



**SHOW IN REVIEW**  
**Southern Women's Show Birmingham**  
October 3 - 6, 2013  
Birmingham-Jefferson Convention Complex

# THOUSANDS ATTENDED



Thank you for being a part of the 2013 Southern Women's Show in Birmingham. The 29<sup>th</sup> annual show attracted **thousands of guests** and provided you with the opportunity to meet, engage, connect and sell to this large audience. Media coverage generated **millions of impressions** across the community and highlighted the show, celebrity guests, special events, exhibitors and sponsors.



# DEMOGRAPHICS



## Age:

18 – 24	11%
25 – 34	15%
35 – 44	22%
45 – 54	23%
55 – 64	25%
65+	4%

## Race:

Caucasian	58%
African American	35%
Asian	2%
Other	5%

## Marital Status:

Single	24%
Married	57%
Divorced	15%

## Household Income:

\$25 - \$50,000	26%
\$50 – \$75,000	19%
\$75 - \$100,000	16%
\$100,000+	10%

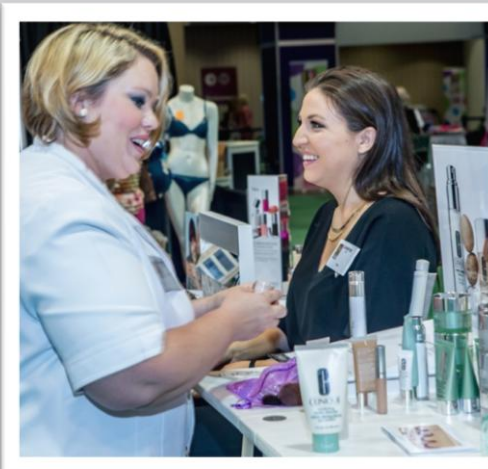
## How many times have you been?

First Time	16%
2 to 3 Times	24%
4 to 8 Times	41%
9 to 15 Times	14%
16 or More	5%

## Who did you come with?

By Myself	8%
Friends	42%
Family	54%
Co-Workers	3%

# DELIVERING YOUR AUDIENCE



# SPECIAL GUESTS



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



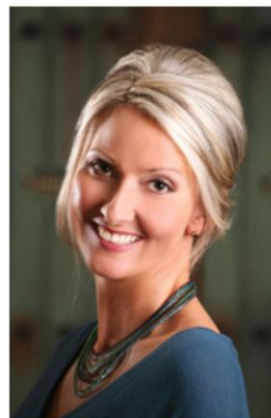
**Miss Kay Robertson,**  
A & E's *Duck Dynasty*



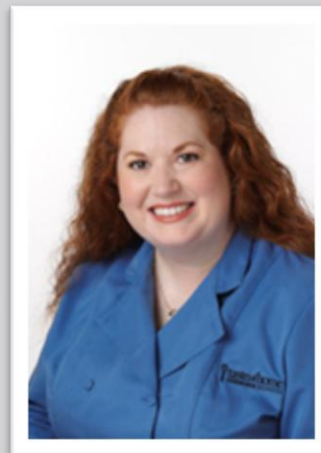
**Megan LaRussa,**  
Style Expert



**Warren Caterson,**  
Cookbook Author



**Heather Post,**  
The Etiquette Seed



**Michelle "Red" Roberts,**  
Taste of Home  
Culinary Specialist

# POWERFUL PARTNERSHIPS



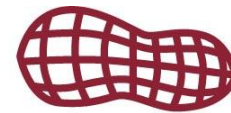
**Thank you to our sponsors.** Outstanding sponsors and partners extended the reach of the show and created exciting and interactive features within the show.



**CHEVROLET**



**BlueCross BlueShield  
of Alabama**  
*We cover what matters.*



**Southern Peanut Growers**  
*Southeastern Peanuts: The Flavor Standard.*

# MILLIONS OF IMPRESSIONS



The 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, and onsite interaction with thousands of show guests.

	Impressions
Television Advertising	785,715
Radio Advertising	1,399,170
Newspaper Advertising	1,560,000
Official Show Program	130,000
Specialty Publications	150,500
Public Relations	9,160,822
Official Show Website	87,463
E-Newsletters	<u>31,116</u>
<b>Total Impressions</b>	<b>13,304,786</b>

# TELEVISION ADVERTISING



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. These three station partners alone resulted in **785,715 media impressions**.



**390 Spots**  
**699,270 Impressions**



**55 Spots**  
**77,385 Impressions**



**6 Spots**  
**9,060 Impressions**



# RADIO ADVERTISING



Paid and promotional spots, live liners, contests and interviews were designed to capture the 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 **1,399,170 impressions**.



**316 Spots**  
**273,972 Impressions**



**300 Spots**  
**69,300 Impressions**



**321 Spots**  
**319,716 Impressions**



**300 Spots**  
**69,300 Impressions**



**426 Spots**  
**322,482 Impressions**



**164 Spots**  
**344,400 Impressions**

# PRINT ADVERTISING



Advertisements in *The Birmingham News* 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. Exposure included:

- ❖ 12 advertisements in *The Birmingham News* resulting in **1,560,000 impressions**
- ❖ Official Show Program distributed through *The Birmingham News* to **130,000 subscribers** on Wednesday, October 2 with an additional **5,000 copies** of the program distributed onsite
- ❖ Ads in *Bmetro Magazine*, *Birmingham Christian Family* and *Birmingham Kids & Family* to a potential reach of **150,500 readers**

**Southern Women's Show**  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

**October 3-6**  
Birmingham-Jefferson  
Convention Complex

**800.848.0248**  
A Southern Shows Inc.  
Production

Meet  
**Miss Kay Robertson**  
from A & E's  
**DUCK DYNASTY**  
Visit the  
website for  
appearance  
details.

   
CHEVROLET

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com) 

# PRINT ADVERTISING



## 29th Annual Southern Women's Show®

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

October 3-6  
Birmingham-Jefferson  
Convention Complex

Calling all  
Duck Dynasty Fans!

Faith, family and food are at the center of A&E's most watched series, *Duck Dynasty*. **Miss Kay** is the revered matriarch. What she says goes. She was 16 when she married Phil, and since then she's been keeping him and the boys from spending too much time in the woods by bringing them back to civilization each night with a home cooked meal. Miss Kay believes her cooking talents are a gift which she must share, so she often ends up feeding all of the family and most of the neighborhood.  
Meet Miss Kay Robertson on Sunday, October 5th at 1:00pm!



Deals & Steals with  
the Birmingham Bargain Mom

Christie Deaton is the foremost authority on all things DISCOUNT in Birmingham. This Birmingham native has been writing and blogging about money saving tips for 14 years, and now you can get her clipping tips a piece. Clippings will appear daily at 11:30am on the Spotlight Stage.

Thursday 10am-7pm | Friday 10am-6pm | Saturday 10am-7pm | Sunday 11am-5pm  
Adults \$10 at the Door | (Youth 6-12) | \$5 Under 6 FREE with Paying Adult | \$7 Advance Piggy Wiggy | \$5 After 5pm Every Day!

www.SouthernWomensShow.com



THE 29th ANNUAL  
A Southern Women's Show  
Production

### Fab fashions and serious shopping? Check. Handsome Heroes? Oh yes! Savory samples and cooking classes? YUM!

That's right, the Southern Women's Show is back, celebrating 29 years of Food, Fashion and Fun, and you don't want to miss it. Grab your mom, sister or girlfriend and spend the day - or weekend - doing everything you love!

#### So Much Moore Flavor!

Come visit us to taste Moore's flavorful food! Learn how Moore's delivers so much more flavor in less time. We'll have recipes for your tonight party as well as your weekly dinner. You can enter our sweepstakes to win cookware, a grill and other fun prizes!

#### The Sleep Number Difference

Get out the coil with Sleep Number's settings for personalized comfort and adjustable firmness on each side for couples, that's a clinically proven to relieve back pain and improve sleep quality. Visit their exhibit and find your Sleep Number today!

#### Calling All Peanut Lovers!

Friday is **Peanut Lover's Day** sponsored by the Southern Peanut Growers. Guests will enjoy special cooking, artwork, three shows on Friday in addition to daily cooking schools on Thursday, Saturday and Sunday! The **Southern Peanut Growers** educate American consumers about the U.S. peanut industry and its products - one PSL at a time!

#### Find New Roads™

Discover new destinations, explore new sites, and FIND NEW ROADS™ with Chevrolet, the official vehicle sponsor of the show. Sit behind the wheel of the bold and stylish Camaro, experience the space and comfort of the family-friendly Traverse and enjoy the classically progressive and steering trends. Professionals will be on hand to answer your questions, and to help you find the vehicle that best fits your busy lifestyle. And don't let us see the car. Take a test drive at the show and Chevrolet will donate \$5 to Making Strides Against Breast Cancer. As a bonus, you'll receive a \$5 Starbucks gift card.

#### Friday is Girls' Night Out!

Grab your girlfriends for a night out! See Alabama's Hottest Fashionistas grace the runway to men's fashions and fun size. The Hot 100 guests at the box office will receive the exclusive Women's Show Resizable Shopping Day and a hair - two must have essentials for a night of fun. Plus - enjoy discount cocktails, great prizes and lots of fun!

#### It's Getting Hot in Here

The brave men of the Birmingham Fire Department head to the Fashion & Entertainment Stage Friday at 6:00pm for Girls' Night Out! These handsome heroes will prove that nothing looks better on a man in uniform. Check about, and even relax for these handsome heroes as they strut down the runway, all to raise money for the American Cancer Society.

#### Sunday is Mother Daughter Day

Spend quality time with your mother, grandmother, mother-in-law or sister on Mother Daughter Day! In celebration of Mother Daughter Day, we're giving away tickets to Disney on Ice, tickets, tote bags and prizes every hour. Plus - don't miss the Mother Daughter Look-A-Like contest on Sunday at 4pm Sponsored by WALZ.

#### Pick Your Prize Bingo = F-U-N

Ladies, bring your lucky charms to the show. Join the team from Macy's! Starting at 11:30 on the Spotlight Stage to get by your luck at Pick Your Prize Bingo. Each winner will get to choose one of three mystery bags, each holding a special prize inside. Take your pick and you could win a gift card to Blole, Dicks-A-Million or Piggy Wiggy. How could you lose?

### Fashion & Entertainment Stage

<p><b>Thursday, October 3</b></p> <p>1:00pm Dress Your Feet in Style Presented by Amazon.com</p> <p>12:00pm Inspiring Women to Look and Feel Beautiful Presented by Dressmaker</p> <p>1:00pm Dance Like a Star Presented by Amazon.com</p> <p>2:00pm Getting Fit for Fall Presented by Gilt City</p> <p>2013 Fall and Winter Fashion Presented by Amazon.com</p> <p>4:00pm Bling It Up the Boutique Presented by Amazon.com</p> <p>8:00pm Dance Like a Star Presented by Amazon.com</p>	<p>6:00pm A Triple Threat Performance of Singing, Dancing &amp; Acting Presented by Amazon.com</p> <p><b>Friday, October 4</b></p> <p>10:30am Win an Ambush Malware! Presented by The G</p> <p>1:00pm She's Got the Look Presented by The G</p> <p>12:00pm Inspiring Women to Look and Feel Beautiful Presented by Dressmaker</p> <p>1:00pm Fashion Divas &amp; Gents Presented by Amazon.com</p> <p>2:00pm Look Fabulous for Less Presented by Amazon.com</p> <p>3:00pm Dance Like a Star Presented by Amazon.com</p>	<p>4:00pm A Triple Threat Performance of Singing, Dancing &amp; Acting Presented by Amazon.com</p> <p>5:00pm Be in Style for GameDay and Everyday Presented by Amazon.com</p> <p>11:00am Ambush Malware Reveal Presented by The G</p> <p>6:00pm Handsome HomeTown Heroes Presented by Amazon.com</p> <p><b>Saturday, October 5</b></p> <p>1:00pm Fashion Divas &amp; Gents Presented by Amazon.com</p> <p>2:00pm American Tidal Style Daily Presented by Amazon.com</p>	<p>1:00pm Let Your Light Shine Presented by Amazon.com</p> <p>2:00pm Be in Style for GameDay and Everyday Presented by Amazon.com</p> <p>3:00pm Hottest Trends in Fashion &amp; Music Presented by Amazon.com</p> <p>4:00pm Inspiring Women to Look and Feel Beautiful Presented by Dressmaker</p> <p>8:00pm A Triple Threat Performance of Singing, Dancing &amp; Acting Presented by Amazon.com</p> <p>12:00pm Bling It Up the Boutique Presented by Amazon.com</p>	<p><b>Sunday, October 6</b></p> <p>12:00pm Inspiring Women to Look and Feel Beautiful Presented by Dressmaker</p> <p>1:00pm Meet Miss Kay Robertson from A&amp;E's Duck Dynasty Presented by Amazon.com</p> <p>2:00pm A Triple Threat Performance of Singing, Dancing &amp; Acting Presented by Amazon.com</p> <p>3:00pm Mother Daughter Look Alike Contest Presented by Amazon.com</p> <p>4:00pm Sunrivers Go Red Presented by Amazon.com</p>
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### 2015 Exhibitors

<p>101 Amazon.com</p> <p>102 Amazon.com</p> <p>103 Amazon.com</p> <p>104 Amazon.com</p> <p>105 Amazon.com</p> <p>106 Amazon.com</p> <p>107 Amazon.com</p> <p>108 Amazon.com</p> <p>109 Amazon.com</p> <p>110 Amazon.com</p> <p>111 Amazon.com</p> <p>112 Amazon.com</p> <p>113 Amazon.com</p> <p>114 Amazon.com</p> <p>115 Amazon.com</p> <p>116 Amazon.com</p> <p>117 Amazon.com</p> <p>118 Amazon.com</p> <p>119 Amazon.com</p> <p>120 Amazon.com</p>	<p>201 Amazon.com</p> <p>202 Amazon.com</p> <p>203 Amazon.com</p> <p>204 Amazon.com</p> <p>205 Amazon.com</p> <p>206 Amazon.com</p> <p>207 Amazon.com</p> <p>208 Amazon.com</p> <p>209 Amazon.com</p> <p>210 Amazon.com</p> <p>211 Amazon.com</p> <p>212 Amazon.com</p> <p>213 Amazon.com</p> <p>214 Amazon.com</p> <p>215 Amazon.com</p> <p>216 Amazon.com</p> <p>217 Amazon.com</p> <p>218 Amazon.com</p> <p>219 Amazon.com</p> <p>220 Amazon.com</p>	<p>301 Amazon.com</p> <p>302 Amazon.com</p> <p>303 Amazon.com</p> <p>304 Amazon.com</p> <p>305 Amazon.com</p> <p>306 Amazon.com</p> <p>307 Amazon.com</p> <p>308 Amazon.com</p> <p>309 Amazon.com</p> <p>310 Amazon.com</p> <p>311 Amazon.com</p> <p>312 Amazon.com</p> <p>313 Amazon.com</p> <p>314 Amazon.com</p> <p>315 Amazon.com</p> <p>316 Amazon.com</p> <p>317 Amazon.com</p> <p>318 Amazon.com</p> <p>319 Amazon.com</p> <p>320 Amazon.com</p>	<p>401 Amazon.com</p> <p>402 Amazon.com</p> <p>403 Amazon.com</p> <p>404 Amazon.com</p> <p>405 Amazon.com</p> <p>406 Amazon.com</p> <p>407 Amazon.com</p> <p>408 Amazon.com</p> <p>409 Amazon.com</p> <p>410 Amazon.com</p> <p>411 Amazon.com</p> <p>412 Amazon.com</p> <p>413 Amazon.com</p> <p>414 Amazon.com</p> <p>415 Amazon.com</p> <p>416 Amazon.com</p> <p>417 Amazon.com</p> <p>418 Amazon.com</p> <p>419 Amazon.com</p> <p>420 Amazon.com</p>
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### Spotlight Stage

<p><b>Thursday, October 3</b></p> <p>11:30am The Birmingham Bargain Mom</p> <p>12:00pm Inspiring Women to Look and Feel Beautiful</p> <p>1:00pm Dance Like a Star</p> <p>2:00pm Getting Fit for Fall</p> <p>3:00pm 2013 Fall and Winter Fashion</p> <p>4:00pm Bling It Up the Boutique</p> <p>8:00pm Dance Like a Star</p>	<p><b>Friday, October 4</b></p> <p>10:30am Win an Ambush Malware!</p> <p>1:00pm She's Got the Look</p> <p>12:00pm Inspiring Women to Look and Feel Beautiful</p> <p>1:00pm Fashion Divas &amp; Gents</p> <p>2:00pm Look Fabulous for Less</p> <p>3:00pm Dance Like a Star</p>	<p><b>Saturday, October 5</b></p> <p>1:00pm Fashion Divas &amp; Gents</p> <p>2:00pm American Tidal Style Daily</p>	<p><b>Sunday, October 6</b></p> <p>12:00pm Inspiring Women to Look and Feel Beautiful</p> <p>1:00pm Meet Miss Kay Robertson</p> <p>2:00pm A Triple Threat Performance of Singing, Dancing &amp; Acting</p> <p>3:00pm Mother Daughter Look Alike Contest</p> <p>4:00pm Sunrivers Go Red</p>
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### Cooking Stage

<p><b>Thursday, October 3</b></p> <p>11:30am The Birmingham Bargain Mom</p> <p>12:00pm Inspiring Women to Look and Feel Beautiful</p> <p>1:00pm Dance Like a Star</p> <p>2:00pm Getting Fit for Fall</p> <p>3:00pm 2013 Fall and Winter Fashion</p> <p>4:00pm Bling It Up the Boutique</p> <p>8:00pm Dance Like a Star</p>	<p><b>Friday, October 4</b></p> <p>10:30am Win an Ambush Malware!</p> <p>1:00pm She's Got the Look</p> <p>12:00pm Inspiring Women to Look and Feel Beautiful</p> <p>1:00pm Fashion Divas &amp; Gents</p> <p>2:00pm Look Fabulous for Less</p> <p>3:00pm Dance Like a Star</p>	<p><b>Saturday, October 5</b></p> <p>1:00pm Fashion Divas &amp; Gents</p> <p>2:00pm American Tidal Style Daily</p>	<p><b>Sunday, October 6</b></p> <p>12:00pm Inspiring Women to Look and Feel Beautiful</p> <p>1:00pm Meet Miss Kay Robertson</p> <p>2:00pm A Triple Threat Performance of Singing, Dancing &amp; Acting</p> <p>3:00pm Mother Daughter Look Alike Contest</p> <p>4:00pm Sunrivers Go Red</p>
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Official Show Program

# RADIO & PRINT TRADE



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 in paper contests for both listeners and readers.

**Radio Trade Value: \$27,423**

**Print Trade Value: \$9,807**

**SAVE THE DATE**

**Southern Women's Show**  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle



**October 3-6**  
Birmingham-Jefferson Convention Complex

Thursday 10am - 7pm | Friday 10am - 8pm  
Saturday 10am - 7pm | Sunday 11am - 5pm  
Adults \$10 at the Door (\$8 with Ad) | Youth (6-12) \$5  
Under 6 FREE with Paying Adult

800.849.0245  
A Southern Shows Inc. Production



Meet  
Miss Kay  
Robertson  
from  
**DUCK  
DYNASTY**  
Visit the  
website for  
appearance  
details.



**\$2 Off with this Ad\***  
\*Discount valid on one adult show time admission with this ad. Not valid with any other discount.

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com) 

# PUBLIC RELATIONS



A dedicated Public Relations team generated coverage in numerous publications and websites. Press releases, media alerts and personal outreach resulted in **9,160,822 impressions**.

**Prizes, giveaways & more for Southern Women's Show guests Thursday - Sunday**

By Christie DeGroom | [cdegroom@al.com](#)  
Email the author | [Follow on Twitter](#)  
Fri, October 12, 2012 at 3:33 PM, updated October 12, 2012 at 5:13 PM

Check out all of the freebies and prizes you could score at the Southern Women's Show Thursday through Sunday.

**Win a Staycation!**  
Take a vacation in your own town, right here in the heart of Birmingham. Register to win the Staycation Grand Prize Giveaway sponsored by the new Westin Birmingham. Prize package includes:

- Two nights hotel accommodations for the weekend of the Crawfish Boil for two people (one room) at The Westin
- Dinner for two at Todd English P.C.B.
- \$50 breakfast certificate at Octane Coffee Bar
- VIP tickets for two to the Crawfish Boil in the spring of 2014

Sponsored by:  
The Westin Birmingham

**Win a Kindle Fire HD 8.9" Tablet with Cookbooks from Glory Foods**

Register to win a Kindle Fire HD 8.9" Tablet (32 GB) at the show courtesy of Glory Foods! As a bonus, it will come loaded with cookbooks featuring Southern-style cuisine to test out in your kitchen! (Value at \$290)

Sponsored by:  
Glory Foods

**First in Line Prizes Daily!**

The first 100 guests each day will receive some fab freebies including the new and improved Women's Show tote pictured here. Make sure to arrive early for your chance to win!

Thursday: The first 100 guests will receive a \$5 gift card to Bell. That's 1/2 off a lip gloss! Plus, the first 500 guests will receive a digital subscription to Taste of Home Magazine.

Friday: The first 250 guests will receive a pocket size notebook and pen from the Southern Peanut Growers - a perfect fit for your pun! Friday after 2pm: Tiana and

**The Birmingham Times** OVER ONE MILLION PAID OUT EACH WEEK!

**Southern Women's Show Returns to Birmingham**

By Christie DeGroom | [cdegroom@al.com](#)  
Email the author | [Follow on Twitter](#)  
Fri, July 02, 2010 at 6:38 PM, updated July 02, 2010 at 9:01 PM

**BIRMINGHAM** - When the Southern Women's Show returns to the Birmingham-Jefferson Convention Complex October 31, one of the Southern women in attendance will be wearing what is believed to be the longest, heaviest, camouflage-wearing Robertson cape from ABE's wildly popular safety series Duck Dynasty.

Miss Kay's Kay Robertson appears at the show on Saturday, October 31, and at the center is Miss Kay at the women's mall, and what she says. She was 10 when she wanted the and since then she's been leaving the and the top from wanting for much time in the woods, bringing them back to civilization each night with a home cooked meal. Kay believes her cooking talents are a gift which she passed on to her eldest son at the age of 10 and the rest of the Robertson's. She's proud behind the scenes secrets from the show - from making soap on the job to her own wedding tips.

In addition to Miss Kay, the show's special guests are trend forecaster and fashionista Megan La Russa from Southern Femme, and Chef Warren Caterson, author of Table for Two - A Cookbook for Couples. Show hours are Thursday 10 a.m. - 7 p.m., Friday 10 a.m. - 8 p.m., Saturday 10 a.m. - 7 p.m. and Sunday 11 a.m. - 5 p.m. Admission is \$10 at the door, \$8 in advance and \$27 in advance at participating Piggly Wiggly. \$5 for seniors 65+ years old and free for children under 6 years of age with parent code. Space is 50 after 5 p.m. pricing is available every day.

For group, event, table and more information, call (800) 848-0248 or visit [www.SouthernWomensShow.com](#). Show sponsors include Piggly Wiggly and Chevrolet.

**Duck Dynasty's Miss Kay appearing at Southern Women's Show Birmingham this October**

By Christie DeGroom | [cdegroom@al.com](#)  
Email the author | [Follow on Twitter](#)  
Fri, July 02, 2010 at 6:38 PM, updated July 02, 2010 at 9:01 PM

Duck Dynasty fans mark your calendars for a chance to meet, or at least listen to, the matriarch of the Duck Commander family. Southern Women's Show Birmingham announced today that Miss Kay Robertson of Duck Dynasty on A&E will be appearing during the show on Oct. 31. The announcement was made on the SWSB Facebook page.

Miss Kay is known on the show for her wild game cooking abilities, her quick wit and her

**ALABAMA'S 13 Accuracy Matters** WVIM-TV

**Southern Women's Show opens at the BJCC**

Posted: Oct 03 2012 8:44 PM EDT  
Updated: Oct 03 2012 8:44 PM EDT  
By Shannon DeCambre - email

BIRMINGHAM, AL - The Southern Women's Show has opened its doors at the Birmingham-Jefferson Convention Complex.

The show opened Thursday, October 03, 2013, and ends Sunday, October 6, 2013.

The annual show attracts thousands of women to learn of fashion shows, cooking demonstrations, beauty tips, health screenings, decorating ideas and personal growth opportunities.

Among the celebrities making appearances at the show is Miss Kay, the wife of Phil in the A&E TV show Duck Dynasty.

In addition to Miss Kay, the show's special guests are trend forecaster and fashionista Megan La Russa from Southern Femme, and Chef Warren Caterson, author of Table for Two - A Cookbook for Couples.

Show hours are Friday, 10 a.m.-8 p.m.; Saturday 10 a.m. - 7 p.m. and Sunday 11 a.m. - 5 p.m. Admission is \$10 at the door.

**TOWN & COUNTRY Ford**  
Bessemer (205) 491-0000  
Peell City (205) 338-9463  
"A New Attitude"  
[AlabamaFord.com](#)

**HOLLIS WRIGHT**  
ATTORNEYS AT LAW  
You Pay Nothing  
Until We Win!

Lawyers Helping Injury Victims in Alabama

- Auto Accidents
- Commercial Truck Accidents
- Motorcycle Accidents
- Drunk Driving Accidents
- Wrongful Death
- Sexual Battery
- Medical Malpractice
- Handing Home Burglary and Theft
- Infectious Products or Medical Devices

877-334-3636  
CLICK HERE FOR MORE INFORMATION

# SOCIAL MEDIA OUTREACH



- ❖ **87,463 web impressions** on the Official Show Website
- ❖ Weekly status updates to **4,977 Facebook fans**
- ❖ **34 Twitter followers**
- ❖ Six E-Newsletters to a database of subscribers resulting in **31,116 impressions**

## Shake Up Your Style!

Do you need help with this seasons "Must Have" looks? The Southern Women's Show has everything you need! From scarves and shoes to bangles and bags. Fashion experts will be on hand to show how the different looks for this fall can flatter and enhance any figure. **Look your best this season** with the Southern Women's Show!



Southern Women's Show  
October 3-6, 2013  
Birmingham, AL  
Birmingham-Jefferson Convention Complex  
Shop. Taste. Learn. Live!



### Taste of Home Cooking School

The Taste of Home Cooking School is coming to the Southern Women's Show! Grab your friends and your spatula, and join us at the **Cooking Stage on Thursday, October 3!** Two separate cooking classes will be held at 11:30am and 3:30pm. Order your tickets here and receive a **complimentary swing bag** (\$60 value) filled with goodies, along with a free digital subscription to Taste of Home Magazine.



### Southern Style Served from a Can

Swing by the **Glory Foods** exhibit for a taste of homemade cooking you won't believe came from a can. And don't forget to register to win a **Kindle Fire** loaded with cookbooks!



### Power Your Day with Peanuts

Friday is Peanut Lover's Day and the **Southern Peanut Growers** will be offering cooking schools three times on Friday in addition to daily cooking schools on **Thursday, Saturday and Sunday!** Be one of the first 250 people through the door on Friday and receive a mini spiral notebook and pen - perfect for your purse!



### Birmingham Bargain Mom

**Christie Dedman** is committed to **frugal, thrifty-minded shopping** and is dedicated to giving her kids new experiences. Join her at the **Spotlight Stage daily for money saving tips** while keeping your family healthy!

**WIN WIN WIN:** Be one of the first five people to reply to this email and receive a Taste of Home Cookbook! (Winners will be contacted directly via email)

CLICK HERE TO BUY YOUR TICKETS

Proudly Sponsored By



We are now on Twitter Like us on Facebook

# OFFSITE EXPOSURE

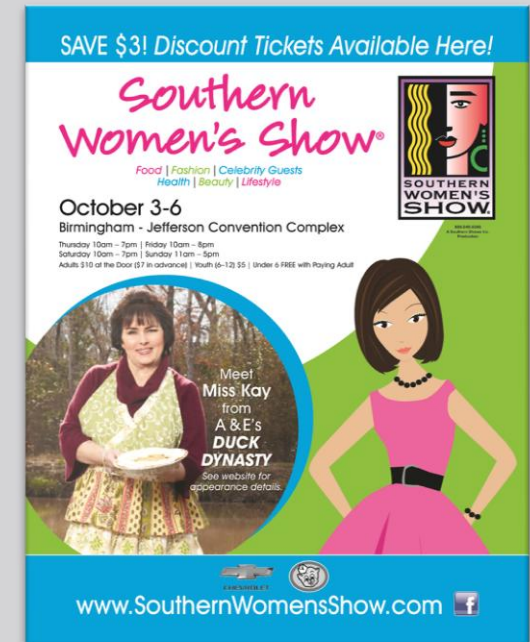


## Money saving coupon and ticket offers drove attendance.

- ❖ Discount coupons were distributed at 6 Panera Bread restaurants
- ❖ Thousands of advance discount tickets were sold at 17 Piggly Wiggly stores
- ❖ Thousands of complimentary admission tickets were distributed to sponsors, exhibitors and local retailers
- ❖ 350 tickets were distributed at 15 local Chevrolet dealerships

## Posters, table tents and register cards decorated the city and built awareness locally.

- ❖ Posters were displayed at 2 Belk department stores, 15 local Chevrolet dealerships, 6 Panera Bread restaurants and 17 Piggly Wiggly stores.
- ❖ Local ambassador distributed signage to local boutiques, restaurants, salon, etc. to generate exposure and buzz about the show.



Piggly Wiggly Poster

# OFFSITE EXPOSURE



**PANERA BREAD INVITES YOU**

**Southern Women's Show**

**Official Vehicle Sponsor**

**CHEVROLET**  
Invites You!

**Southern Women's Show**  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

**October 3-6**  
Birmingham-Jefferson Convention Complex

Thursday 10am-7pm | Friday 10am-8pm | Saturday 10am-7pm | Sunday 11am-5pm  
Adults \$10 of the Door | Youth (6-12) \$5  
Under 6 FREE with Paying Adult

Meet **Miss Kay Robertson** from **A&E's DUCK DYNASTY**  
Visit the website for appearance details.

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

**COMPLIMENTARY TICKET**

**Southern Women's Show**

**October 3-6, 2013**  
Birmingham-Jefferson Convention Complex

Thursday 10am-7pm  
Friday 10am-8pm  
Saturday 10am-7pm  
Sunday 11am-5pm

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

Management reserves the right to refuse admission to the holder of this ticket. Not to be sold or distributed at the show entrance. Good for one admission.

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

Meet **Miss Kay Robertson** from **DUCK DYNASTY**  
Visit the website for appearance details.

800.849.0248 | A Southern Shows Inc. Production  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

**PANERA BREAD INVITES YOU**

**Southern Women's Show**

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

**October 3-6, 2013**  
Birmingham - Jefferson Convention Complex

Thursday 10am-7pm | Friday 10am-8pm  
Saturday 10am-7pm  
Adults \$10 of the Door  
Under 6 FREE with Pay

**DISCOUNT COUPON**

**Southern Women's Show**  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

**October 3-6, 2013**  
Birmingham-Jefferson Convention Complex

Thursday 10am-7pm | Friday 10am-8pm  
Saturday 10am-7pm | Sunday 11am-5pm  
Adults \$10 (\$8 with Coupon) | Youth (6-12) \$5  
Under 6 FREE with Paying Adult

**SAVE \$2<sup>00</sup>\***

\*Discount valid on one adult show time admission with this coupon. Not valid with any other discount.

[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

Posters

Tickets

Coupons



# SCENES FROM THE SHOW



# OUTSTANDING EXHIBITORS



4D Mommies and Vessel Scents of Life  
93.7 WDJC

A Beauty Must

A Kitchen Must

AbbVie Laboratories

Ace Jewelry

ACE/SABA Weight Loss & Energy!

Adjective Boutique

Advocare

AFS Foundation & Waterproofing Specialists

Agents In Partnership Network/  
Retirement Income 4Women

Airbrush Makeup Magic

Alabama Clinical Therapeutics, LLC

Alabama Re-Bath

Alabama Vision Center

Alimtox LLC

All Natural Dips

All of Us

Alpine Helen-White County CVB

America's First Federal Credit Union

American Family Care

American Heart Association

American Medical System

Angel Seed Inc.

Anns Factory Outlet

APhA-ASP Operation Immunization

Aqua Soles

Ashley Marie's Boutique

AT&T Pioneers

Aunt Bee'z Delicious Desserts

Backyard Paradise

Bamboo Pillows

Banded

Barber Milk, LLC

Barden Circulation Inc.

Bath Fitter

BeautiControl

bedzzz express

Belk

Bella Rose

Better In Colour

Beverly's Way Apparel & Cosmetics

Birmingham Kids & Family Magazine

Birmingham Yoga

Blue Bell Creameries

Blue Cross Blue Shield of Alabama

Blue Moon Studios

Books-A-Million

Boresha BSkinny Coffee

BumperNets, Inc.

Cabinet Creations

Camille Couture

CBS 42 / WIAT TV

Cedar Point Imports

Chevrolet

Clear Channel Birmingham

Click Heaters

Cochlear Americas

Costco

Covey and Paddle

Craftworks Ceramics

Cutco Cutlery

Cyncessories

D & R Enterprises LLC

Denise's Flowers and Gifts Inc.

Designs by Alex Simkin

DirectBuy of Birmingham

Dixie Gourmet Soups LLC

Dr. Stacy Haynes Dermatology & Spa

Duke's Mayonnaise

Durante Home Exteriors

E Homewood Interiors

E&D Hansom llc

Easy Living Products - Go! Sticky

Easy Living Products - Power Steam Pro

Elegance eT Cetera

Elegant Accents, Inc.

EllaHairStraightener.com

ESquisite Jewelry & Fashion

Exclusively Gadson

Favorite Laundry

Five Butterflies, LLC

Fleur De Lys Cooking Company

Fresh Air Solutions

Gameday In Style

Gastroenterology Associates

# OUTSTANDING EXHIBITORS



German Roasted Nuts  
GiGi's Boutique  
Glory Foods  
Go Natural Show  
Gold Bond  
Gold's Gym  
Grace Adele  
Grapes & Olives On Tap  
GutterGuard by Southern  
Happy Feet  
Happy Pappys Glowing Balls  
Hawaiian Moon  
Heavenly Dips  
Holiday Inn Resort Panama City Beach  
HomeFit  
Homewood Friends and Family Chiropractic  
Honea, Houserman, Long & Allemand PC  
Hoover Tactical Firearms  
Hormone Health & Weight Loss  
I Rest My Case -Pillowcase Designs  
Initials Inc.  
Insphere Insurance Solutions  
Invisible Fence of Central Alabama  
It Works Global-the Ultimate Body Applicator  
It's Personal Parties, Inc  
JAM Sales - Stove Top Grill  
Jamberry Nails Independent Consultant  
Janabelle's  
Jess's Dresses

JewelMint  
JEWELS by Anita  
Jimmie Hale Mission  
Jockey Person to Person  
Juice Plus  
Just Because IYQ!  
Kitchen Craft  
L'Paige Lipstick & Skin Care  
La Petite Academy  
LARM Communications  
Leafguard of Alabama  
Lebo's  
Lemon - Aid Organics  
Lifestyle Marketplace - BraVage  
Lifestyle Marketplace Sheets  
Lisa Shively's Kitchen Helpers  
Little Red Photo Booths  
Lou Belle's Boutique  
Magic City Gardening LLC  
Majestees, LLC  
Mary Kay  
Medi-Massagers  
Medjet Assist  
Miche Bag  
Mix It Up  
Moore's Marinades & Sauces  
Mountain High Outfitters  
Mr. P's Butcher Shop & Deli  
My Pillow

Natural Awakenings Magazine  
Naturally Yours  
Nellie Mae  
Nerium  
NewBath  
Novelties Plus  
Nugz Jewelry  
Organic Pure Shea Butter  
Origami Owl  
P.J. Wholesale  
Pain Free Products  
Palm Beach Tan  
Panama City Beach CVB  
Paparazzi Accessories  
Passion Parties  
Peculiar Productions  
Perfect Accents  
Perfectly Posh Independent Consultant  
Perfectly THIN\*Naturally Yours!  
Physician's Pain Relief  
Physicians Mutual Insurance Company  
Piggly Wiggly  
Plexus Worldwide  
Pockos America Inc.  
Pour Moi, LLC  
Prestige Products Direct / Eye Kandy  
Prestige Products Direct / Migi Nail Art  
Prince Wimbley Productions  
PS Clothing 2

# OUTSTANDING EXHIBITORS



Psychic Center  
Purely Clear  
Rayne, Inc  
Real Time Pain Relief, LLC  
Redneck Brands LLC  
Renaissance Consignment & Marketplace  
Rodan Fields Dermatologists  
Rose Fashion Accessories, Inc.  
Rumpshaker, Inc  
S 3S Jewelry  
Saladmaster  
Scentsy Wickless Candles  
Seacret  
Sears Home Services  
Second Hand Rose  
Serendipity Boutique  
Shabby Chic Scarves  
Shaffer Weight Loss Center at  
Gastroenterology Associates  
Shelby OB/Gyn Shelby Baptist Women's Ctr  
Shen Yun Shows at BJCC Concert Hall  
Shine a Light on Breast Cancer Awareness  
Silpada Designs Jewelry  
Sims Foods  
Skintrenzixs  
Sleep Number  
Slenderiiz - Homeopathic Weight Loss  
Slumber Parties  
Smoke Showin BBQ

Smooth Gator  
So You Jewelry  
Southern Destinations  
Southern Femme  
Southern Firefly Candle Co.  
Southern Peanut Growers  
State Farm  
Straight For You  
Stride Pride, Inc  
Styles Extended  
Susan G. Komen North Central Alabama  
Sweetbriar Designs  
Table for Two Cookbooks  
Tekle Mihret Ethnic Jewelry  
That's A Good Idea  
The Beehive Bathhouse  
The Golden Touch  
The Lasik Vision Institute  
The Pampered Chef  
The Pearl Peddler  
Therapeutic Innovations  
Things of Desire  
Things To Go  
Think Tank Products  
Thirty One  
Top of the Line Designs  
Traci Lynn Fashion Jewelry  
VibaBody Slimmer  
Visit Oxford, Mississippi

Vitamist  
Wacoal / b.tempt'd by Wacoal  
Walden University  
West Baton Rouge Convention & Visitors  
Bureau  
White Sands Boutique  
Window World of Central Alabama  
Wise Enterprises  
Xtreme Whitening LLC  
Young Women's Empowerment  
Conference  
Youngevity  
Zipfizz Healthy Energy Drink Mix

# JOIN US IN 2014



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  
October 2 – 5, 2014  
at the  
Birmingham-Jefferson Convention Complex.

Mark your calendar now!

For more information:

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[Click here to apply for the 2014 Southern Women's Show Birmingham.](#)