



MICHIGAN



INTERNATIONAL  
WOMEN'S  
SHOW®

# POST SHOW REPORT

MICHIGAN INTERNATIONAL WOMEN'S SHOW

MAY 3 - 6, 2012

NOVI, MI

# THOUSANDS ATTENDED

The show welcomed thousands of guests and delivered millions of impressions in just four short days!



# SCENES FROM THE SHOW



# SPECIAL FEATURES

## Celebrity guests and special features!

From local celebrities and top chefs to the busy career mom of *The Balancing Act*, a superior line-up of special guests inspired and entertained, while new and exciting features within the show attracted media attention and guests.



**Fashion & Entertainment Stage**



**Kristy Villa,**  
*The Balancing Act* on  
Lifetime TV



**CHA Craft Pavilion and  
ilovetocreate.com Stage**



**Henry Ford West  
Bloomfield Hospital  
Cooking Stage**



**Diana: The People's  
Princess Exhibit**

# POWERFUL PARTNERSHIPS

The Michigan International Women's Show partnered with leading media outlets and outstanding sponsors to extend exposure and generate maximum engagement. In addition, partners and sponsors created fun and interactive features within the show!

detnews.com

**The Detroit News**  
Now you know.

BALANCE  
YOUR LIFE

ROAD TOUR

From the producers of

THE BALANCING ACT *Lifetime*



CHEVROLET



HENRY FORD

WEST BLOOMFIELD HOSPITAL

ILOVETOCREATE.COM



Michigan  
Nurses  
Association

An Affiliate of National Nurses United

# MEDIA EXPOSURE

	Value
Electronic Advertising	\$234,782
Print Advertising	\$643,937
Public Relations	\$152,295
Website Exposure	\$4,566
Social Media	\$9,360
E-Newsletters	\$21,000
Coupons & Tickets	\$1,340
Retail Exposure	\$175,500
Billboards	<u>\$10,000</u>
<b>Grand Total</b>	<b>\$1,252,780</b>



# ELECTRONIC ADVERTISING

Show promoted through extensive TV and radio campaign!

The following partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions.

## Television Partners



## Radio Partners



# NATIONAL TV EXPOSURE

## Show featured on *The Balancing Act* on Lifetime TV!

*The Balancing Act* is a popular morning TV show about women, for women, and trusted by women. The program came to life at this year's show with a large "show within the show" pavilion. *The Balancing Act* provided the following added exposure:

- ❖ Promotion of the show in 50,000 *Balance Your Life Magazine* Guides
- ❖ Email to 50,000 VIP club members
- ❖ Production of a 60-minute program with show footage and interviews, scheduled to air a minimum of two times to a potential audience reach of 96 million households!
- ❖ Promotion on [www.thebalancingact.com](http://www.thebalancingact.com)



# PRINT ADVERTISING

## Show promoted through extensive print advertising campaign!

Paid and promotional newspaper ads in *The Detroit News* and the *Detroit Free Press* promoted the show throughout a three week campaign. In addition to advertisements, the *Detroit Free Press* also produced and distributed the Official Show Program to their full circulation of 237,000 subscribers on Friday, April 27<sup>th</sup>. 5,000 copies were overprinted for distribution at the show.

The show was also advertised through *JB Dollar Stretcher*, *Singles Network Magazine*, and *Michigan Nurse Magazine* ultimately reaching over 370,000 readers.



# PUBLIC RELATIONS

## Public relations campaign generated millions of impressions!

The show's PR team generated 1,113,834 impressions through press releases, clippings, articles and interviews.

### Dressing like royalty

Michigan International Women's Show offers chance to see dresses worn by the late Princess Diana

Visitors to the Michigan International Women's Show, from May 3-6 at the Suburban Collection Showplace in Novi, Michigan, can see one of the late Princess Diana's gowns, including a replica of her wedding gown, in an exhibit that she donated to the show.

Maureen Dunkel, owner of the dresses, said that donating the late Princess Diana's wardrobe to the show was a privilege. "The late Princess Diana was a style icon," said Dunkel, adding that Princess Diana used fashion to bring awareness to charitable causes.

"That's a piece of the story," she said, "and visitors who can see these iconic dresses are getting a piece of the story and a piece of history. They also can see fashion shows every day, including the Novati Fashion Department show, but this is a special opportunity for them to see a piece of history and to see how she wore her dresses."

Princess Diana's wardrobe will be on display at the CHA Craft Pavilion for new and experienced crafters, where visitors can see and learn about the late Princess Diana's wardrobe and how she wore her dresses.

Visitors also will be able to see the late Princess Diana's wardrobe and how she wore her dresses. "It's a way for us to see just how she wore her dresses," said Dunkel, "and they are taking it to the show's 17th year."

with a seamstress team. Visitors can keep their own, including gift certificates and fabric.

"It's an experience," Andersen said, "and they can see it all at the show and if they want to take it home, they can do that."

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An exhibit called "Dress It Up: Princess Diana's Wardrobe" will be held May 3-6 at the Suburban Collection Showplace in Novi, Michigan.



The Michigan International Women's Show will feature fashion shows throughout the day. Visitors can learn more about how to balance health, beauty and business.

### Women's show brings fashion, food, crafts to Novi

Five dresses from Princess Diana's wardrobe will be on display during the Michigan International Women's Show, May 3-6 at the Suburban Collection Showplace in Novi, Michigan.

"She gave us the chance to see her wardrobe," said Andersen, "and it's a privilege to be able to see it all at the show and if they want to take it home, they can do that."

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### Welcome Mat

HomeStyle online: Susan R. Pollack, (313) 222-4933, sripollack@homestyle.com

Design writer: Susan R. Pollack, (313) 222-2695, sripollack@homestyle.com

Loop de loop

With Mother's Day approaching (May 13), it's not too soon to start thinking of a special something for the beloved woman in your life. For moms who love entertaining and home decorating, black-blum offers this simple yet beautiful Loop candleabra. It can be used individually (with two candle holders, about \$30) or interlinked to create a cluster of four holders or more. Loop is inspired by the Fibonacci curve that is seen throughout nature as it looks correct and balanced to the human eye. Made of chrome steel, it holds standard 22-24 mm candles and look different from every angle. Find it at the Detroit Institute of Arts Museum Shop; phone: (313) 833-7548.



'My Grange' debuts

'My Grange' is a new design series with an online tool that lets consumers design their own grange-themed home decor. The collection includes a variety of items, including a grange-themed coffee mug, a grange-themed t-shirt, and a grange-themed tote bag. The collection is available at the Detroit Institute of Arts Museum Shop; phone: (313) 833-7548.



Fun with Flowers

Fun with Flowers is a new design series with an online tool that lets consumers design their own fun with flowers-themed home decor. The collection includes a variety of items, including a fun with flowers-themed coffee mug, a fun with flowers-themed t-shirt, and a fun with flowers-themed tote bag. The collection is available at the Detroit Institute of Arts Museum Shop; phone: (313) 833-7548.

HomeStyle online

HomeStyle online is a new design series with an online tool that lets consumers design their own home style-themed home decor. The collection includes a variety of items, including a home style-themed coffee mug, a home style-themed t-shirt, and a home style-themed tote bag. The collection is available at the Detroit Institute of Arts Museum Shop; phone: (313) 833-7548.

### Women's show opens tomorrow

NOVI — The 17th annual Michigan International Women's Show opens Thursday and runs through Sunday at the Suburban Collection Showplace in Novi featuring hundreds of exhibitors displaying cosmetics, fragrances, mother, purses, shoes, gifts, décor items, food, fashion, accessories, arts and crafts, and more.

"The first 100 show attendees will receive gifts," said Beth Anderson, executive show manager, Southern Shows. "We'll also have a Scavenger Hunt with gifts hidden throughout the show. Thursday is Nurses Day sponsored by the Michigan Nurses Association; Friday is Girls Night Out with free gifts, discounts and demonstrations."

Sunday is Gifts Day and Monday is Mothers' Day. The show is open from 10 a.m. to 8 p.m. Thursday, 10 a.m. to 8 p.m. Friday, 10 a.m. to 8 p.m. Saturday, and 11 a.m. to 5 p.m. Sunday. Admission is \$10; youth 6-12 are \$5 and children 5 and under are admitted free with a paying adult. Advance tickets are \$9 online. On-site parking is available for \$5. For more information and exhibitor coupons, visit <http://www.InternationalWomenShow.com> or call (800) 849-0248.

gown she wore dancing with John Travolta at a White House state dinner and displaying photographs and video covering a retrospective of her life as princess, mother, fashion icon and humanitarian. A replica of Princess Diana's wedding gown will be on display at the show entrance. Show guests will also be able to meet Maureen Dunkel who purchased the gowns before Princess Di's untimely death and author of "My Decade with Diana: The Perpetual Power of the People's Princess" that chronicles owning the dresses and using them for charitable purposes to further Diana's mission of helping those in need. Other highlights at the show include "Inspire. Create. Buy." at the CHA Craft Pavilion designed for beginners to experienced crafters with over 25 exhibits, make-n-take demonstrations, craft and hobby industry experts, door prizes and workshops covering

sewing, knitting, beading, needlework, scrapbooking, paper crafts, home décor and other hobbies. Expert crafters teaching new techniques on the lovetocreate.com Stage include wire crafter Julianna Hudgins; The Crafty Chick Kathy Canomurillo; Pattiewack Pattie Wilkinson; Super Simple Crafts Terri Oullette; and Cool2Craft Network founder Tiffany Windsor.

Suburban Collection Showplace is located at 46100 Grand River Ave. in Novi, Michigan. Show hours are 10 a.m. - 8 p.m. Thursday; 10 a.m. - 8 p.m. Friday; 10 a.m. - 8 p.m. Saturday; and 11 a.m. - 5 p.m. Sunday. Admission is \$10; youth 6-12 are \$5 and children 5 and under are admitted free with a paying adult. Advance tickets are \$9 online. On-site parking is available for \$5. For more information and exhibitor coupons, visit <http://www.InternationalWomenShow.com> or call (800) 849-0248.

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# WEB, FACEBOOK, E-NEWS

## Show connected with thousands of loyal guests!

- ❖ 182,630 web impressions
- ❖ Weekly status updates to over 2,600 Facebook fans
- ❖ Seven E-Newsletters to over 12,000 subscribers



**Michigan International Women's Show**  
Thursday May 3 - Sunday May 6 2012

Suburban Collection Showplace | Driving Directions | Accommodations

**LIFESTYLE**

**Enjoy the Road with Chevrolet!**

Check out the newest Chevrolet lineup. You'll be amazed at the great look, performance and value of the Chevrolet Cruze, Equinox and all-new 2013 Malibu Eco. And don't just see the cars. Put yourself in the driver's seat! Test drive the Cruze, Equinox, Malibu Eco, Traverse or Volt onsite Friday, Saturday or Sunday and receive a \$15 Target gift card courtesy of Chevrolet. Take a spin and enjoy the road!

**See What Happens!**

Full Year Subscription Included with Ticket Purchase!

Sponsored By CHEVROLET

General Information  
What's Happening?  
ROYAL DRESSES OF DIANA THE PEOPLE'S PRINCESS  
CMA CRAFT PAVILION  
FOOD  
FASHION  
FUN  
SHOPPING  
CELEBRITY GUESTS  
HEALTH  
BEAUTY  
LIFESTYLE  
BALANCE YOUR LIFE PAVILION  
HOW TO CRAFT WORKSHOPS  
SCENES FROM THE SHOW  
Exhibitors  
Events Schedule



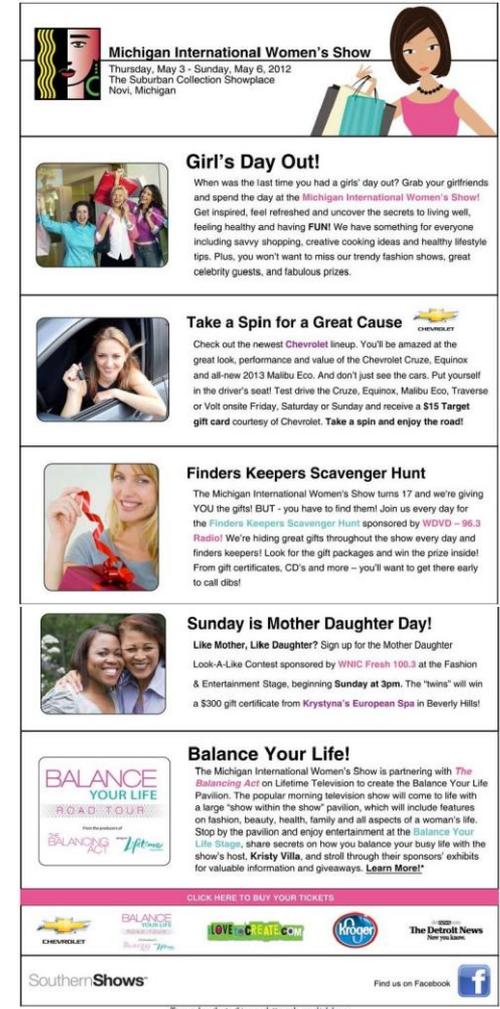
**Michigan International Women's Show**  
about an hour ago · 18

Get your creative juices flowing at the [lovetocreate.com](http://www.lovetocreate.com) Stage, which will be jam packed with exciting craft workshops hosted by some of the leading crafters in the country! Check out the show website for a complete list of workshops and pick your project today!

[http://www.southernshows.com/vide/?show\\_features=1&cat\\_id=695](http://www.southernshows.com/vide/?show_features=1&cat_id=695)

See What Happens!

Full Year Subscription Included with Ticket Purchase!



**Michigan International Women's Show**  
Thursday, May 3 - Sunday, May 6, 2012  
The Suburban Collection Showplace  
Novi, Michigan

**Girl's Day Out!**

When was the last time you had a girls' day out? Grab your girlfriends and spend the day at the Michigan International Women's Show! Get inspired, feel refreshed and uncover the secrets to living well, feeling healthy and having FUN! We have something for everyone including savvy shopping, creative cooking ideas and healthy lifestyle tips. Plus, you won't want to miss our trendy fashion shows, great celebrity guests, and fabulous prizes.

**Take a Spin for a Great Cause**

Check out the newest Chevrolet lineup. You'll be amazed at the great look, performance and value of the Chevrolet Cruze, Equinox and all-new 2013 Malibu Eco. And don't just see the cars. Put yourself in the driver's seat! Test drive the Cruze, Equinox, Malibu Eco, Traverse or Volt onsite Friday, Saturday or Sunday and receive a \$15 Target gift card courtesy of Chevrolet. Take a spin and enjoy the road!

**Finders Keepers Scavenger Hunt**

The Michigan International Women's Show turns 17 and we're giving YOU the gifts! BUT - you have to find them! Join us every day for the Finders Keepers Scavenger Hunt sponsored by WVDV - 96.3 Radio! We're hiding great gifts throughout the show every day and finders keepers! Look for the gift packages and win the prize inside! From gift certificates, CD's and more - you'll want to get there early to call dibs!

**Sunday is Mother Daughter Day!**

Like Mother, Like Daughter? Sign up for the Mother Daughter Look-A-Like Contest sponsored by WNC Fresh 100.3 at the Fashion & Entertainment Stage, beginning Sunday at 3pm. The "twins" will win a \$300 gift certificate from Krystyna's European Spa in Beverly Hills!

**Balance Your Life!**

The Michigan International Women's Show is partnering with The Balancing Act on Lifetime Television to create the Balance Your Life Pavilion. The popular morning television show will come to life with a large "show within the show" pavilion, which will include features on fashion, beauty, health, family and all aspects of a woman's life. Stop by the pavilion and enjoy entertainment at the Balance Your Life Stage, share secrets on how you balance your busy life with the show's host, Kristy Villa, and stroll through their sponsors' exhibits for valuable information and giveaways. [Learn More!](#)

CLICK HERE TO BUY YOUR TICKETS

SouthernShows Find us on Facebook

To unsubscribe to this newsletter, please [click here](#).

# COUPONS & TICKETS

## Coupons and ticket offers drove attendance!

- ❖ 1,000 coupons distributed through ambassador program to local clubs, organizations, mom groups, boutiques, etc.
- ❖ 10,000 coupons distributed at 20 local Jo-Anne's stores
- ❖ 10,000 coupons distributed at 26 local Michael's stores
- ❖ Electronic coupons available through show website
- ❖ Thousands of complimentary admission tickets distributed to sponsors, exhibitors and media partners
- ❖ 500 tickets distributed at 39 local Chevrolet dealerships



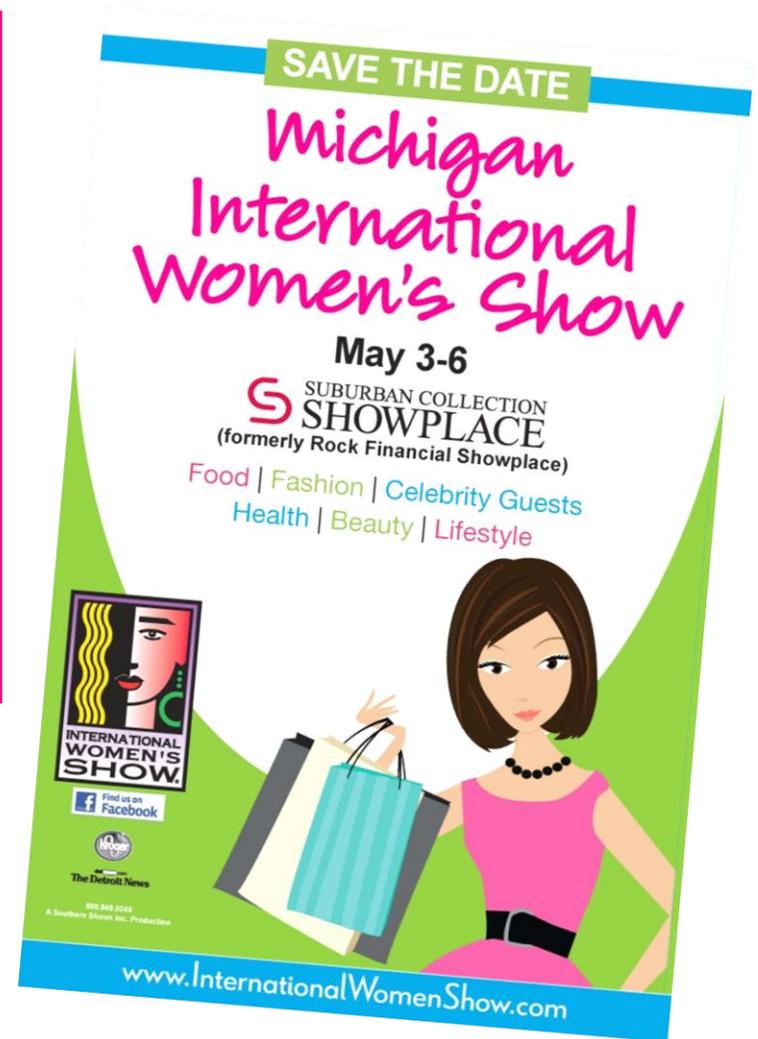
# RETAIL EXPOSURE

**Hundreds of posters, table tents and register cards built awareness locally!**

Posters were displayed at:

- ❖ 39 local Chevrolet dealerships
- ❖ 145 Kroger stores

Additional posters were distributed through an ambassador program to local clubs, organizations, mom groups, boutiques, etc.



# BILLBOARDS

## Billboards attracted attention!

Seven billboards located at key intersections in Detroit were displayed for 8 weeks prior to the show, generating millions of impressions.



**Princess Diana,  
Experience the Legacy  
and See Her Royal Dresses**  
Suburban Collection Showplace  
**May 3-6**  
[InternationalWomenShow.com](http://InternationalWomenShow.com)



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INTERNATIONAL  
WOMEN'S  
SHOW.

detnews.com  
The Detroit News

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

'R Candys  
5-Hour Sample, LLC  
A Better Choice Medical Supply  
A Charming Affair  
A Pinch of Spice and More  
A Spice Above  
AARP Michigan  
Abbott  
AVON NOVI  
Accessorize It  
Ace & Sons Insulation Inc.  
Adam's Joyful Creations  
Advance Plumbing  
Alexander's – Tervis Tumbler  
Alimtox  
All Stars Dips  
All Weather Seal  
All Weather Seal Outdoors  
Allure Medical Spa – Shelby Township & Livonia  
Altrient  
American Association of TV Artists  
American Heart Association  
American Laser Skincare  
American Metal Roofs  
Amish South  
Angie's List  
AnnaBella's Closet  
Anne's Added Touch  
Aramis and Designer Fragrances  
Arbor Street Soap Company

Arrow Products - Hip Klips  
Arrow Products - Tupperware  
Arts & Scraps  
Associated Estates  
Atlas Home Improvement  
BMS Integrated Health  
BabZKay All Natural Products  
The Bag Lady  
Balance 74  
The Balancing Act  
Baltic Amber Jewelry Company  
Bandals  
Bargenes' Ear Charms  
Bath Fitter of Livonia  
Bathtub Network  
Baubles & Bags  
Be Well of Birmingham  
Beau Ties  
Bead-em Up  
Beijo Bags  
Belle-Lee Cakes  
Best Cellar Basements/Dr. Energy Saver  
Best Western of Michigan  
Better Garden Tools  
Better In Colour  
Big Fish Games  
BioMed Health Solutions  
Birch Run Premium Outlets  
BirdWatchers.com  
Black Pearl Platinum Brand

Body & Soul Medical and Holistic Spa  
Bowser Distribution  
Bratcher Electric, Inc.  
Breast Cancer Natural Prevention Foundation  
Buckle Family Chiropractic, PLLC  
Buy The Change  
Cancer Angel Network  
Carol Wior, Inc.  
Carol's Daughter  
Catie Fashion USA Inc.  
Catherine's  
CeraVe  
Charlevoix Convention & Visitors Bureau  
The Chair-iot  
The Charming Tree  
Chevrolet  
ChunHa International, Inc.  
Cindi Nails  
Clear Channel Media Fresh 100.3 & Channel 955  
Clever Container  
Click Heaters  
Cookie Lee Jewelry  
Co-op Services Credit Union  
Cochlear Americas  
Coco & Gio  
Cold Wax Company  
Comfort Dental Spa  
Costco  
Coty Prestige  
Counter Creations

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

CraftArtEdu.com  
Craft with Passion Beads and Charms  
Creative Designs / Creative Care  
Curves  
Custom Address Signs  
Cutco Cutlery  
DA Home Improvement  
DNA Sales, LLC  
David Oreck Candle Company  
Deanna's Vintage Styles  
Delightful Scents  
Depree Rum Cakes  
Design Your Lobes  
Designer Nail Disc  
Designer Pet Mfg.  
Designs by Alex Simkin  
Detroit Motor Apparel  
The Detroit News  
Dip 'n Good Dips  
Dove Chocolate Discoveries  
Dr.'s Original  
dressbarn  
EZ Hang Chairs  
Easy Living Products  
The Eccentric Cat  
Elegance eT Cetera  
Elegant Accents, Inc.  
The Elegant Boutique  
Elite Cosmetics  
Empire Today, LLC

En Masse Marketing Corporation  
Endless Summer  
Essencia  
Essential Bodywear  
Estate Planning Legal Services  
European Gifts  
Everdry Waterproofing  
Exquisite Collections, Inc.  
Eye Kandy Cosmetics  
EZ Collectables  
Face & Body Tonics  
Famous Cinnamon Roasted Nut Company  
Fantasia Designs  
Farm Country Cheese House  
Fashion & Art For The Elite  
Fighting Spirit Personal Safety  
Fireside Coffee Co.  
Fitness Motivators – Z-Box Fitness  
Flint-Genesee County CVB  
Fountain of Youth Skin Renewal Centre  
Frankenmuth Bavarian Inn Lodge and Resort  
Fregra Bioactive  
Fun with Fiber  
Galaxy Watch  
The Gateway for Cancer Research  
Get Personal Designer Jewelry  
Giftworksplus  
Gl'Amour  
Globecraft  
Godiva's Secret Wigs, Inc.

The Golden Touch  
Good Feet  
Grace Beauty  
Grand Traverse Resort & Casinos  
Grand Traverse Resort & Spa  
Great Lakes Bay Regional CVB  
Great Products, LLC  
Greater Detroit Painting Company  
Greater Licking County Convention & Visitors  
The GRIPSTIC - First 2 Market Products  
Guardian Angel Animal Rescue  
Guardian Book Company  
Gutter Grate  
HM Design  
HRC Medical  
Handbags of Novi  
Hansons  
Hantz Group  
Hawaiian Moon  
Hazel Street Salon  
HEADOWN LLC....golfing with attitude  
Health Quest  
Heidi D. Cosmetics  
Henry Ford West Bloomfield Hospital  
Herbiepac.com  
Hewlett Packard  
Home Depot  
Home Spa  
HomeView Improvements  
Hospice of Michigan

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Ideal Product USA Inc.

Ilovetocreate.com

Infusion Kitchen & Bath Showroom

Instant Face Lift - BeautiControl

Integrated Health Associates

Integrative Wellness Centers

Interior Magic

Inventi Iced Coffee

Invictus Legal Group, PLLC

Isagenix International - Renewal Enterprises

It Works! Global - The Ultimate Body Applicator

It's A-Peeling

Ityse

JAM Sales

JB Dollar Stretcher

JC Unlimited

Jay County Tourism

Jazzy Gems and Jewels

Jen's Gourmet Dressings

Jenna Kator Collection

Jewel Craft

Jewel Kade

Joanna Creation

JT & Associates

JudiKins, Inc.

Juice Plus

Just Me! Music and Books

JW – Greenfield

Kansas Girls

KSCanuck LLC

Ki & Julis Fashions, etc.

Kidsville, USA

Knitting on the Fringe

Knockout Nails

Kozy Collar

Kroger

Kroll Construction

L&C Products

L'Oreal Fragrances

Laga Designs International, Inc.

Lake Michigan's Best

Lancome

Lavida Massage

LeafStop Gutter System

Lemon – Aid

Lia Sophia

Lifecycles OB/GYN

Lindt Chocolate R.S.V.P.

Little Diablo Salsa

Live Smart Bar

London Specialties Co.

Long Tall Sally

MATTY

MHI Interiors

MJM Collections

Mackinaw Island Tourism Bureau

Mackinaw City Hotels and Attractions

Macy's Oakland Mall

Magic Touch Mkg

Magic Walk

Magnetic Connections

Margaret Taylor, Ltd.

Marie Masters, Author (The Color of the Sunset)

Mark Enterprises, Inc.

Mary Kay Cosmetics

Mary Maxim

Massaging Insoles by BestSoles

Maxey Cosmetics

Maximized Living Health Center

McDonald's

Medical Weight Loss Clinic

Melissa's Fancy Feet

Metro Work Space

Miche Bag of Michigan

Michigan Nurses Association

Michigan Regap (Retired Greyhounds as Pets)

Mirror Mirror on the Wall Salon and Spa

Miller Vein

Mix It Up

Montero Native Art

Mount Pleasant Area Convention and Visitors

MsCotti, Inc.

Ms. Green Construction

Ms. O's Seasonings

Ms. World International

Myra Walton & Eva Blair

My Craft Room

My Pillow, Inc.

My Stuff

Nancy's Beauty Basics

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

National Headache Foundation

Native kichwa Arts

Naturally Yours

New Wave Fragrances

New York Life

New York Shades

Nhance of South East Michigan

Night Light Designs

Nordic Naturals

O'Brien's Irish Cottage

OMEX Enterprise

Dream Makers - ORGANIC COFFEE & TEA

Odawa Casino Resort

The Olive Branch

Organics by Kimberly Parry

The Pampered Chef

The Paper Hollow

Pay Anywhere

Perfectly Posh

Phoenix Trading

Pink Eyed Sissies

Pink Pin Lady

Pockos, T/A Shabby Chic

Pony-O

Power FX

Pretty Little Things/J'Adore Shoes

Pretty Things Boutique

Primo Water

Pro Craft Cookware

Purdy Gurl Boutique

Pure Romance

Putnam County Convention & Visitors Bureau

Renewal by Andersen

Retrofoam of Michigan, Inc.

Richmond Financial

Right Way Home Services

Rodan and Fields

Rodnick Chiropractic

Rose Fashion Accessories, Inc.

s.a.l.t. sisters

S.S.M.A.

SAS Shoemakers

SDC Nutrition

SELF: Study of Environment Lifestyle & Fibroids

Salena's Accessory Showcase

The Salvation Army

Sam's Club

Sault Sainte Marie Convention & Visitors

Savannah Essentials

SavingsAngel.com

Scentsy

Schoolcraft College

Select Marketing

Self Improvement Programs

Serena Chenoweth State Farm

Shan Feng He

Sherwin-Williams

The Shoe Guys, LLC

Shop Great Deals

Silpada Designs

Sit Means Sit Dog Training

Skin Perfection of Southfield

Sleep Number

Slumber Parties by Cindy

The Slushie Man/The Frozen Slushie Company

SNUG Camisoles/Boo-Boo Cover Up

South Bend Chocolate Company

Star Fashion

Stella & Dot

Stonebridge Kitchen & Bath

Straight For You

StriVectin

Stunt Copters

Styles Extended

Surprised by Hope

Sweet and Savory

TAJ COTTAGE

Tallon Construction, Inc.

Tanger Outlet Center

Tastefully Simple

Taylor Thornton Photography LLC

Tessler Stamps/Stencils Co.

That's A Good Idea

Therapeutic Innovations

Thirty One Gifts

Top Products

Total Clusterfudge

Travel Ad Service

Traveling Christian Science Reading Room

Traverse City Convention & Visitors Bureau

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Tri-County Foster Coalition

Twila's Boutique

Twilight Rocks

Two Psychic Chicks

U.S. Art Quest, Inc

U.S. Park on Middlebelt

Undercover Wear

Unique Designs by Wanda

University of Michigan Livonia Vein Center

Vaidehi Design – Henna Tattoo

VARIETY INC

Village Green

Virginia Tourism / Shenandoah Valley Travel

Visor Frames

Vitamist

WDVD 96.3

WMGC 105.1

WYCD 99.5

WNIC/WKQI

Waldenwoods Resort

Water Marbles

Watkins Quality Products

Webster Enterprises

Wencke's Lace Shop

West Michigan Tourist Association

Western and Southern

Wings of Africa

Wisconsin Cheese & Sausage Co.

Woman Heart: The National Coalition for Women with Heart Disease

Wooly Webers, Inc.

World Market Teas

World Vision

Xtreme Whitening LLC

YogaToes

Your Inspiration at Home

# EXHIBITORS SAY IT BEST

YogaToes received a huge response at this year's Michigan International Women's Show. We would like to reserve our spot for next year! **Aubrey McKenzie, YogaPro Sales Rep**

Wow, what a fabulous show! The show really works for my product! **Tammy Anvik, MATTY**

The 2012 Michigan International Women's Show was my first as an exhibitor. It was a great show. We heard nothing but positive remarks! **Anne Marie Jakobiak, Tastefully Simple**



# JOIN US IN 2013



**Mark your calendar now!**

Next year's show is scheduled for  
May 2 – 5, 2013.

**For more information:**

Beth Anderson

Executive Show Manager

800.849.0248 x 107

[banderson@southernshows.com](mailto:banderson@southernshows.com)

[Click here to apply for the 2013  
Michigan International Women's Show!](#)