthernWomensShow.com



Meet **Jessa Duggar Seewald** from TLC's **19 Kids and Counting**. Visit the website for appearance details.

Southern Women's Show®

March 6-8
Savannah International Trade & Convention Center

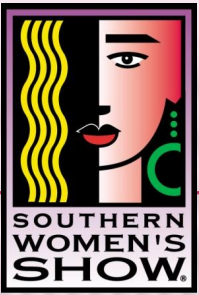


800.441.6344
A Southern Women's Inc. Production

www.SouthernWomensShow.com

A comprehensive marketing and advertising campaign promoted the show for six weeks through television, radio and print as well as outdoor, grassroots and social media. Show sponsors and partners increased awareness through in-store announcements, register signage, posters and promotions. The show was highlighted in 17 Walgreens stores, 11 Chevrolet dealerships, and hundreds of retail locations.

TELEVISION ADVERTISING



The Southern Women's Show received outstanding television coverage and exposure. In addition to a two week paid schedule on three prime stations, the show extended reach through promotions, contests and live shots from the show.

- Number of Stations: 3
- Number of TV Spots: 673
- Total TV Campaign: \$29,654

WTOC 11

WSAV 3
On Your Side

Comcast

RADIO ADVERTISING



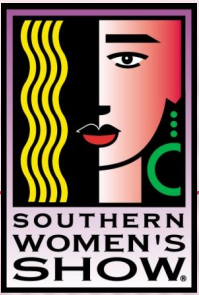
Four radio Stations promoted the show to listeners of many formats, including adult contemporary, urban, country and pop.

Numerous spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements were run on key stations featuring sponsors and promotions.

- Number of Stations: 4
- Number of Radio Spots: 1,157
- Total Campaign: \$45,598



PR IMPRESSIONS



Us WEEKLY **SUBSCRIBE**
Give A Gift

HOME NEWS PHOTOS VIDEOS STYLE BEAUTY MOMS BODY ENTERTAINMENT

TRENDING: KELLY CLARKSON, KRISTIN CAVALLARI, CURT SCHILLING, WIN IT, SUBSCRIBE

Southern Women's Show
March 13-15 | Agricenter
Meet Jessa Duggar Seewald from TLC's *19 Kids and Counting* and *Counting*

TOP STORIES

On Dear Blonde
Kim K. Goes
Brassies in Nefelid
Top

This Photo of
Reese's Hubby and
Son Tennessee Will
Melt Your Heart

Kim K. Debuts
Platinum Hair After
Falling to Hide It
Under a Hat

Aw! Jessa Duggar,
Ben Seewald Go in
Love During
Vacation:

Go Girl! Kelly
Clarkson Stands Up
to Fat Shaming
Troll

RELATED STORIES

Jessa Duggar: If
You Don't Believe
In Hell, Your God
"Doesn't Exist"

Jessa Duggar
Shares Love Note
From Hubby - Plus,
A New Wedding
Pic!

Jessa Duggar
Takes Part in
Pro-Life Rally in
Arkansas

GET 4 FREE ISSUES

PHOTO GALLERIES

Jessa Duggar, Ben Seewald Share Romantic Mini-Vacation Pictures, Enjoy Sunset Kisses
March 13-15 | Agricenter
www.SouthernWomenShow.com

KMG
Restaurant Apparel
and Supplies
FREE SHIPPING
MINIMUM ORDER \$249
PROMO CODE
2149

Instagram
Jessa Duggar and Ben Seewald are so in love, and they want the world to know!

PHOTOS: Jessa and Ben's sweetest Instagram shots

The 19 Kids and Counting stars are currently in Georgia, so Duggar can attend the Southern Women's show, where she will talk about growing up in her now famous family.

But rather than make the trip a work event, Duggar brought new husband Seewald along for the ride and the two took time out of their schedule for a romantic mini-vacation on Tybee Island beach.

PHOTOS: Duggar family photo album

The couple shared photos of their adventures via Facebook and Instagram, and gave fans a glimpse into their super-romantic newlywed life, by posting snaps of them kissing at sunset and making heart shapes with their hands.

NEWS - AUTHORS - TOPICS - DIRECTORY - HELP -

BiS Business news for the creative coast. **businessinsavannah.com**

Property Transfers Events Nominate Newsmaker Submit News Release

Own your own Health Club TODAY!

Trending #BISlines

Greek cooking secrets, traditions live on at Olympia Cafe

CITY TALK: More venues would benefit music festival, other events

Two fashion events go on hiatus as Savannah's local retailers focus on the future

Logistics summit offers forum for ideas, networking

BIS in brief: Southern Women's Show returns to Savannah in March
By: Business in Savannah

Southern Women's show returns to Savannah in March

The Southern Women's Show has announced its celebrity lineup for its three-day run in Savannah on March 6-8.

They will include reality television personality Jessa Duggar Seewald from TLC's show "19 Kids and Counting" along with hairstylist Michael O'Rourke and Food Network chef Emily Elynn.

BiS Connect

This year's event at the Savannah International Trade & Convention Center is sponsored by Chevrolet, Georgia Lottery, Memorial Health, the Savannah Morning News, Walgreens and WTOCC 11.

Advance tickets are available online at www.SouthernWomenShow.com—Adults \$5, Youth \$5—or at Walgreens stores for \$7. At the door, tickets for adults are \$10, and youth tickets are \$5. Ages 6 and under get in free with a paying adult.

Property Transfers

property transfer DATABASE
Search property transfers for Chatham, Bryan and Effingham counties by seller, buyer, address, city, zip or month of sale. New property transfers are added weekly.

Business Directory

A dedicated PR firm generated buzz with women in the market, scheduled live interviews and delivered extensive media coverage through print, television, radio and online.

• Impact: 26,936,799 Impressions

SOCIAL MEDIA AND E-NEWS



Shop. Taste. Learn! Live!

Southern Women's Show
Savannah, GA
March 6-8, 2015

FIND NEW ROADS™
FREE NEW ROADS™ on Chevrolet. The all-new Chevy Equinox is now available in 12 states. Get yours today! Visit www.chevy.com/newroads for more information.

Walgreens Day
Save \$2.00 on select items. Visit www.walgreens.com for details.

Mother Daughter Day
Save \$2.00 on select items. Visit www.tanger.com for details.

Party Artsy!
Join us for a fun and creative day of arts and crafts. Visit www.tanger.com for details.

Comedienne Joy the Queen of Clean
Join us for a hilarious comedy show. Visit www.tanger.com for details.

Meet the Snow Sisters
Join us for a special presentation of the Snow Sisters. Visit www.tanger.com for details.

Ticket Giveaway!
Win a chance to win a ticket to the show. Visit www.tanger.com for details.

FREE TICKETS

proudly sponsored by

Salon Kerens
March 5 at 10:38am
Looking forward to participating with Walgreens today on STAGE!!!
Like · Comment · Share

Southern Women's Show Savannah
February 25 at 8:15am
Salute to the All-Mighty Cupcake!™ Cupcakes, sprinkles, icing, and hundreds of toppings! Join Gone Cupcak'ing on the Cooking Stage to learn cupcake decorating techniques and piping methods. Tickets are limited so buy yours now here: <http://gonecupcak'ing.com> / Savannah-cupcake-decorating-event. Each ticket includes your day ticket to the Southern Women's Show!

Yvette Suther
January 25, 2014 · 33 Reviews
I look forward to this every year. Its great bonding time with my daughter.
Like · Comment · Share

Hunter Lawrence
February 19, 2014 · 36 Reviews
This is an excellent event for women of the south. Lots of fun, unique, unique designer clothing and more..... also until you drop.
Like · Comment · Share

Southern Women's Show Savannah
February 24 at 10:48am
Its a blizzard of bucks in exhibit space 2321 Join NASH FM 96.5 for your chance to snag some money in the cash cube on Friday and Saturday at 12:00pm and 4:00pm and Sunday at 1:00pm and 4:00pm.

Winchester Mystery House
Mystery & Haunts

Pleasanton Antiques & Collectib..
Antiques & Vintage

Myrtle Beach Visitors
Public Parks & Attractions

See more places in Savannah, Georgia

LIKED BY THIS PAGE

Dillard's Dillard's Savannah Mall

NASH FM 96.5

98.7 The River

English (US) · Privacy · Terms · Cookies · More · Facebook © 2015

Like · Comment · Share · 112 (125) 0

A social media campaign was integrated into the marketing plan to reach busy women through Facebook updates, promotions on Living Social, Twitter, Instagram and through the Official Show Website.

- 6,285 E-Newsletter Subscribers
- 4,614 Facebook Fans
- 54,901 Unique Pageviews
- 808 Living Social Redemptions
- 624 Instagram Followers
- \$802,836 Value

SPONSORS

Outstanding sponsors extended the reach of the Southern Women's Show and created exciting and interesting features and activities within the show.



CHEVROLET



Memorial
HEALTH

Experience Excellence.



Savannah Morning News.

www.savannahnow.com

WTOC 11

Walgreens

OUTSTANDING EXHIBITORS

240sweet Gourmet Marshmallows

40 Volume Salon

A Kitchen Must

AAA Auto Club South

Abbvie, Inc.

Accessorize It

ACE Weight Loss

Adjective

ADT Security

Advanced Water

Airbrush Makeup Magic

Alabama Mountain Lakes Tourist Association

All Natural Dips

American Diabetes Assoc. Kiss-A-Pig Campaign

Ariel La Boutique

Baraka Ethnic Jewelry

Bath Fitter

Be Authen'tique

Better In Colour

Big Beautiful Blinds LLC

Bling By A

Body Tune Plus

Boho City

Brand Beautiful Boutique

Brazilian Bra Straps

Cannon Plastic & Reconstructive Surgery

Capital Bee Company

Cellular Sales Verizon

Chef Darin's Kitchen Table

Chevrolet

Choose You! with Dr. Rae

Christian Tours

CIGMA

Click It Hot

Coastal Empire Plastic Surgery

Coastal Health District

Complete Chiropractic

Computer Advantage

Creations by Kala

Creative Accents FL

Creative Motivation

Crossroads Chiropractic and Wellness Center

Crown Couture

Cruise Planners

Crystal Springs - DS Services of America

Cumulus Broadcasting Savannah

Cutco Cutlery

Cyncessories

Damsel In Defense

Dancing Dogs Yoga

Daraja Imports

Diamond Resorts International

Dillard's

Dip 'N Good Dips dba The DIPLOmats

doTERRA Essential Oils

Easy Living Products - Power Steam Pro

Eggland's Best

Eileen & Marie

Elegant Accents, Inc.

Elite Cosmetics

Endurance Race Services, LLC

Essential Bodywear, Elaine Clark, Independent Rep.

Essentials for Living

Euroshine USA, Inc. - Bamboo Pillows

Express Sunrooms Coastal, LLC

Finger & Assoc/New Youth Med. Spa & Laser Ctr

Flash on Heels

Fleet Feet Sports Savannah

Fog Free Eye Glass Cleaner

Free Reign Farm

Gastroenterology Consultants of Savannah, P.C.

Georgia Beef Board

Georgia Connections Academy

Georgia Lottery

Girl Scouts of Historic Georgia

Girls on the Run of Coastal Georgia

Glitz Galore-N-More

Glitz n Glam

Gold Canyon Candles Ind. Consultant

Gone Cupcaking

Goodie 2 Shoes

Grapes & Olives On Tap

Gutterdome Mid-Atlantic, Inc.5

Happy Feet

Harlequin Enterprises, Ltd.

Hawaiian Moon

Headbands of Hope

Heavenly Spa by Westin Savannah Harbor

Hemophilia of Georgia

Hope Children Center International

I Love Scarves

iHeartMedia

imPRESS instant press-on manicure

In Any Event

Independent Consultants, Thirty-One

Innovative Orthodontics

Instantly Ageless

Isagenix

It Works!

j. Marie

JAM Sales - Bravage

Jamberry

Juice Plus

Kim's Cheese Straws

Kings Creek - Williamsburg VA

Kitchen and Bath Plus/Carpet Store Plus

Kitchen Craft

Kitchen Magic of the Lowcountry

OUTSTANDING EXHIBITORS

Kiwi Cottage
Kozy Collar
Light Up Lip Gloss
Lori Grice Photography, Inc.
Love, Sweat and Tears
Lowcountry Basement Systems
LuLaRoe
Lutheran Services of Georgia
Mainstream Boutique
Make Up Eraser
Margaret Taylor, Ltd./The Ring Lady!
Market Trends / Dantes
Mary Kay Cosmetics
Mavin
McDonald's
Memorial Health
Metabolic Research Center
Miche
Millie Lewis International
Mimosa
Mix It Up
Modern Wellness Solutions
Monat
Monette Naturals
Moonlight Diva Emporium
Murphy's Cinnamon Roasted Nuts
Music For Life/ Eirinn Abu
My First Diapers
NAG Enterprises
Nancy Jo's Homemade
Naturally Yours
Natures Miracle
Nerium International
New York Life
NOLAjane
Norburg Chiropractic & Wellness Center

Omnitrition IMA
Origami Owl
PainFreePillow.com
Pam's Closet
Paparazzi Accessories
PeachSkinSheets
Perfect Accents
Perfect Fit Toe Rings
Perfectly Posh
Photography by Julie Anne, LLC
Pine Designs
Plexus Slim
Pop Goes the Cake
Power FX
Premier Medical Weight Loss & Aesthetics
Princess Productions
Pure Romance
Rainbow
Real Time Pain Relief
ReClaimed
Redneck Brands LLC
Rejuvenate U
Rock Your Hair
Rodan + Fields
Ruffled Feathers
Rx Aesthetics
Safe ID Trust
Safe Touch Security Systems
Salena's Accessory Showcase
Salon 3Sixty Inc. D/B/A S 3S Jewelry
Salute to the All-Mighty Cupcake
Sarkis
Sassy Southern Kids by Lydene's
savanna gifts
Savannah Age Management Medicine, Inc.
Savannah Morning News

Savannah Signature Sweets
Savannah Vascular and Cardiac Institute
Savannah's Secret Gardens
Savor the Flavor
Scentsy Wickless Candles
SeneGence International
Sensible Soles
Shop My Savannah
Shrimp, Collards and Grits... Southern Lifestyle
Simply Sassy Tees and Apparel
Softub
South Hill Designs
Southern Installations and Technology
Southern Peanut Growers
Southside Fire Department
Steeped Tea
Studio 59
Style Dots
Surprise Parties
Susan G. Komen Coastal Georgia Affiliate
Sweet Nectar Spa
Tanger Outlets
That's Perfect
The Golden Touch
The Grill Mat
The Home Depot
The Last Glue
The Midwife Group and Birth Center
The Miracle Whisk
The Pampered Chef
The Silver Link
Theanys Flags 2
Threads
TN Moonshine Cakes
Tonya's Cookie Company
Tutti Boutique

OUTSTANDING EXHIBITORS

UGA Cooperative Extension
UltraTan
Usborne Books & More
Value House USA
Vaught Orthodontics
VEMMA/VERVE/Vemma Bode
Visit Central Florida
Walgreens
Webster Enterprises/Bon Air Sprayer

Webster Enterprises/Casada Quattro Massager
Webster Enterprises/Dream Swing
Webster Enterprises/Garlic Grater
Webster Enterprises/IQ Vacuum
Webster Enterprises/Power Jam
Webster Enterprises/Steam Mop
Webster Enterprises/Thunderhead Showerhead
Wickles Pickles
Wine & Canvas

Wow - JF 23 LLC/Pain Relief
WTOC 11 TV
XFINITY
Xtreme Teeth Whitening LLC
Yates Astro Termite & Pest Control
YMCA of Coastal Georgia
Younique
Yourself Expression
Zoes Kitchen

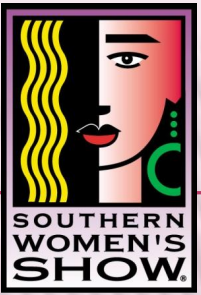


UNTIL WE MEET AGAIN

Thank you for helping us bring the very best in health, beauty, lifestyle, home, fashion and more to the Savannah region and making the Southern Women's Show a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Sara Cochran
Show Manager

Shanna Stewart
Assistant Show Manager



Southern Women's Show
February 26-28, 2016
Savannah International
Trade & Convention Center