



MEMPHIS



SOUTHERN  
WOMEN'S  
SHOW®

# POST SHOW REPORT

SOUTHERN WOMEN'S SHOW

PRESENTED BY SAM'S TOWN CASINO

MARCH 9 - 11, 2012

MEMPHIS, TN



# THOUSANDS ATTENDED

The show delivered over 17,500 women and millions of impressions in just three short days!



# SCENES FROM THE SHOW



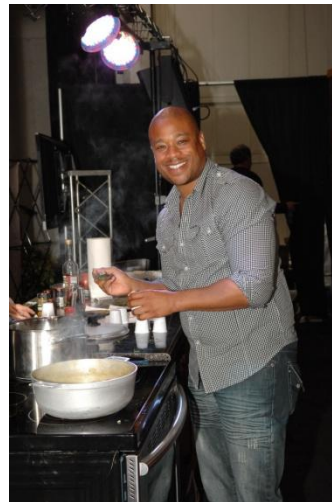
# SPECIAL GUESTS

**Celebrity appearances attracted media attention and guests!**

From national celebrities and top chefs to the busy career mom of *The Balancing Act*, a superior line-up of special guests inspired and entertained.



**Teresa Guidice**, *Real Housewives of New Jersey* and *Celebrity Apprentice*



**Celebrity Chef Charles Mattocks**



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



**Chef Dana Elliot**, Culinary Expert and Taste of Home Cooking School Chef

# POWERFUL PARTNERSHIPS

The Southern 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!



# MEDIA EXPOSURE

	Value
Electronic Advertising	\$134,859
Print Advertising	\$106,115
Public Relations	\$99,000
Website Exposure	\$1,826
Social Media	\$18,000
E-Newsletters	\$12,000
Direct Mail, Coupons, Tickets	\$2,920
Retail Exposure	<u>\$66,000</u>
<b>Grand Total</b>	<b>\$440,720</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 Partner



## 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 Commercial Appeal* promoted the show throughout a three week campaign. The paper also distributed the Official Show Program to their full circulation of 140,000 subscribers. An additional 5,000 copies were overprinted for distribution at the show.

The show was also advertised in *The Memphis Flyer*, ultimately reaching over 52,500 readers.



**FREE PARKING**

# Southern Women's Show

**March 9-11**  
**Agricenter**

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

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

meet  
*Teresa Giudice*  
from *The Real Housewives of New Jersey* and *The Celebrity Apprentice* on Sunday!

presented by  
**SAM'S TOWN**  
HOTEL & CASINO, DENVER  
A BOLD EXPERIENCE  
Vegas Action. Southern Style.  
Find us on Facebook

NEWS CHANNEL 3  
media  
THE BALANCING ACT  
Walgreens

800.848.0748  
A Southern Shows Inc. Production

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

**Discount Tickets at Walgreens!**

*Teresa Giudice*

# PUBLIC RELATIONS

The show's Public Relations team generated millions of impressions through press releases, clippings, articles and interviews!

## Memphis ranked #1 in the nation for hypertension

### Special to Germantown News

Memphis recently ranked first in the nation for Hypertension Hot Spots analysis, a list of U.S. metropolitan areas that have hypertension risk factors and complications.

The Hypertension Hot Spots are a part of Commit to Control, a new program educating Americans about hypertension.

Program representatives will visit the **Southern Women's Show** in Memphis on March 9-11 offering free blood pressure screenings and the opportunity to see

the effects hypertension can have on the body through an animated 3-D simulation. This is an important event because hypertension, or high blood pressure, affects nearly one-third of the population in Tennessee, according to the Centers for Disease Control and Prevention.

Phillip Northcross, M.D., a Memphis-based internal medicine specialist, is available for interviews to address this important health issue.

For more information about this program and event, please visit the program website at [www.CommitToControl.com](http://www.CommitToControl.com).

## Ladies first



FROM FASHION TO HEALTH: IT'S A WEEKEND ALL ABOUT SHOWS AT THE AGRICENTER



### AGRICENTER

## 3-day Women's Show returns

Fashion shows, cooking demonstrations, beauty tips and decorating ideas are among this year's events for the **Southern Women's Show** at Agricenter International, which starts today and runs through Sunday.

Show hours for today and Saturday are 10 a.m.-7 p.m. and Sunday 11 a.m.-6 p.m.

Tickets for the Taste of Home Cooking School on Friday night can be purchased for \$17 at the show entrance.

Regular admission is \$10 at the door and \$5 for

children 6-12. Discount tickets are available at Walgreens or online at [southernshows.com](http://southernshows.com).

Parking is free at the Agricenter at 7777 Walnut Grove with an entrance on Germantown Parkway.

Questions? Call 1 (800) 849-0248. Show sponsors include Sam's Town Casino, News Channel 3 and The Commercial Appeal and The Balancing Act on Lifetime Television.

—Lela Gartington

### JENNIFER BIGGS Whining & Dining

## 'Jersey' housewife gets taste of South



### "Real Housewife" Teresa Giudice will sign copies of her cookbooks Sunday at The Southern Women's Show.

THE SOUTHERN WOMEN'S SHOW is this week, and I can't help but get a kick out of Teresa Giudice as a headliner.

Giudice is one of the women featured on the Bravo show "The Real Housewives of New Jersey," and she's also on NBC's "The Celebrity Apprentice."

She's anything but Southern, but she knows this: "I know it (Memphis) is where Elvis' house is, so I'm looking forward to seeing that, and I know you guys are known for your pork and spare ribs," she said in a telephone interview last week.

Giudice is the author of two cookbooks, "Skinny Italian" (Hyperion; \$19.99) and "Fabulicious" (Running Press, \$18.95). She'll sign copies of

her books at the FM100 table after her 2 p.m. Sunday appearance on the Fashion & Entertainment Stage.

There will be plenty of cooking going on at the show, which runs Friday through Sunday. Some of the events include cupcake fillings with Jim Jaggars of WREG-TV Channel 3 and chefs from L'Ecole Culinaire leading demos on the Celebrity Cooking Stage.

The big cooking event is chef Dana Elliott and the Taste of Home Cooking School at 7 p.m. Friday, but there's someone else worth mentioning, too:

Charles Mattocks, the author of "Eat Cheap but Eat Well," will be on stage each day to share his ideas for inexpensive and creative dinners. You can catch him at 1 p.m. Friday, 4 p.m. Saturday and 2 p.m. Sunday.

Find the full lineup and information about other events at [southernshows.com/wme](http://southernshows.com/wme).

Hours are 10 a.m. to 7 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday.

Admission is \$10 at the door and \$5 for children ages 6 to 12. Tickets for the Taste of Home Cooking School are \$17 and include admission to the Southern Women's Show. Parking is free.

### This and that

■ The third location of Mulan Chinese Bistro has opened at the southeast corner of Cooper and Young, in the space previously occupied by The Reef and before that, Blue Fish.

The restaurants — there's also one on Houston Levee and another on Memphis-Arlington — serve Chinese-American and authentic Szechwan dishes.

The new place will be open  
Please see **WHINE, M4**

11 a.m. to 10 p.m. Monday through Thursday; 11 a.m. to 11 p.m. Friday and Saturday; and noon to 9 p.m. Sunday. The telephone number is (901) 347-3979.

■ Double J Smokehouse & Saloon has opened Downtown at 124 G.E. Patterson, serving barbecue, steaks, burgers and more. In addition, the restaurant includes a patio, live entertainment, a private event room, and a cigar lounge. They also cater. Call (901) 347-2648 for more information.

■ There's no opening date yet, but the big sign is up on the former Schnucks at Macon Road and Germantown Parkway in Cordova. The second location of the Winchester Farmers Market will open there, well, soon.

The store offers a large produce section that includes the basics in addition to exotic fruits and vegetables from around the world. But it's not really a farmers market. It's a large ethnic grocery with packaged foods from many countries, a butcher shop, a huge fish counter, a large frozen section — on and on it goes.

As soon as I know an opening date, I'll share it. I'm excited about it.

### Recipe of the week

Before I give you a new one, I've got to heartily endorse the recipe for pasta and zucchini I published here on Feb. 15. I knew it would be good when I read it, but I loved it so much that I've made it three times in two weeks. If you didn't clip it, go to [commercialappeal.com](http://commercialappeal.com) and search Zucchini, Basil and Chile Linguine with Crème

March 9-11  
**Southern Women's Show**  
Ladies, gather round, it's time to talk fashion. Actually, it's time to talk fashion, food, jewelry, health, makeup, and more. This annual event returns with a brand new line-up of speakers, classes, vendors, artisans, and fashion shows. Leave your man at home and get ready for a weekend of all your favorite reminders of why you love being a Southern woman.  
Agricenter International, 7777 Walnut Grove Rd.  
([www.southernshows.com/wme](http://www.southernshows.com/wme))

# WEB, FACEBOOK, E-NEWS

## Show connected with thousands of loyal guests!

- ❖ 73,032 web impressions
- ❖ Weekly status updates to over 5,000 Facebook fans
- ❖ Eight E-Newsletters to over 6,000 subscribers

### March Makeover Madness

On Friday, Fashion Academy and Gould's Day Spa & Salon will be selecting two lucky ladies to receive makeovers. For a chance to be the lucky lady who receives a free mini-makeover on stage, come to the Fashion Stage at 3:45pm on Friday. The makeover will begin at 4pm sharp. Plus, one lucky lady in the audience will also be chosen to receive a complete makeover from Fashion Academy and Gould's Day Spa & Salon and Khol's after the show! This complete makeover will be featured in *The Commercial Appeal*.



Sponsored By:

**Southern Women's Show Memphis**  
March 1

FM100 Memphis wants you to meet "The Real Housewives of New Jersey" and "Celebrity Apprentice" star, Teresa Giudice at The Southern Women's Show on March 11th. Five lucky listeners will have a chance to attend the FM100 Meet-n-Greet plus win great prizes from Teresa's collections. Click the link below for more details and to register:

<http://insiders.fm100memphis.com/asp3/ContestDetail.aspx?AJD=180806>



Like · Comment · Share



**Southern Women's Show**  
Friday, March 9 - Sunday, March 11, 2012  
Agricenter, Memphis, TN

**The Perfect Girl's Day Out!**  
When's the last time you had a girl's day out? Grab your girlfriends and spend the day at the Southern Women's Show! Get inspired, feel refreshed and uncover the secrets to living well, feeling healthy and having FUN! We have something for everyone. From savvy shopping to creative cooking ideas, healthy lifestyle tips. Plus, you won't want to miss our trendy fashion shows, great celebrity guests, and fabulous prizes. **Mark your calendar to satisfy your cravings at the Southern Women's Show in Memphis, March 9-11.**

**Sam's Town Casino**  
Register to win **Show Bucks** to shop the show courtesy of Sam's Town Casino. A lucky winner will be drawn every hour of the show and will receive **\$50** to shop the show!

**Eco Chic is thinking Green**  
Looking for ways to reduce your home energy usage and save a few dollars in the process? We can help! **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. Make sure to stop by the Memphis Light, Gas and Water exhibit to receive a special gift while supplies last!

**Balance Your Life!**  
The Southern 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 hosts on camera, and stroll through their sponsors' exhibits for valuable information and giveaways. **Learn more!**

**Fantastic tip for shopping at the show!**  
Did you know that many of our Exhibitors offer **Register to Win prizes**? Save precious shopping time by bringing pre-printed labels to use while you're at the show! Just stick a label on the register to win form and go!

CLICK HERE TO BUY YOUR TICKETS

SouthernShows Find us on Facebook

# COUPONS & TICKETS

## Coupons and ticket offers drove attendance!

- ❖ Direct mail coupons sent to 4,000 recipients
- ❖ Electronic coupons created for Memphis Light, Gas & Water, Pick TN Products and TN Nurses Association to share with their existing customers and databases
- ❖ Electronic coupons available through show website
- ❖ Thousands of complimentary admission tickets distributed to sponsors, exhibitors and media partners

DISCOUNT COUPON

# SAVE \$100\*


\*One adult show time admission with this coupon. Not valid with any other discount.

## Southern Women's Show

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

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Under 6 FREE with Paying Adult



**BAIT'S SHOW**  
DINE & SHOP! WEEK  
High Quality. Business Right!

**NEWS 3** **media**

Find us on Facebook

800.849.0248 | A Southern Shows Inc. Production

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

FREE PARKING!

## Southern Women's Show

SAVE! \$2



**BAIT'S SHOW**  
DINE & SHOP! WEEK  
High Quality. Business Right!

**NEWS 3** **media** **JustusOne**

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Food | Fashion | Celebrity Guests  
Health | Beauty  
Lifestyle



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Agricenter

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Under 6 FREE with Paying Adult

Save! \$200 off

**BAIT'S SHOW**  
DINE & SHOP! WEEK  
High Quality. Business Right!

**NEWS 3** **media** **JustusOne**

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COMPLIMENTARY TICKET

## Southern Women's Show

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FREE PARKING!

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



Drop your whisks and  
come to the Taste of Home  
Cooking School on Friday!

**BAIT'S SHOW**  
DINE & SHOP! WEEK  
High Quality. Business Right!

**NEWS 3** **media** **JustusOne**

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# RETAIL EXPOSURE

**Hundreds of posters and counter cards built awareness locally!**

Posters and counter cards were displayed at 88 Walgreens locations.

**SAVE \$2!**

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

**SOUTHERN WOMEN'S SHOW**  
presented by  
**SAM'S TOWN**  
HOTEL & CASINO - TUNICA  
A BOVYD EXPERIENCE  
Vegas Action, Southern Style.  
Find us on Facebook

**Makeovers by Diana's**

**Chief Charles Martindale**

**media CHANNEL Walgreens**

**Discount Tickets Available Here!**

# OUTSTANDING EXHIBITORS

Abbott  
Advocare  
Alexander's - Tervis Tumbler  
All Natural Dips  
All Stars Dips  
Altrient  
American Kidney Fund  
American Laser Skincare  
American Medical Systems  
Amish South  
Aqua Concepts  
Arch 2 Arch  
Arkansas Delta Byways  
Artifacts Home & Garden Décor  
Auto Club of The South  
The Avenue Collierville  
Avon Products, Inc.  
Balance Your Life Pavilion  
Bath Fitter  
BeautiControl  
Beijo Bags  
Bents N Dents  
Best Buy  
Better In Colour  
Big Fish Games  
Bling and More  
Blue Bell Creameries  
Boresha International  
BoomBox Electronic Accessory  
C & B Trendy  
CA Media  
CNC Designs  
Ceed Fragrances  
Celebrity Chef Charles Mattocks

CeraVe  
The Charming Tree  
Chet Whitsitt/Crye-Leike  
Cigma - Hair Tools  
Cigma - Moonglow  
The Commercial Appeal  
Company's Comin'  
Costco Wholesale  
Country Kettle Fudge  
Creative Embroidery  
Criswells Name Brand Samples  
Cutco Cutlery  
Dagen's Jewelry & Gifts  
DeGray Lake Resort State Park  
deMarks Music  
Designer Pet Mfg.  
Designs of Elegance  
Devcon Security Services  
Diet Center  
Dillard's at Southaven  
Direct Buy  
Easy Living Products  
The Eccentric Cat  
Elegant Accents, Inc.  
Elite Cosmetics  
Elohim Creations Apparel Company  
En Masse Marketing Corporation  
Essencia  
Essential Bodywear  
Etch N Sketch  
Exquisite Collections, Inc.  
Fashion Academy  
For Girls Only  
Frost Health & Sports Clinic

Gastrointestinal Specialists, PC  
The Gateway for Cancer Research  
George Woodman, MD / Mid-South Bariatrics  
German Roasted Nuts  
GI Specialists  
Girl Scouts  
Glade Expressions Collection  
Glitz & Glamour II  
Go Green Pain Relief  
The Golden Touch  
Gould's Salons & Spas  
Greers Ferry Lake / Little Red River  
Greg Taylor Photography  
Happy Feet USA  
Heaven Sent Gifts  
Herbiepac.com  
Humane Society of Memphis & Shelby County  
Huntsville / Madison County CVB  
Innovative Concepts  
Instantly Ageless  
It Works! Wrap and Lose Fat  
It's A-Peeling!  
Item Specialties, Inc.  
J & J Collectibles  
JAM SALES  
JAM Sales – Bravage  
Jennifer Thames Originals  
John Casablancas  
Judy's Gifts & Jewelry, LLC  
Juice Plus  
Just Kids  
Kindred Spirit Style, Inc.  
L'Ecole Culinaire  
Lemon – Aid

# OUTSTANDING EXHIBITORS

Lia Sophia Jewelry  
A Lifetime of Health and Wellness Makeover  
Lil' Treasures  
The Lodge at Mount Magazine  
Louisiana North  
Louisville Convention and Visitors Bureau  
Lulu's Clothing Company  
Major Tom Harvey Leatherworks  
Margaret Taylor, Ltd.  
Mary Kay Cosmetics  
Meaningful Care  
Melissa's Fancy Feet  
Memphis Flyer  
Memphis Light, Gas and Water  
Miche Bag of the MidSouth  
The Miller Girls Boutique  
Milo's Tea Company  
Mix It Up  
Moonlight Diva Emporium  
MOTTEP (Minority Organ Tissue Transplant Program)  
My Stuff  
Nature's Glow  
NYR Organic  
Origami Owl  
Orion Federal Credit Union  
Our Mother's Table  
Ozark Gateway Tourist Council  
PLEXUS WORLDWIDE  
PS Clothing 2  
Pain-Less Therapeutic Solutions  
The Parking Spot  
Phoenix Trading  
Pick Tennessee Products  
Pinecrest Conference and Retreat Center

Pink Coconut Boutique  
Pink Eyed Sissies  
Pizzazzing You  
Pockos, T/A Shabby Chic  
Pony-O  
ProMed Solutions LLC  
Psychic Reading  
Purdy Gurl Boutique  
Purely Clear  
QHP – Velvet Eyeliner  
Rainbow  
Range USA, Inc.  
Re-Bath Custom Services  
Reda's T-Shirts  
RIVERTREE HARDWOOD INC.  
Rodan + Fields Dermatologist  
Rose Fashion Accessories, Inc.  
Rosemark Easy Meals  
SAS Shoemakers  
SDC Nutrition  
Saint Francis Healthcare  
Salena's Accessory Showcase  
The Salon & Boutique of Germantown  
s.a.l.t. sisters  
Sam's Town Casino  
Savannah Essentials  
Scentsy Wickless Candles  
Screenmobile  
Select Marketing  
ShannAgains  
Silpada Designs  
Simply Divine Ministries  
Simply Sassy  
Slumber Parties, Inc.

Southwest Tennessee Community College  
Spinal Health Care Associates  
Spirit of Adventures  
Straight For You  
Strayer University  
Styles Extended  
Sue's Suzani  
Suzanne's Designs  
Symmetry  
TSN Group  
Texas Approach  
That's Perfect  
That's a Good Idea  
That's a Good Idea – Sloggers  
Therapeutic Innovations/Hematite Jewelry  
Thirty-One Gifts A408  
Total Health Chiropractic and Wellness Center  
Tri-Pennant Family of Resorts  
Twila's Boutique  
The Ultimate Hobby  
Usborne Books & More  
Verizon Wireless  
Visit Anchorage  
Vitamist  
Walls Come Tumbling Down Ministry  
WHBQ-FM, 96.1 - 107.5 "The Q"  
WREG-TV News Channel 3  
Wesley Housing Corporation  
WICKED COOL HOME & GARDEN  
Window World of Memphis  
Xtreme Whitening LLC

# JOIN US IN 2013



**Mark your calendar now!**

Next year's show is scheduled for  
March 8 - 10, 2013.

**For more information:**

Elisha Jernigan

Show Manager

800.849.0248 x 112

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