



**Show In Review**  
**Michigan International Women's Show**  
May 1 - 4, 2014  
Suburban Collection Showplace



# THOUSAND ATTENDED



2

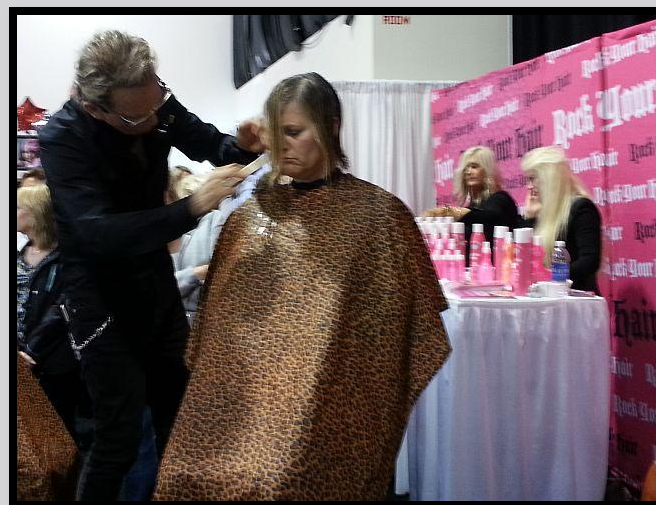
Thank you for being a part of the 2014 Michigan International Women's Show. The 19<sup>th</sup> annual show attracted **thousands of guests** and provided you with the opportunity to meet, engage, connect and sell to this large audience. Media coverage generated **millions of impressions** across the community and highlighted the show, celebrity guests, special events, exhibitors and sponsors.



# SCENES FROM THE SHOW



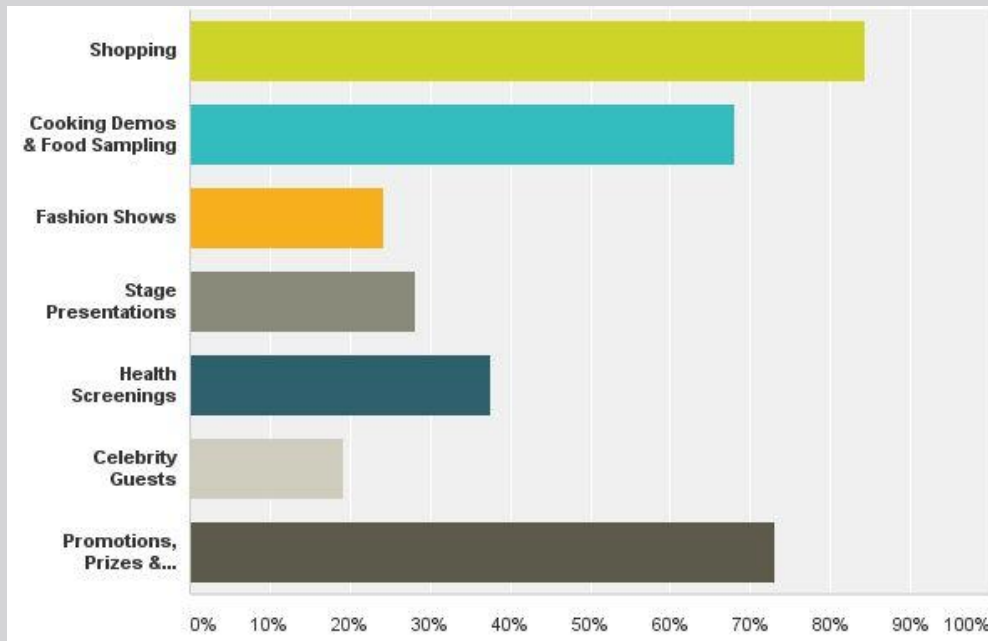
3



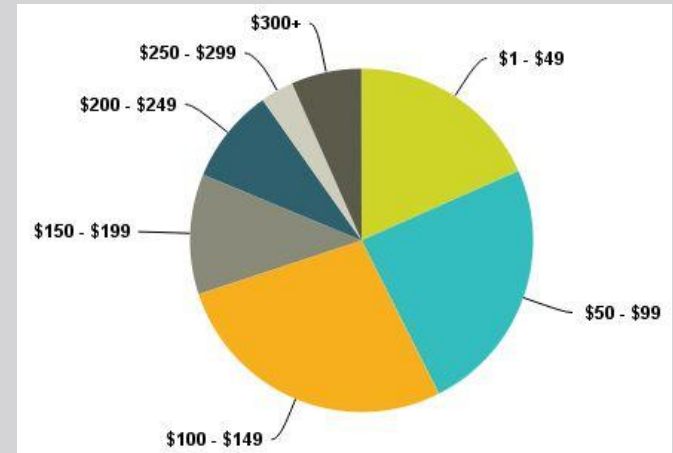
# DELIVERING YOUR AUDIENCE



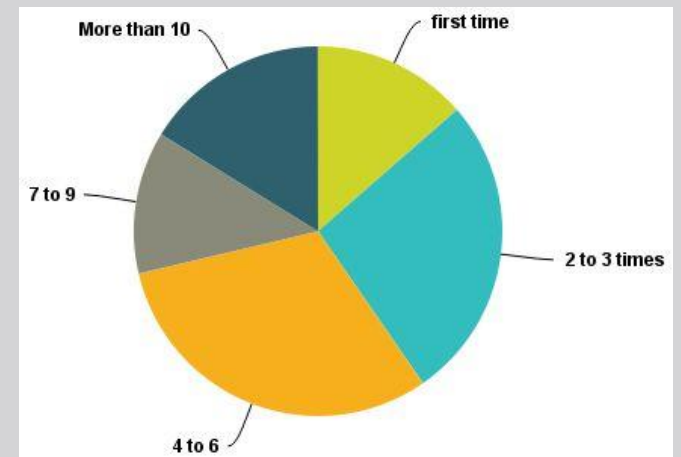
4



What brought you to the show?



How much did you spend at the show?



How many times have you attended the show?

# MILLIONS OF IMPRESSIONS



5

The **Michigan International 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 delivered outstanding live coverage and TV, radio, and print exposure, and onsite interaction with thousands of show guests.

	Impressions
Television Advertising	95,521
Radio Advertising	1,836,029
Print Advertising	6,619,616
Official Show Program	260,035
Specialty Publications	40,000
Public Relations	26,233,381
Official Show Website	124,858
Official Show Facebook Page	1,103,500
E-Newsletters	<u>42,005</u>
<b>Total Impressions</b>	<b>26,354,945</b>

# TELEVISION ADVERTISING



6

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 running on a variety of stations resulted in **95,521 media impressions**. [Click here for link to TV coverage](#)



39 Spots  
42,081 Impressions



64 Spots  
53,440 Impressions



25 Spots  
57,000 Impressions

# RADIO ADVERTISING



7

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 **1,836,026 impressions**. [Click here for link to Radio spot](#)

**96.3<sub>fm</sub> WDVD**  
**Today's Best Hits**

175 Spots  
398,782 Impressions

**99.5 WYCD**  
**DETROIT'S COUNTRY**  
www.WYCD.com

102 Spots  
304,025 Impressions

**CHANNEL**  
DETROIT'S HIT MUSIC **955**

107 Spots  
277,772 Impressions

**fresh 100.3**  
detroit FM

178 Spots  
510,682 Impressions

**MIX**  
**92.3**

108 Spots  
344,765 Impressions

# PRINT ADVERTISING



8

Advertisements in *The Detroit News*, *The Detroit Free Press* 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.

- ❖ 11 print ads in *The Detroit News* resulted in **2,585,385 impressions**.
- ❖ 15 print ads in *The Detroit Free Press* resulted in **3,799,196 impressions**.
- ❖ Official Show Program was distributed through *The Detroit Free Press* to **235,035 subscribers** on Friday, April 28, 2014 with an additional **25,000 copies** of the program distributed onsite.
- ❖ Ads in Singles Network promoted the show to a potential reach of **40,000 readers**.





# PRINT TRADE



10

To generate additional media exposure community newspapers and magazines across the state ran advertisements and listed the show in their calendar of events to promote the show to readers and advertisers.

Print Trade Value: \$7,500.00

Michigan International Women's Show<sup>SM</sup>  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle  
May 1-4  
SUBURBAN COLLECTION  
SHOWPLACE

Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER and the models for appearance deals.

Save \$2 Off with this Ad\*  
\*One adult show time admission with this ad. Not valid with any other discount.

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

Michigan International Women's Show<sup>SM</sup>  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle  
May 1-4  
SUBURBAN COLLECTION  
SHOWPLACE

Thursday 10am - 8pm | Friday 10am - 8pm  
Saturday 10am - 8pm | Sunday 11am - 8pm  
Adults \$10 at the Door (\$8 with Ad) | Youth (A-12) \$4  
Under 4 FREE with paying Adult

Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER and the models for appearance deals.

Save \$2 Off with this Ad\*  
\*One adult show time admission with this ad. Not valid with any other discount.

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

Michigan International Women's Show<sup>SM</sup>  
Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle  
May 1-4  
SUBURBAN COLLECTION  
SHOWPLACE

Thursday 10am - 8pm | Friday 10am - 8pm  
Saturday 10am - 8pm | Sunday 11am - 8pm  
Adults \$10 at the Door (\$8 with Ad) | Youth (A-12) \$4  
Under 4 FREE with paying Adult

Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER and the models for appearance deals.

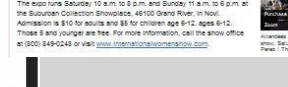
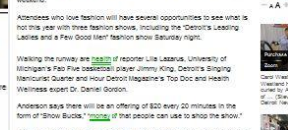
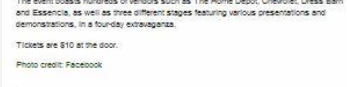
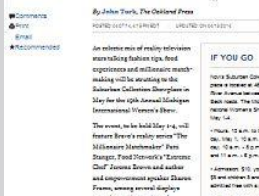
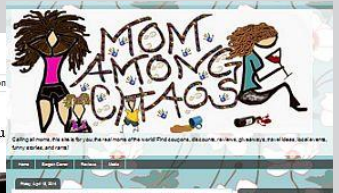
Save \$2 Off with this Ad\*  
\*One adult show time admission with this ad. Not valid with any other discount.

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

# PUBLIC RELATIONS



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 **26,233,381 impressions**.



# SOCIAL MEDIA OUTREACH

12



- ❖ 124,858 web impressions on the Official Show Website
- ❖ Weekly status updates to 4,421 Facebook fans
- ❖ Five E-Newsletters to a database of subscribers resulting in 42,005 impressions

## Chevrolet, Buick, GMC and Cadillac invite you to take a spin

### Chevrolet - Find New Roads

Chevrolet returns to the Michigan International Women's Show with the latest vehicles for today's busy families. Check out the Malibu then test drive the Chevy Impala or Tahoe on Friday or Saturday and discover your New Roads.



### World's Most Beautiful, Quiet and Comfortable Sedan

Buick also joins the lineup this year to showcase the Buick LaCrosse. You'll want to take a spin in the Buick Encore and Regal GS.

### GMC Acadia

Then get behind the wheel of the GMC Acadia. Good looks and style combined with versatility for all the family needs today.

### Cadillac is Style Driven

And, don't miss the new Cadillac. If you love luxury and style, you'll love the lineup of Cadillacs at this year's show. Be sure to stop by the exhibit and sit in the Cadillac CTS, Motor Trend's 2014 Car of the Year. Then treat yourself with a ride in the ATS and SRX. Plus, for each test drive you'll be thanked with a \$10 Target Gift Card.

GM will have tote bag premiums when you register at their exhibit and reward you with a \$10 Target gift card for each Ride & Drive on Friday and Saturday. So take a spin. You'll be glad you did.



## Mothers, Daughters, Dairy!

Join us for **Mother Daughter Day** sponsored by the **United Dairy Industry of Michigan** on Sunday. Grab your mother or daughter and treat yourselves to a day of food, fashion, fun, and dairy! Be sure to reserve your spot in line early. The first 500 guests through the door will receive a free cooler bag compliments of the United Dairy Industry of Michigan. Visit their exhibit space to speak with registered dietitians and take home lots of nutritious and delicious incorporate into your meal plan. Build strong family bonds!



## Get your summer going with Turning Leaf Refresh wines.

Stop by the **Turning Leaf Refresh Wine** exhibit and you'll be able to try one of four varieties to fit your taste and style.



# OFFSITE EXPOSURE



13

## 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 145 Kroger stores.
- ❖ Thousands of complimentary admission tickets were distributed to sponsors, exhibitors and local retailers

## Hundreds of posters, table tents and register cards built awareness locally.

- ❖ Posters displayed at 145 Kroger stores and 3 Shoe Carnival Stores promoted the show and sponsors
- ❖ Local ambassadors distributed signage to local boutiques, restaurants, salons and coffee shops to generate exposure and buzz about the show



# OFFSITE EXPOSURE



14

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

May 1-4  
**Suburban Collection Showplace**

Meet Patti Stanger from **THE MILLIONAIRE MATCHMAKER**  
 Visit the website for registration details.

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

**BUY YOUR DISCOUNT TICKETS HERE!**

**Michigan International Women's Show**  
 Shopping, Cooking Classes, Fashion Shows, Beauty Tips & More

May 1-4  
**Suburban Collection Showplace**  
 48100 Grand River Ave., Novi

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

**COMPLIMENTARY TICKET**

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

May 1-4  
 Suburban Collection Showplace

Thursday 10am-8pm  
 Friday 10am-9pm  
 Saturday 10am-8pm  
 Sunday 11am-6pm

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

Management reserves the right to substitute or distribute this ticket for one adult.

Meet Patti Stanger from **THE MILLIONAIRE MATCHMAKER**  
 Visit the website for registration details.

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

Tickets

**SHOE CARNIVAL**  
 INVITES YOU TO

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

May 1-4, 2014  
**Suburban Collection Showplace**

Meet the Millionaire Matchmaker **Patti Stanger**  
 and learn tips on dating and how to find Love. Sign up for Shoe Peek & Register to Win Tickets for the Meet & Greet with Patti.

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

Posters

**BUY YOUR TICKET HERE!**

**Save \$3**

**Michigan International Women's Show**  
 Shopping, Cooking Classes, Fashion Shows, Beauty Tips & More

May 1-4  
**Suburban Collection Showplace**  
 48100 Grand River Ave., Novi

Get Lucky! We're giving away \$20 in show bucks every 20 minutes!

Tickets only **\$7** \$10 at the Door

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

**DISCOUNT COUPON**

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

May 1-4, 2014  
**Suburban Collection Showplace**

Thursday 10am-8pm | Friday 10am-9pm  
 Saturday 10am-8pm | Sunday 11am-6pm

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

Meet Patti Stanger from **THE MILLIONAIRE MATCHMAKER**  
 Visit the website for registration details.

**SAVE**

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

**Thank you** FOR MAKING OUR GRAND OPENING A HUGE SUCCESS!

**additional \$10 off**

YOUR TOTAL PURCHASE OF \$9.98 OR HIGHER BEFORE TAXES

Cannot be used on prior purchases, refunds, exchanges or the purchase of gift cards. Cannot be combined with other coupons. One coupon per customer. Valid to store only. Valid 5/3/2014 - 4/27/2014.

**SHOE CARNIVAL**

**DISCOUNT COUPON**

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

May 1-4  
**Suburban Collection Showplace**

Thursday 10am-8pm | Friday 10am-9pm  
 Saturday 10am-8pm | Sunday 11am-6pm

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

Meet Patti Stanger from **THE MILLIONAIRE MATCHMAKER**  
 Visit the website for registration details.

**\$2.00\***

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

Coupons

# POWERFUL PARTNERSHIPS

15

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



BUICK

GMC



UDIM

UNITED DAIRY INDUSTRY OF MICHIGAN



**The Detroit News**  
dn  
DetroitNews.com

SHOE  
CARNIVAL

refresh  
TURNING LEAF



# SPECIAL GUESTS



16

From Patti Stanger of Bravo's *Millionaire Matchmaker* to coupon experts, top chefs, style coaches and motivational speakers, the show offered a superior line-up of special guests. These celebrities attracted media attention plus inspired and entertained guests.



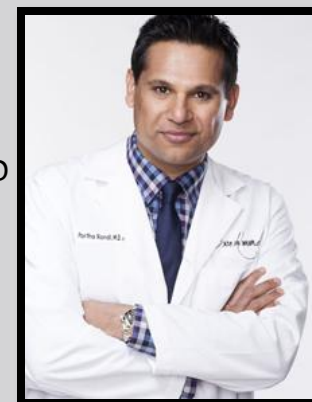
Michael O'Rourke  
Rock Your Hair



Patti Stanger  
The Millionaire Matchmaker



Jerome Brown  
Personal Chef  
to the stars



Dr. Partha Nandi MD  
Ask Dr. Nandi



# OUTSTANDING EXHIBITORS



17

5-Hour Energy

A Beauty Must

A Charming Affair

A Kitchen Must

A Spice Above

Abbott

Ace Jewelry

ACE Weight Loss

Acts Wellness Center

Adams Joyful Creations

ADT/Global Security Protection, Inc.

Advocare, Independent Distributor

Airbrush Makeup Magic

Alex and Ani

Alimtox LLC

All Natural Dips

Allure Medical Spa

Almondina

Aloe Infusion

Alphabet Art by Ashley

American Laser Skincare

AMH Chiropractic

Amy Salon

Angie's List

AnnaBella's Closet

Anuja Tolia Jewelry

Appling's Gifts

Arabella

Arbonne International

Arrow Products dba Hip Klips

Ask Dr. Nandi

Atlas Home Improvement

Avon Westland Mall

Baltic Amber

Bath Fitter

Bath Planet

Baubles & Bags

Bavarian Inn

Beaches of Fort Myers & Sanibel

Beauty Butler

Beijo Bags

Better Garden Tools

Big Birdie Golf

Birch Run Premium Outlets

Blast Pain Centers

Body Tune Plus

BodyLight Centers

Bonnie's Gift Shoppe

Boston Clothing Company

Bowenwork-Taking Your Health to a New Dimension!

Boyne Mountain Vacation Packages

Bright Covers

Buckeye Chocolate Co.

Bunker Hill Cheese Company

Butterflies 2 Go

C&L Ward Bros.

Cadillac Area Visitors Bureau

Care House Oakland County

Catie Fashion USA Inc.

Caution Cling, LLC

CBS Radio WYCD

Chevrolet, Buick, GMC Cadillac

Christopher & Banks/CJ Banks

City of Brighton

Clear Channel Media & Entertainment

Closets by Design

Clothing Cove

Co-op Services Credit Union

Coldwater Country

Comfort Dental Spa

Connections Academy

Corry Enterprises - Aurora Lamps

Corry Enterprises - Water Marbles

Costco Wholesale

Country Cottons

Creative Motivation

Crushed Health Smoothie Bar

Cutco Cutlery

Cuttie Creations

DeBucks Corn Maze & Pumpkin Patch

Design Your Lobes

Designer Pet Mfg.

Designs by Alex Simkin

Detroit Newspapers

Detroit VA Healthcare System

Diane's Treasures

# OUTSTANDING EXHIBITORS



Dichroic Glass by Laurie K  
Diet Center West Bloomfield  
Dip'n Good Dips  
DNA Sales, LLC  
Dolly Frocks 2  
DTE Home Energy Consultation Program  
Dynamic Life Chiropractic  
Dyson  
Easy Living Products-Power Steam Pro  
Eccentric Cat  
Edward Jones Investments  
Eileen & Marie  
Elegance eT Cetera  
Elegant Accents, Inc.  
Elite Cosmetics  
En Masse Marketing Corp-Garlic Grater  
En Masse Marketing Corp-Powerbank  
En Masse Marketing Corp-Flameless Candle  
Erie Construction  
Essential Body Wear  
Estate Planning Legal Services  
European Gifts  
Event Bliss  
Everdry Waterproofing of SE Michigan  
Everyday Gaiters Co. LLC  
Experience Group Fitness & Sauna Club  
Exquisite Collections, Inc.  
Eye Kandy Cosmetics  
Eyeglass World

EZ Collectibles  
EZ Hang Chairs  
Fantasia Designs  
Fashion Accessory  
Fifteen East Salon & Boutique  
Fireside Coffee Co.  
First 2 Market Products  
Follrod Sales  
Forever N Fashion, LLC.  
French Lick Resort  
Function of Fitness  
GaGa's Gourmet  
Galaxy Watch Corp.  
Gaucho Brazilian Steakhouse  
Georgia Glitz  
Get Personal Designer Jewelry  
Gift Market, Inc  
Gift of Life Michigan  
Giftworksplus  
GL' Amour  
Glitz Galore-N-More  
Gourmet Blends. OH  
Grapes & Olives On Tap, LLC  
Great Lakes Bay Reg. Convention & Visitors Bureau  
Greater Lansing Convention & Visitors Bureau  
Guardian Angel Animal Rescue  
H2O ID  
Hair Solutions  
Hansons

Happy Feet  
Hawaiian Moon  
Health Alliance Plan of Michigan  
HealthQuest  
Healthy Weight Loss  
Heart and Vein Center  
Heart Peeler  
Heavenly Dips  
Herbal Sereni Tea  
Heritage Makers  
Home Depot 134, 136, 138  
HomeZone Improvements  
Humana  
I Love Scarves  
Ideal Image  
Ideal Product USA, Inc.  
In a Pickle  
IN.PURSEinators Traveling Boutique  
Inflammatory Breast Cancer Found.  
Innovative Concepts  
Inspiration Uncorked Art Parties  
Isagenix  
It Works! Global  
J.T. & Associates  
JAM Sales-Bravage  
JAM Sales-Stove Top Grill  
JC Unlimited  
JD Salsa  
Jenna Kator Collection

# OUTSTANDING EXHIBITORS



19

Jewel Craft  
Jewell  
Jewel Ninjas  
Jewelry Sky Diamond LLC  
JewelScent  
John Casablancas Modeling & Career Ctr .  
Jordan's Pure Michigan Honey  
Ki & Julz Fashions, etc.  
Kings Creek - Williamsburg  
Kitchen Craft  
Kitcheneez  
Know Your Health Now  
Kozy Collar  
Kroger  
LAGA Handbags & Accessories  
Lake Erie Shores & Islands  
Lake Michigan's Best /Holland Area CVB  
Laser Mark-It  
Lashes and Cosmetics  
Leaffilter  
Lemon - Aid  
LemonHead  
Lifestyle Marketplace, LLC  
Light your Life  
Lil Sweety Feeders  
Lilla Rose  
Live Smart Bar  
London Specialties Co.  
Long Tall Sally

Look Good Now  
Lou's Old Fashioned/Dave's Coffee Cakes  
Luxury Med Spa  
LVMH  
Mackinac Island Tourism Bureau  
Macy's Oakland Mall-Aramis & Designer  
Fragrances  
Macy's Oakland Mall Beaute Prestige  
International  
Macy's Oakland Mall-Coty Prestige  
Macy's Oakland Mall-DIOR  
Macy's Oakland Mall-L'Oreal  
Macy's Oakland Mall-Lancome  
Macy's Oakland Mall-StriVectin  
Macy's Exclusive Fashion Forward T's  
Madison Boutique  
Magique4/Permanent Makeup  
Magnetic Connections  
Majic Window  
Makeup Eraser  
Margaret Taylor, Ltd.  
Martha's Beaded Jewelry  
Mary Kay Cosmetics  
Marygrove Awning  
MATTY  
Meadow Brook Theatre  
Medical Weight Loss Clinic  
Melanie's Salsa & Preserves  
Melissa's Fancy Feet

Merrill Lynch  
Metro Vein Centers  
MetroPCS  
MI Oils-dōTERRA Essential Oils  
Miche Bag of Michigan  
Michigan Association of Chiropractors  
Michigan Greyhound Connection/REGAP  
Michigan Hearing  
Michigan Lottery  
Michigan Mystix  
Michigan Vein Care Specialists  
Micro Steamer  
Middlebelt Dermatology Center & Skin Logics  
Mighty Cold Towel  
Miller Vein  
Minute Rice  
Miracle Kitchen Products  
Miss Michigan United States  
MMP Travel  
Modern Wellness Solutions  
Montero Native Art  
Moonlight Diva Emporium  
Morgan Stanley Financial Advisors  
Moslem Shriners Lancer Unit 651  
Mosquito One  
Ms Margo  
Munising Visitors Bureau  
Muscott Custom Designs  
My Pillow

# OUTSTANDING EXHIBITORS



20

NAG Enterprises  
Naturally Yours  
Nebstar  
Nerium  
Neurocore  
New York Life  
Night Light Designs  
Nirvana Tea  
Nugz Jewelry  
Nulmage MedSpa  
NYR Organic/BioMat  
Odawa Casino Resort  
Origami Owl  
Paddling Michigan  
Pain Free Products, LLC  
Pennsylvania's Laurel Highlands  
Perfectly Posh  
Pharmacy Solutions  
Pink Pin Lady LLC  
Pink Ribbon Shades  
Pockos America Inc.  
Pockos, T/A Shabby Chic  
Pony-O  
Premiere Travel  
Prestige Products/Enchanted Eyes  
Prestige Products Direct/Migi Nail Art  
Pretty Brows and Spa  
Pretty Things Boutique  
Profashion Inc.

Prudential  
Pure Romance  
Puro Medicine  
Queens of Merch  
R & R Marketing  
Refresh Wines  
Renewal by Michigan  
ResQ Organics  
Retrofoam of Michigan, Inc.  
Ribbon Fair, Inc.  
Right Way Home Services  
River Expeditions  
Rock Your Hair  
Rodan + Fields Dermatologists  
Rose Fashion Accessories, Inc.  
S 3S Jewelry  
Salena's Accessory Showcase  
Salt Soothers  
Sam's Club  
Samba African Arts  
Sapphire Soul and Your Soul Fuel  
Sault Convention & Visitors Bureau  
Scentsy Fragrance  
Schoolcraft College  
Shan Feng He  
Sharon Lee Jewelry Design  
ShelfGenie of Oakland Macomb  
Shoe Carnival  
Simona Calla

Simply Christine's  
Simply Eight  
Singles Network Magazine  
Sit Means Sit  
Sleep Number  
Smile for Humanity  
So You Jewelry  
Soak  
South Bend Chocolate Company  
South Hill Designs  
St. Ignace Visitors Bureau  
Star Fashion  
Star Max  
Star Quality Esthetics  
Stefana Boutique  
Stella & Dot  
Steve Rodgers' Dr. Energy Saver  
Stonebridge Kitchen & Bath  
Straight For You  
Streak Free MI.  
Stunt Copters  
Styles Extended  
Surprise Parties  
Sweet Nectar  
Synergy  
Tanger Outlet Center  
Tantrum Boutique  
TEI Spa  
Tera's Whey

# OUTSTANDING EXHIBITORS



21

That's Perfect  
The Golden Touch  
The Good Feet Company  
The Great Bread Company  
The Hantz Group  
The Inner Edge  
The Pampered Chef  
The Sherwin-Williams Company  
The Shoe Guys, LLC  
The Tower Garden  
Therapeutic Innovations  
Thierry Mugler Parfums  
ThinkTank Products  
Thirty-One Gifts  
Transformation Health  
Travel Ad Service  
Traveling Christian Science  
Tres Chic Events

Tri-County Foster Coalition  
Tullymore Resorts  
Twila's Boutique  
Two Psychic Chicks  
U of M Vein Centers  
U.S. Park on Middlebelt  
Unique Collections  
Unique Designs by Wanda  
Unique Product Sales  
United Dairy Industry of Michigan  
USA Roller Sports National Competition  
Vaportini  
Velata  
Vicki's Country Creations  
Visit St. Petersburg / Clearwater  
Vitamist Spray Vitamins  
VPH Pharmacy

Waldenwoods Resort  
Warriorteams.com  
Watkins Quality Products  
Weight Loss On Fire  
West Michigan Tourist Association  
Western & Southern Life  
White Sands Boutique  
Widowsweb  
Wild Rose Spa - Youngevity Mineral Makeup  
Wisconsin Cheese & Sausage Co.  
Worldtrendz LLC  
Wow - JF 23 LLC / Pain Relief  
Xango  
Xtreme Whitening LLC  
Young Living Essential Oils  
Younique  
Your Inspiration at Home  
Zipfizz Corporation

# JOIN US IN 2015



22

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  
April 30<sup>th</sup> – May 3, 2015  
Suburban Collection Showplace.

Mark your calendar now!

For more information:

**Beth Anderson**  
Executive Show Manager  
banderson@southernshows.com

**Sara Cochran**  
Assistant Show Manager  
scochran@southernshows.com

[Click here to apply for the 2015 Michigan International Women's Show.](#)