



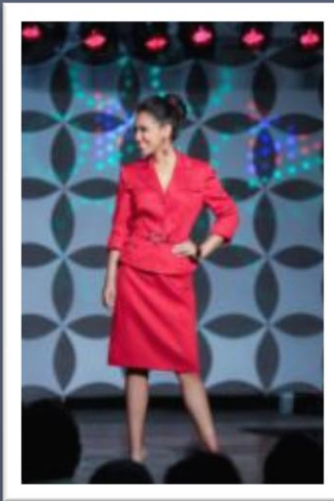
Show in Review
Southern Women's Show
April 26 – 28, 2013
Raleigh, NC

THOUSANDS ATTENDED

Thank you for being a part of the 2013 Southern Women's Show in Raleigh. The 28th annual show attracted **thousands of guests** and provided you with the opportunity to meet, engage, connect and sell to this large, qualified audience. Media coverage generated **millions of impressions** across the community and highlighted the show, celebrity guests, special events, and exhibitors.



SCENES FROM THE SHOW

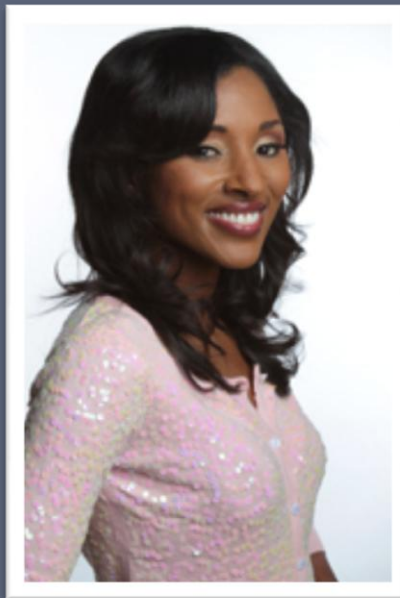


SPECIAL GUESTS

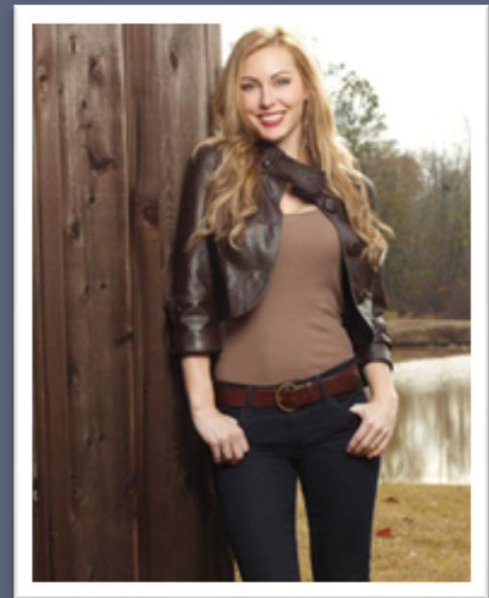
Celebrity appearances attracted media attention and guests. Guests included Sean Lowe from *The Bachelor* and *Dancing with the Stars*, Danielle Knox from *The Balancing Act* on Lifetime Television, Jessica Robertson from *Duck Dynasty*, celebrity chefs, and more. This superior line-up of special guests inspired and entertained.



Sean Lowe,
The Bachelor & Dancing with the Stars
Sponsored by The Spa by Mitchell's



Danielle Knox,
The Balancing Act
on Lifetime TV



Jessica Robertson,
Duck Dynasty
Sponsored by Gander Mountain

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!



MILLIONS OF IMPRESSIONS

The Southern Women's Show was promoted through an extensive paid and promotional advertising and marketing campaign designed to spread the word, attract a qualified audience and promote your participation. The campaign generated outstanding live coverage and television, radio, newspaper and magazine exposure throughout the region.

| | Impressions |
|--------------------------|-------------------|
| Television Advertising | 5,985,600 |
| Radio Advertising | 3,307,900 |
| Newspaper Advertising | 5,100,000 |
| Official Show Program | 181,635 |
| Specialty Publications | 253,000 |
| Public Relations | 6,263,842 |
| Official Show Website | 122,935 |
| E-Newsletters | <u>29,040</u> |
| Total Impressions | 21,243,952 |

TELEVISION ADVERTISING

The following television partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in **5,985,600 impressions**.



55 Spots, Coverage & Interviews
1,628,800 Impressions



36 Spots, Coverage & Interviews
4,200,000 Impressions



71 Spots, Coverage & Interviews
156,800 Impressions

RADIO ADVERTISING

The following radio partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in **3,307,900 impressions**.



111 Spots
1,106,500 Impressions



113 Spots
618,700 Impressions



33 Spots
85,800 Impressions



70 Spots
392,700 Impressions



162 Spots
558,000 Impressions



194 Spots
496,700 Impressions



23 Spots
83,200 Impressions

NATIONAL TV EXPOSURE

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:

- ❖ Production of a 30-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
- ❖ E-Newsletters, Facebook, Twitter

See the Southern Women's Show episode on June 11th and July 2nd.



PRINT ADVERTISING

34 advertisements in *The News & Observer* promoted the show throughout a three week campaign, generating over **5,100,000 impressions**. In addition to ads, the paper also produced the Official Show Program and distributed it to their full circulation of **181,635 subscribers** on Sunday, April 22. An additional 5,000 copies were overprinted for distribution at the show.

The show was also advertised in *Carolina Parent*, *Homes and Land*, *The Independent*, *New Homes and Ideas Magazine* and *Triangle Gardener Magazine* to a potential reach of **253,000 readers**.



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

April 26-28
NC State Fairgrounds
Jim Graham Building & Exposition Center
Friday 10am-8pm | Saturday 10am-7pm
Sunday 11am-5pm
Adults \$10 at the Door | Youth (6-12) \$5
Under 6 FREE with Paying Adult

SEAN LOWE
from
The Bachelor and
Dancing with
the Stars
on Friday

SOUTHERN WOMEN'S SHOW
2011-2012
A Southern Shows Inc. Production

Discount Tickets at Lowes Foods \$7

www.SouthernWomensShow.com

RADIO & PRINT TRADE

To generate additional media exposure, local radio stations partnered with the show to conduct ticket giveaways, interviews and on air promotions. In addition, 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. Combined, this increased awareness through fun on air and in paper contests for both listeners and readers.

Radio Trade Value: \$4,746

Print Trade Value: \$2,915



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

April 26-28
NC State Fairgrounds
Jim Graham Building & Exposition Center

Friday 10am - 8pm
Saturday 10am - 7pm
Sunday 11am - 5pm
Adults \$10 at the Door (21 with AG) Youth 2-12 \$5
Under 2 FREE with Prepaid Adult

Meet **SEAN LOWE**
from *The Bachelor*
on Friday

Save \$2 Off with this Ad*
*This offer does not apply to purchases with this ad. See rules and restrictions.

www.SouthernWomensShow.com

Logos for WNCN, NFD, and other sponsors are visible at the bottom.

PUBLIC RELATIONS

Press releases, media alerts and personal outreach by our Public Relations firm resulted in numerous articles about the show that highlighted show sponsors, exhibitors, celebrity guests and special features. In total, press clippings and articles generated **6,263,842 impressions**.




WEB, FACEBOOK, E-NEWS


Show connected with thousands of fans through website, Facebook and weekly E-Newsletter campaign.

- ❖ 122,935 web impressions
- ❖ Weekly status updates to over 4,300 Facebook fans
- ❖ Six E-Newsletters to database of subscribers for a total of 29,040 impressions

Shop. Taste. Learn. Live!


Southern Women's Show
April 26-28, 2013
Raleigh, NC
North Carolina State Fairgrounds






Free Subscription with Ticket!

Every woman needs a new magazine. When you buy a ticket to the Southern Women's Show, you also receive a full year's subscription to one of the following: *Wives Magazine, Better Homes & Gardens, Modern Living, Women's Journal*. Don't miss out on the great offer - buy your ticket today!




The Key to Life is Balance

The *Balancing Act* is America's only morning show about women, for women, and hosted by women. Celebrating life and all there is to accomplish, *The Balancing Act* inspires and empowers with entertaining and educational shows, which help place women in the best position to achieve success in every area of their lives. Stop by *The Balancing Act Pavilion* to learn more, and to meet host, *Debbie Allen*.



It Pays to Drive a Chevy

Test drive a Chevrolet at the show and receive a \$100 Visa gift card. Hit the pavement, enjoy the road, and find the Chevy that drives you.










Tips for Show Guests

Bring cash to the show. Although most exhibitors will accept credit cards, some may not and many will offer discounts for cash.

CLICK HERE TO BUY YOUR TICKETS

Proudly Sponsored By

Get the show on Twitter   Like us on Facebook



What Drives You?

Chevrolet is back as the Official Vehicle Sponsor of the Southern Women's Show. Take a pit stop at the Chevrolet exhibit to check out the latest lineup of vehicle space comfort, the horsepower, professional question fits you just see receive



CHEVROLET



Southern Women's Show Raleigh
Like the Page · 7,000 likes · 17

Test drive a Chevrolet at the show and receive a \$100 Visa gift card. Hit the pavement, enjoy the road, and find the Chevy that drives you.

Like · Comment · Share · Add to Page

Like · Comment · Share · Add to Page



TAKE A TEST DRIVE TODAY

COUPONS & TICKETS

Money saving coupon and ticket offers drove attendance, while hundreds of posters, table tents and register cards decorated the city and built awareness locally.



SCENES FROM THE SHOW



TESTIMONIALS

I love coming here. It is so relaxing and entertaining. I've been coming for 26 years. – Show Guest

I really enjoy attending the shows, exhibits and sampling a variety of items. Each time I come I see something new and get great ideas. – Show Guest

I've been coming to the Southern Women's Show for over 10 years, here and in Michigan. I love them. It's a fun day with friends or family trying new things and just enjoying each other's company. – Show Guest

I enjoyed my "Me Day" at the Southern Women's Show! – Show Guest

I wanted to send a thank you. My sister and I enjoyed meeting Jessica. What a beautiful person inside and out. Was a great day. Thanks to all those who made the day possible. – Tammie Millard, Show Guest

Love the show. Look forward to it every year!! – Show Guest

My sister and I love coming together! This is our third year in a row. – Show Guest

So many vendors and so much to see. The place was buzzing! – Anne Turner, Show Guest

EXHIBITORS

A very special **THANK YOU** to our outstanding exhibitors.

1st Creations
2 Happy Feet
2Cups Green Tea Hawaii
A Beauty Must
A Kitchen Must
A Special Event
Acme sales
ADT Security Services
Alaway
All Natural Dips
Amazing Products
American Heart Association
American Laser Skincare
Ameriprise Financial
Angela D. Global Designs
Annabella's Closet
Anne's Old Fashioned Food Products
Anti-Aging & Aesthetic Medical Center
Apex Weightloss MD
Apricot Lanes
Arthur Murray Dance Studio
ASG Security
Asset A Slimmer U
Atlantic Tire & Service Inc.
Awakenings - Center for Intimacy and Sexuality
AWB Promotions
Balance Bar Company
Barbizon of Raleigh
Bath Fitter
Beaches of Fort Myers & Sanibel
Bearabows Hair Accessories
Beau Ties
Bedding Bandz
Beijo - The Bag Ladies, Inc.
Belk
Bertie County Peanuts
Best Medical Care Abroad, LLC
Better Garden Tools
Better In Colour
Bio-Lifecycle Medical Centers
BJ's Wholesale Club
Blackwell Distributors, Inc.
Blessings Unlimited
Bling and More
Blue Creations
Blue Ridge & Great Smoky Mountains
Bobbees Bottling
Bodacious Cases
Body 5.0
Boulias Boutique and Spa
Bouqube Inc.
Bow Clippeez 2 Envy
Brushed Up Bowls
Built Strong Renovations, LLC
Busch Gardens & Water Country USA
C & B Trendy
Canine Angels, Inc.
CapTel NC
Carol's Daughter
Carolina Groutseal
Carolina Packers, Inc.
Carolina Premium Outlets
Carolina Vein Institute
Cary Massage
Catie Fashion USA Inc.
Celebrating Home Inc.
Cellular Sales of North Carolina
Cervical Cancer-Free NC
Chevrolet
Chocolate Shop Wine
Christian Tours
Cirrus Hair Centers
Clear Choice Water Solutions, Inc.
Clear Choice Windows
Clear Waters Travel
Click it hot
Corry Enterprises
Costco
CottageCare
Creative Embroidery
Crystal Springs
Custard Stand Chili Products
Cutco Cutlery
Danielle Gunn enterprises
Dena's Jewelry Box
Dennis Vineyards Winery
DenTek
Department of Veteran Affairs
Designs by LJ
Dip 'N Good Dips dba The DIPLOmats
Diva Daisies, LLC
DNA Sales, LLC
Domino Foods, Inc.
DOVE Chocolate Discoveries
Dream Aspire
Duke Center for Metabolic and Weight Loss Surgery

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

Duplin County Tourism
Duplin Gourmet Foods
Duplin Wine Cellars
Earth Fare
Easy Living Products
Eccentric Cat
Electronic Cigarette
Elegance eT Cetera
Elegant Accents, Inc.
En Masse Marketing Corporation
Essencia
Essential Bodywear
Everything Chocolate and More
Eye Care Associates
eyecarecenter
EZ Hang Chairs
Facelift in a Bottle Instant Facelift Serum
Family Dermatology
Firefighters Burned Children's Fund of Wake Co.
Food Notations
Foot Saver
Foss Gourmet Food, LLC
Freedom Culture INC
Front Porch Ice Cream
Frush Yogurt
Gander Mountain
Garagimize
Gems N' More
German Roasted Nuts
Gioia Jewels by Boccadamo
Glory Foods
Go Green Pain Relief

Golding Farms Foods
Goodness Grows
Grace Adele
Graham County Travel and Tourism
Grand Illusions
Grapes & Olives On Tap
Greater Williamsburg Chamber & Tourism Alliance
Gregory Vineyards
Grendeddy Dave's BBQ Sauces & Seasonings
Grill Master Chuck's Gourmet Sauces & Spices
Gutter Glove of North Carolina, LLC
H&H Latin Market
Hair Doozy
Headbands of Hope
Heavenly Dips
Homes and Land Magazine (Outer Banks)
I Flew the Nest
Ideal Products USA - Moon Glow Jewelry Indeed!
InfinityBelt, LLC
Innovator Brands
InShapeMD
InterAct
Iron Gate Winery
Isagenix / Nutritional Cleansing
It Tastes RAAW® Juices
It Works! Inches Gone Tonight!
IV Pure Inc.
J & J Lulas
JAM Sales - Stove Top Grill

JCB Entertainment LLC - DirecTV
Jenni K. Jewelry
Jernigans _ Laser Therapy
Jewelry by Jackie
Jewels By Park Lane
Juice Plus
Kara's Closet
Katie's Backyard
Kidsville, USA
KimBees Tea
Kings Creek - Williamsburg VA
Kobaya, Inc.
Koko FitClub
Kristina's Kreations & Accessories
L'Paige Lipstick & Skin Care
Lady Lynn's Boutique
Lavender Pillow Patch
LeafFilter™ North of North Carolina
Lebo's Inc.
Lemon - Aid
Lifestyle Marketplace - BraVage
Lifestyle Marketplace, LLC
Linkie Marais
LipSense by SeneGence
Lisa Jensen Photography
Lisa Shively's Kitcheneez
Live Right Inc. - Saladmaster
Lowes Foods
Luxury Bath & Kitchens
Luxury Exterior Solutions
Mainstream Boutique
Margaret Taylor, Ltd.

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

Mary Kay Cosmetics
Massanutten
Maximized Living
McKeeman Communications Group, Inc.
Melissa's Fancy Feet
Miche
Mix It Up
MJ Enterprises LLC
Mobley's Shoes
Modern Woodmen of America
Moonlight Diva Emporium
Mrs. Rogers White Chocolate Popcorn
My Pillow
My Stuff
NAG Enterprises
National Inclusion Project
National Network of Libraries of Medicine
Naturally Yours
NC Fudge
NCCash
Nerium International
Night Moves
North Carolina Eye, Ear, Nose & Throat
North Carolina Symphony
North Carolina Theatre
North Carolina Wesleyan College
North State Medical Transport
NZL hair and cosmetics
OM Skin Rejuvenation
Origami Owl
Ovarian Cancer Awareness
Pampered Princess

Paparazzi By Melissa
Parrish Realty
Passion Parties by Patty
Passport To Prana Yoga
Pawfect Match Rescue and Rehabilitation
Perfect Accents
Phoenix Trading
Pink Zebra Home
Planet Beach Contempo Spa
Plexus Slim/Plexus Worldwide
Pockos, T/A Shabby Chic
Pony-O
Posh11.com
Premier Jewelry Designs, Inc.
Prestige Products Direct
Pretty in Pink Foundation
Prevent Blindness NC
Pure Fashion
Pure Romance
Pure Shea Store
Putting on the Ritz
Qivana
Quick and Easy Mixes
R&C Headbands
Radio One Raleigh
Raleigh Specific Chiropractic
Randall V Designs - Handmade Jewelry
Re-Bath of the Triangle
Real Time Pain Relief
Refours Boutique
River Expeditions
Rodan + Fields Dermatologists

S 3S JEWELRY
Sabika Austrian Crystal Jewelry
Salena's Accessories
Sales R Us Inc.
Sandez Family Chiropractic & Wellness Center
Sarkis
SAS Shoemakers
Scentsy Wickless Candles
Seacret
Sears Home Services
Sensational Smiles
Seventh Avenue Apothecary.com
Shelf Genie
Shout!2Stop Trafficking
Sigma Tau Alpha Chapter of
Alpha Kappa Alpha Sorority, Inc
Silpada Designs
Simply Crepes Cafe of Raleigh
Sleep Number
Slices of Heaven Bakery, inc
Smith Mountain Promotional Designs
Solemagic
Southern Destinations
Southern Exposure Sunrooms
Southern Fried Chics
Southern Yarns
Springfield Armory
Stella & Dot
Stony Mountain Vineyards
Studio 59
Stunt Copters
Style is Timeless

EXHIBITORS

A very special **THANK YOU** to our outstanding exhibitors.

Styles Extended
Suite Paws Pet Resort & Spa
Sun Tan City
Sweet Memories Bakery
Sweetbriar Designs
Table for Two Cookbooks
Tanas
Tanger Outlets Mebane
Tastefully Simple
The Art Institute of Raleigh-Durham
The Balancing Act Pavilion
The Cake Pop Shop
The Connection Place, Inc.
The Fine Line Painting Co., Inc.
The Gem Chronicles
The Golden Touch
The Magic of Airbrush Makeup
The Mosquito Authority
The Original DPAT for Jewelry
The Pampered Chef
The Silver Link
The Smell Good Cafe
The Spa by Mitchell's
Theanys Flags 2
Therapeutic Innovations
Things of Desire
Think Tank Products
Thirty-One Gifts
Tin Roof Teas
Tonya's Cookie Company
Too Qt
Towel it up!

Transforming Hope Ministries
Triangle Gardener Magazine
Triangle Vascular Associates
Tumbler Bay
Tupperware - Full Circle Enterprises
Tutor Doctor
UNC Burn Reconstruction & Aesthetic Center
UNC Eshelman School of Pharmacy
Unique Boutiques and Marketplace
US Home Exteriors
Velata Independant Consultant
Verizon Wireless
Vetted International Community Foundation
VibaBody Slimmer
Virginia Carolinas Peanut Promotions
Virginia Tourism
Vision Discount Plan
Visit Central Florida
Votre Vu
Voyager Health Technologies
Wacoal / b.tempt'd by Wacoal
Wampler's
WarrenThePrinter.com
Webster Enterprises
Western Union
Wet 'n Wild Emerald Pointe Water Park
Whitley Furniture Galleries
Wild @ Art Kids
William Peace University
Wisconsin Meat & Cheese Heads
World's Best Reading Glasses
WRAL

WRAL Smart Shopper
Yoga Matty
Your Style By Tweet
zpizza

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
April 25 - 27, 2014

Mark your calendar now!

For more information:

Tish Atkins

Executive Show Manager

800.849.0248 x 110

tatkins@southernshows.com

Katie Cronin

Assistant Show Manager

800.849.0248 x 140

kcronin@southernshows.com

Sara Cochran

Assistant Show Manager

800.849.0248 x 135

scochran@southernshows.com

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