



Southern Women's Show Memphis

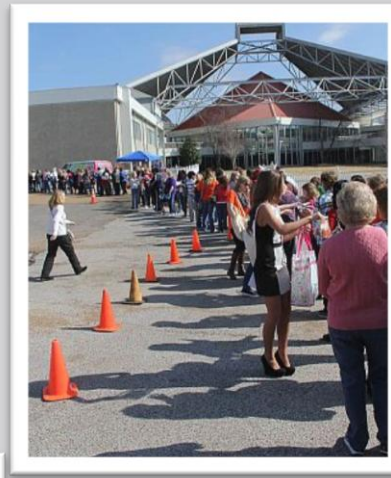
March 7 - 9, 2014
Agricenter

THOUSANDS ATTENDED



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The 24th annual Southern Women's Show in Memphis attracted thousands of guests throughout the three day event. In addition to providing the opportunity to meet thousands of women face to face, the show generated **millions of impressions** across the community before, during and after the show.



SCENES FROM THE SHOW



3



MILLIONS OF IMPRESSIONS



4

The **Southern Women's Show** was promoted through an aggressive paid and promotional advertising campaign designed to spread the word, attract a qualified audience, promote your participation and generate leads. The campaign generated outstanding live coverage and TV, radio, and print exposure throughout the region as well as onsite interaction with thousands of show guests.

	Impressions
Television Advertising	8,382,723
Radio Advertising	1,852,075
Print Advertising	2,610,474
Official Show Program	125,570
Specialty Publications	1,172,367
Public Relations	696,191
Official Show Website	39,861
Official Show Facebook Page	1,549,250
E-Newsletters	<u>22,344</u>
Total Impressions	16,450,855

EXHIBITORS SAY IT BEST



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❖ This was my first year exhibiting at the Southern Women's Show in Memphis. The experience was amazing and I had one of my most successful shows ever! When I arrived for set up, show personnel were readily available to direct me to my booth, answer all of my questions and ensure an easy set up. I finished setting up so quickly I didn't know what to do with myself! I took the opportunity to meet other exhibitors who are always so kind.

From the moment the show started, I was busy. The flow of visitors at my booth was heavy and consistent throughout the day. Even better, they were buying. In fact, I sold so much on day one that I had to come in early on day two to rearrange my booth to display more product. Day two was even busier, and day three was by far the busiest Sunday I have ever had. By the end of the show, I was tired in the best possible way. Fortunately, I had much less to move out!

My final thoughts on the Southern Women's Show in Memphis are as follows. First, this show is run by true professionals who care about my success and the success of my fellow exhibitors. They understand that our success is their success. Second, the venue for this show was perfect. Shoppers were able to escape the hustle and bustle, breathe the air and have fun shopping. Finally, the wonderful women of Memphis love to shop! I've already applied for next year's show.

Barry Jennings with So You Jewelry

❖ I hope you will allow me to present again, my thanks to you and your wonderful technical support person, he was so kind and very helpful. Looking forward to participating in other events in the future!

Debra Norwood, Laughter Lawyer USA

❖ The Southern Women's Show was the ultimate show! I had lots of fun and made a lot of sales. It was so great that registered immediately afterwards for the 2015 show.

Vanessa Evans, Party Perfect

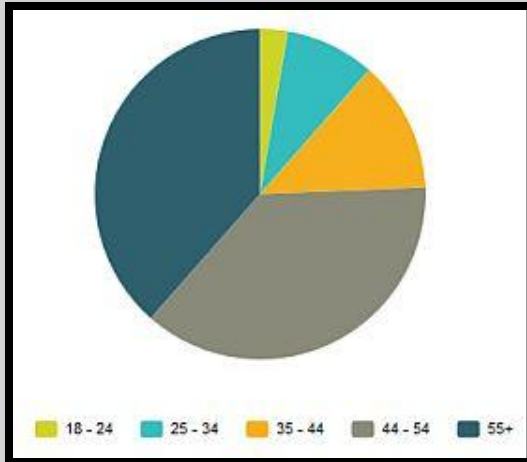
❖ The Southern Women's Show in Memphis has provided us with great business leads. We look forward to returning each year. The staff and management have been easy to work with, which is a huge plus.

Dini Moorhouse, Scentsy Wickless Candles

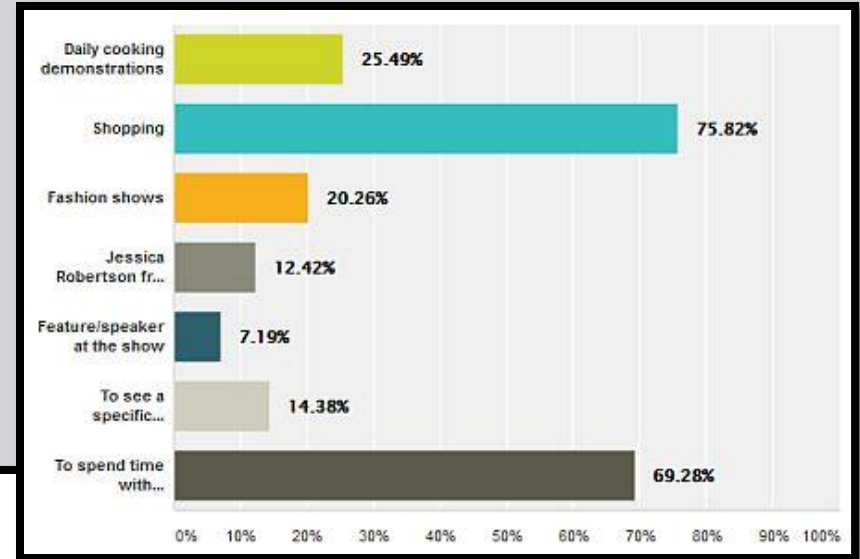
DELIVERING YOUR AUDIENCE



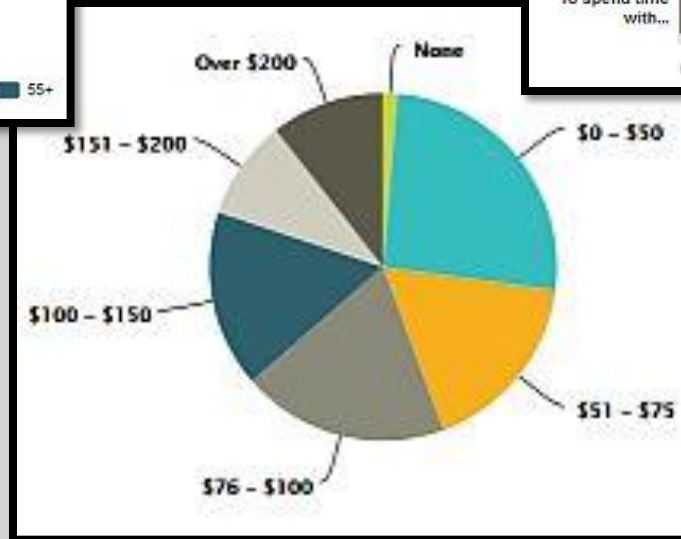
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Guest Age Range



What brought you to the show?



How much did you spend?

TELEVISION ADVERTISING



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Paid and promotional spots, on air promotions, online contests, live coverage, E-Newsletter campaigns, Facebook and Twitter were combined to reach millions of women and families and promote your name across the viewing market. Hundreds of television spots resulted in **8,382,723 media impressions**. [Click here for link to TV coverage](#)



Interviews/Coverage
35,770 Impressions



498 Spots/Online Coverage
8,234,373 Impressions



Interviews/Coverage
112,580 Impressions

RADIO ADVERTISING



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Paid and promotional spots, live liners, contests and interviews were designed to capture listeners' attention and drive traffic to the show. The range of stations ensured that listeners of many formats heard about the event and were invited to attend. The radio campaign resulted in **1,852,075 Impressions**. [Click here for link to Radio spot](#)



120 Spots
418,815 Impressions



128 Spots
307,602 Impressions



89 Spots
821,534 Impressions



126 Spots
304,124 Impressions

RADIO & PRINT TRADE



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To generate additional media exposure, local radio stations partnered with the show to conduct ticket giveaways, interviews and on air promotions. Community newspapers and magazines across the state ran advertisements and listed the show in their calendar of events. Combined, this increased awareness through fun on-air and online contests for both listeners and readers.

Radio Trade Value: \$ 10,125

Print Trade Value: \$ 2,020



PRINT ADVERTISING



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Advertisements in *The Commercial Appeal* and regional magazines heightened awareness for the show and sponsors. The ad campaign promoted show features, stage schedules, celebrity guests, sponsors and exhibitors to activate the interest of readers.

- ❖ 21 print ads in *The Commercial Appeal* resulted in **2,610,474 impressions**.
- ❖ Official Show Program was distributed through *The Commercial Appeal* to **120,570 subscribers** on Sunday, March 2, 2014 with an additional **5,000 copies** of the program distributed onsite.
- ❖ Ads and stories in *Memphis Flyer*, *Memphis Magazine*, *Memphis Parent*, *Jackson Sun* and the *West Tennessee Examiner* promoted the show to a potential reach of **1,172,367 readers**.



SOCIAL MEDIA OUTREACH



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- ❖ 39,861 web impressions on the Official Show Website
- ❖ Weekly status updates to 6,1974 Facebook fans
- ❖ Four E-Newsletters to a database of subscribers resulting in 22,344 impressions

Overview	Likes	Reach	Views	Posts	People
03/07/2014 13:31 pm	Find us on Instagram, @southernwomenshow. Tag your photos #SWSMemphis or	538	12	5	Boost Post
03/07/2014 1:41 pm	We LOVED Emerald Blue! Don't miss them at the Daystar show!	336	13	3	Boost Post
03/06/2014 4:02 pm	The show looks FABULOUS! We open at 10 tomorrow and Saturday, don't miss early bird!	1.6K	404	29	Boost Post
03/06/2014 9:33 am	A big congratulations to Jennifer Morris the winner of our VIP Prize Package, courtesy of Bliss Boutique	878	6	1	Boost Post
03/03/2014 2:31 pm	Have you entered to win our VIP Prize pack courtesy of Bliss Boutique - the Southern Women's Show?	704	79	13	Boost Post
02/28/2014 12:47 pm	Don't miss out on exclusive discounts for teachers who show their school ID badge at the following	517	32	13	Boost Post
02/27/2014 11:44 pm	More chances to win tickets to the show!	439	28	4	Boost Post
02/27/2014 9:21 pm	Southern Women's Show Memphis shared their event.	422	14	4	Boost Post

WEB AND SOCIAL MEDIA



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Southern Women's Show Memphis
 To thank educators for their service to our communities and families, the Southern Women's Show and Gould's Salon and Day Spa are hosting Educators Day at the Southern Women's Show on Saturday. The first 250 guests through the doors on Saturday will receive a swag bag from Gould's. The first 100 teachers/educators to come to the Show Office on Saturday and show their school ID badge will receive a Women's Show reusable shopping bag. Select exhibitors will be offering special discounts and services available exclusively to teachers, educators and Shelby County School employees on Saturday.

1,297 People Reached

32 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
16	4	1
LIKES	COMMENTS	SHARES

FROM LINKS, COMMENT & SHARES		
3	2	6
LIKES	COMMENTS	SHARES

TOTAL

19	6	7
LIKES	COMMENTS	SHARES

174 Post Clicks

26	0	148
PHOTO VIEWS	LINK CLICKS	OTHER CLICKS

NEGATIVE FEEDBACK

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hide Post	Hide All Posts	Report as Spam
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unlike Page		



Advance Tickets – ON SALE NOW!

Plan ahead and save, at the corner of Healthy & Happy! Stop by your local Walgreens in the greater Memphis area to pick up your **advance discount tickets** to the show. List of participating Walgreens can be found [here](#). Stop by the Walgreens exhibit at the show for chances to win **great prizes**, sample your favorite products and **register** to win a Walgreens gift basket.



Southern Women's Show

March 7-9
Agricenter



Meet Jessica Robertson from A & E's **DUCK DYNASTY**
 What else would you expect for appearance details.

www.SouthernWomensShow.com
 901.548.2345
 A Southern Shows Inc. Production



Save Energy – Save Money

Go green! Memphis Light, Gas and Water will offer daily presentations at the Southern Women's Show that will help you become 'energy smart' through energy-saving improvements that will save you money and preserve the environment. You'll also receive an 'EnergySmart' conservation kit valued at \$45.

Save Energy - Save Money

Looking for ways to reduce your home energy usage and save a few dollars in the process? We can help!

By making simple changes in our everyday lives, we can make significant strides to improve the planet we all share. Memphis Light, Gas and Water will offer daily presentations that will help you become 'energy smart' through energy-saving improvements that will save you money and preserve the environment. You'll also receive an 'EnergySmart' conservation kit valued at \$45.



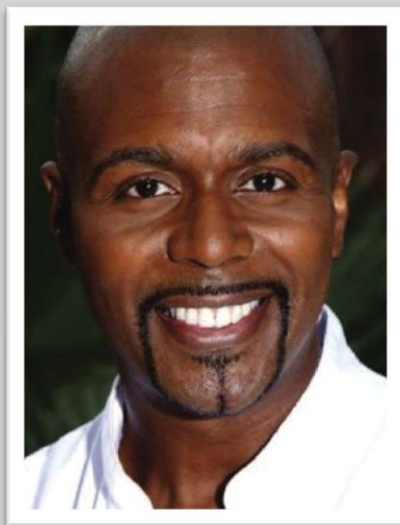
Sponsored by 

SPECIAL GUESTS



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Celebrity appearances attracted media attention and guests. From Jessica Robertson of A & E's *Duck Dynasty*, top chefs, style coaches and motivational speakers, a superior line-up of special guests inspired and entertained.



Chef Jerome Brown
Chef & Author



Jessica Robertson
A&E's Duck Dynasty



Carolyn Bendall
President of Fashion Academy

PUBLIC RELATIONS



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Press releases, media alerts and personal outreach by the show's Public Relations team resulted in numerous articles about the show through a variety of publications and websites, and television interviews on multiple stations. Coverage highlighted sponsors, exhibitors, celebrity guests and special features. In total, press clippings, articles and TV interviews Generated **696,191 impressions** and **\$12,145 in publicity value**.



COUPONS & TICKETS



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Coupon and ticket offers helped boost attendance. Electronic coupons were available through the show website. Discount tickets were sold at 87 area Walgreens to stimulate show traffic. Complimentary admission tickets were distributed to sponsors, media partners and exhibitors.

COMPLIMENTARY TICKET

Southern Women's Show



March 7-9
Agricenter

Friday 10am-8pm
Saturday 10am-7pm
Sunday 11am-6pm

Adults \$10 | Youth (6-12) \$5
Under 6 FREE with Paying Adult

NEW!
Walgreens

Management assistance
deductible to the holder
be sold, or distributed if
blood for one a

**Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle**

Meet
**Jessica
Robertson**
from
**A & E's
DUCK
DYNASTY**

Visit the website for
appearance details.



800.649.0248 | A Southern Show Inc. Production
www.SouthernWomensShow.com

SAVE \$5*

*Off one adult show show admission with this coupon. Discount coupon valid when item is shown purchased on site at the show.

GIRLS' NIGHT OUT COUPON

Southern Women's Show

March 7-9
Agricenter

Food | Fashion | Celebrity Health | Beauty | Lifestyle

Friday 10am-8pm
Saturday 10am-7pm | Sunday
Adults \$10 (5+ with Coupon) | Youth (6-12) \$5 with Paying Adult

*Not valid with any other coupons or offers.

www.SouthernWomensShow.com

MEMPHIS, LIGHT, GAS AND WATER INVITES YOU

Southern Women's Show

Food | Fashion | Celebrity Health | Beauty | Lifestyle

March 7-9, 2014
Agricenter

Friday 10am-8pm | Saturday 10am-7pm
Sunday 11am-6pm

Adults \$10 of the Door (5+ with Coupon)
Youth (6-12) \$5
Under 6 FREE with Paying Adult

SAVE \$100*

*One coupon per person. Coupon valid only when purchased at participating Walgreens locations.

www.SouthernWomensShow.com



Southern Women's Show

March 7-9, 2014

Agricenter
7777 Walnut Grove Rd
Memphis, TN 38120

Friday: 10am-8pm
Saturday: 10am-7pm
Sunday: 11am-6pm

General Youth Admission: \$5
For more information & directions, go to:
www.SouthernWomensShow.com

Walgreens

GOOD FOR ONE ADMISSION, ONE TIME ONLY. ANY SHOWS/ADMISSIONS REQUIRING PRE-PAYMENT OR RESERVATION REQUIRE THE RIGHT TO RETURN ADMISSION TO THE HOUSE OF THE ISSUES RELATING TO THE PURCHASE. MAY BE SOLD OR TRANSFERRED AT THE SHOW ENTRANCE. WALGREENS WILL BE RESPONSIBLE FOR THE LOSS, DAMAGE OR DESTRUCTION OF THIS COUPON.




Southern Women's Show

March 7-9, 2014

Agricenter
7777 Walnut Grove Rd
Memphis, TN 38120

Friday: 10am-8pm
Saturday: 10am-7pm
Sunday: 11am-6pm

General Adult Admission: \$8
For more information & directions, go to:
www.SouthernWomensShow.com

Walgreens

GOOD FOR ONE ADMISSION, ONE TIME ONLY. ANY SHOWS/ADMISSIONS REQUIRING PRE-PAYMENT OR RESERVATION REQUIRE THE RIGHT TO RETURN ADMISSION TO THE HOUSE OF THE ISSUES RELATING TO THE PURCHASE. MAY BE SOLD OR TRANSFERRED AT THE SHOW ENTRANCE. WALGREENS WILL BE RESPONSIBLE FOR THE LOSS, DAMAGE OR DESTRUCTION OF THIS COUPON.



ATTENTION: SHELBY COUNTY SCHOOL EMPLOYEES

Southern Women's Show

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle



March 7-9
Agricenter

Friday 10am-8pm | Saturday 10am-7pm
Sunday 11am-6pm

Adults \$10 of the Door (5+ with Coupon)
Youth (6-12) \$5
Under 6 FREE with Paying Adult

SAVE \$200*

*One coupon per person. Coupon valid only when purchased at participating Walgreens locations.

www.SouthernWomensShow.com

OFFSITE EXPOSURE



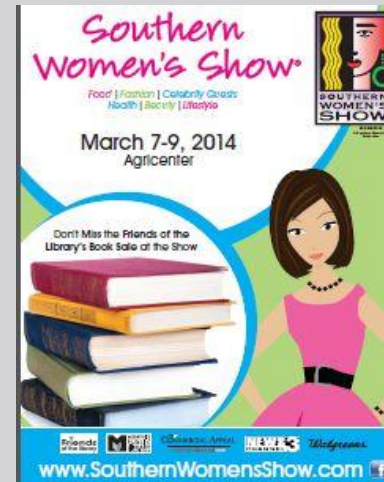
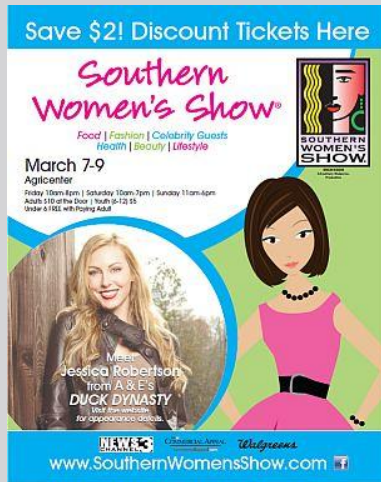
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Money saving coupon and ticket offers drove attendance.

- ❖ Discount coupons were distributed through the Official Show Website.
- ❖ Thousands of advance discount tickets were sold at **87** Walgreens stores.
- ❖ Complimentary admission tickets were distributed to sponsors, exhibitors and local retailers.

Hundreds of posters and register cards built awareness locally.

- ❖ **174** Posters and **261** Counter Cards were displayed at Walgreens and various local retailers and organizations.



POWERFUL PARTNERSHIPS



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Thank you to our sponsors. Outstanding sponsors and partners extended the reach of the show and created exciting and interactive features within the show.

Walgreens



THE  COMMERCIAL APPEAL
commercialappeal.com



GOULD'S
DAY SPA & SALON

OUTSTANDING EXHIBITORS



19

S 3S Jewelry
A Beauty Must
A Kitchen Must
A Million Bucks Boutique
A Spice Above
AbbVie
Ace Jewelry
Ace's Kettle Corn
Adeli Designs
ADT Security Services
Advocare
Airbrush Makeup Magic
Alabama Mountain Lakes Tourist Association
Alexander's - Tervis Tumbler
AlignLife Chiropractic and Natural Health Center
All About Me
All Natural Dips
Almost Anything Jewelry & Gifts
American Laser Skincare
AprilDawnDesigns@yahoo.com
Aqua Soles
Arch 2 Arch
Arkansas Delta Byways
Arrowhead Nursery
Back Bean LLC
Bath Fitter
BeautiControl
Blind Tiger Creek
Bling and More
Bliss Boutique
Bon Appetit Catering
Carahills I and II
CCK - The ValleyBag
Ceed Fragrances
Cigma - Hair Tools
Click it hot
CNC Designs, Inc
Cobra Security Products
Crocker Photography
Cutco Cutlery
D & R Enterprises LLC
Dagen's Jewelry & Gifts
Davey Tree
Decatur-Morgan County Conv.& Visitors
DeGray Lake Resort State Park
Dell Clark Jewelry
Designer Pet Mfg.
DirectBuy of Memphis
doTERRA-Independent Product Consultants
Easy Living Products –Go! Sticky
Easy Living Products-Power Steam Pro
Eccentric Cat
Edward Jones Investments
Elegance eT Cetera
Elegant Accents, Inc.
Elite Cosmetics
Emerald Coast CVB, Inc.
En Masse Marketing Corporation - Garlic Grater
En Masse Marketing Corporation - Powerbank
ENERGEMS
Essential Bodywear
European Wax Center
Euroshine USA, Inc. - Bamboo Pillow
Faces Plus Tri-Image
Famous Amos Cleaning Services Inc.
Garlic Expressions
Georgia Glitz
German Roasted Nuts
Girl Scouts Heart of the South
Glitz Galore-N-More
Gould's Day Spa & Salon
Grace Adele
Granite and Marble Products Inc.
Grapes & Olives On Tap, LLC
Greenleaf
Greer's Ferry Lake/Little Red River

OUTSTANDING EXHIBITORS



20

Gulf Shores Orange Beach Tourism

H&R Block

Hair Solutions

Happy Feet

Hawaiian Moon

Health Insurance Marketplace

Heaven Sent This Gift

Hollywood & Vine Boutique

Home Spa

Hot Produx

Humane Society of Memphis & Shelby County

I Flew the Nest

I Love Scarves

Inez Avon Shop

Innovator Brands

Intimate Moments by Lisa

Isagenix

It Works! That Crazy Wrap Thing!

JAM SALES

Jen's Traveling Boutique

John Casablancas

JustMyMemphis

Kix 106, WGKX - Memphis Radio

Lashes and Cosmetics

Laurus Creative Perfumes, LLC

Le'Keith Sauces

Lifestyle Marketplace, LLC

Lil' Treasures

Lillee's Gourmet Bakery

LindyLou's

Louisville Convention and Visitors Bur

Maggie May Boutique

Mary's Kitchen

MD Jewelry Design

Melissa's Fancy Feet

Memphis Acupuncture Clinic

Memphis Flyer

Memphis Light, Gas & Water

Memphis Public Library

Memphis Vein Center

MERRY MAIDS

Miami Flair Boutique

Miche Bag of the MidSouth

Mid-South RC

Midsouth Bariatrics

Midsouth Ladies Formals

Milo's Tea Company

MISS PRISS

MISSISSIPPI MIRACLE CLAY

Mix It Up

Mix It Up, LLC

Moonlight Diva Emporium

Mr. Roof Memphis

My Sister and Me

My Stuff

Naturally Yours

New York Life Insurance Co.

Norwex

Origami Owl Katie Gonzalez

Independent Designer

Orion FCU

Outdoor Living by Jack Wills

Ovarian Cancer Awareness

Foundation

Ozark Gateway Tourist Council

Pain Free Products, LLC

Panama City Beach CVB

Paparazzi By Melissa Wilson

Party Perfect Pewters

Perfectly THIN

Pink Coconut Boutique

Pink Ribbon Shades

Plaza Beauty School

Plexus Slim

Pockos America Inc.

Pony-O

Premier Designs Jewelry

Prestige Products / Enchanted Eyes

Prestige Products Direct/Migi Nail Art

PRO BALANCE

OUTSTANDING EXHIBITORS



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Pure Romance
Queens of Merch
Radian Partners
Ramco Home Improvements
Range USA, Inc.
Reda's T-Shirts
Redneck Brands LLC
Rivertree Hardwood, Inc.
Rodan + Fields
Rose Fashion Accessories, Inc.
rosemarkeasymeals
RSU Contractors
Saba ACE
Salena's Accessory Showcase
Sales R Us Inc.
Sam's Club
Sara Lee Cakes
SASS IT UP
Sassy Styles
Scentsy Wickless Candles
SheaMoisture
Silpada Designs
Simply Divine Ministries
Simply Sassy
So You Jewelry
South Bend Chocolate Company
Southern Destinations

Southwest Tennessee Community College
Stella Ivy Boutique
Straight For You
Styles Extended
Subtle Verse
Sweet Nectar
Texas Approach
The Commercial Appeal
The Golden Touch
The Spa, Midtown
The Tiffany Collection
THINK HAPPY STUFF
Threads Boutique
Timber Creek Medical
Tri-Pennant Family of Resorts
Trinkets and Baubles in Sterling
Tupperware
Twila's Boutique
UNIQUE JEWELRY
Valpak
Verizon Wireless
Vitamist Spray Vitamins
Waddell and Reed Financial Advisors
Walgreens
Webster University
West by SouthWest

WHBQ
Window World of Memphis
Wolf River Honey
Wow - JF 23 LLC / Pain Relief
WREG-TV News Channel 3
Xtreme Whitening LLC

JOIN US IN 2015



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The quality of the show depends on the quality of our exhibitors.
Thank you for helping us to create a wonderful event for show guests.

Next year's show is scheduled for
March 13 - 15
at the
Agricenter

Mark your calendar now!

For more information:

Elisha Jernigan
Show Manager
ejernigan@southernshows.com

Geneva Greene
Assistant Show Manager
ggreene@southernshows.com

[Click here to apply for the 2015 Southern Women's Show Memphis](#)