

MICHIGAN INTERNATIONAL WOMEN'S SHOW²⁰¹⁸

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



MAY 3-6

.....

S SUBURBAN COLLECTION
SHOWPLACE

.....

**4 DAYS OF
BLISS** : show specials
celebrities
live entertainment

.....

show in review



The 23rd annual Michigan International Women's Show was a success, attracting tens of thousands of women.

TOTAL AD CAMPAIGN \$431,500

PR IMPRESSIONS 48,026,815

NUMBER OF EXHIBIT SPACES 540

ATTENDANCE 32,000+ women

OVERVIEW



SCENES FROM THE SHOW

Each year the Michigan International Women's Show brings **MOTHERS, DAUGHTERS, FRIENDS AND CO-WORKERS** together to enjoy a festive atmosphere packed with shopping, culinary demonstrations and food sampling, trendy fashion shows and celebrity guests.



DEMOGRAPHICS

AGE

55 - 64 YEARS OLD (33%)

65+ YEARS OLD (20%)

45 - 54 YEARS OLD (19%)

35 - 44 YEARS OLD (18%)

25 - 34 YEARS OLD (7%)

18 - 24 YEARS OLD (3%)

MARITAL STATUS



MARRIED
64%



SINGLE
36%



HAVE CHILDREN
76%



NO CHILDREN
24%

RACE

80%
CAUCASIAN

12%
AFRICAN AMERICAN

5%
OTHER

3%
LATINO

EDUCATION LEVEL



82% COLLEGE OR HIGHER

HOUSEHOLD INCOME

30% | \$100,000+

27% | \$75,000 - \$99,999

23% | \$25,000 - \$49,999

20% | \$50,000 - \$74,999

DO YOU PLAN TO RETURN IN 2019?



YES - 96%



NO - 4%

WHO DID YOU COME WITH



FAMILY - 47%



FRIENDS - 40%



ALONE - 12%



CO-WORKERS - 1%

WHAT BROUGHT YOU TO THE SHOW?



SHOPPING
81%



COOKING DEMOS &
FOOD SAMPLING - 62%



PROMOS, PRIZES &
CONTESTS - 41%



FASHION SHOWS &
STAGE PRESENTATIONS - 29%



CELEBRITY &
SPECIAL GUESTS - 23%

MICHIGAN INTERNATIONAL WOMEN'S SHOW | AUDIENCE PROFILE

MICHIGAN
INTERNATIONAL
**WOMEN'S
SHOW** 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN



Savannah Chrisley
From Chrisley KNow's Best



Vern Yip
from Trading Spaces



Fairytale Princesses



Cooking Demonstrations



Firefighter Fashion Shows

The 2018 show featured three stages showcasing innovative **COOKING** programs, **CELEBRITY** guests, **FASHION** shows and more – all designed to attract, captivate and entertain the target audience.

FEATURES & PROMOTIONS



MICHIGAN INTERNATIONAL WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

MAY 3-6 SUBURBAN COLLECTION SHOWPLACE

thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p tickets \$12 at door, \$6 for kids



FIREFIGHTER FASHION SHOW
for charity



ENJOY COOKING DEMOS
and samples



MEET VERN YIP
from TLC's trading spaces



SHOP 'TIL YOU DROP
over 400 specialty shops

INTERNATIONALWOMENSHOW.COM  

SAVE \$4 TODAY
Discount tickets at Walgreens

PROUD SPONSORS   

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MICHIGAN INTERNATIONAL WOMEN'S SHOW 2018

S SUBURBAN COLLECTION SHOWPLACE

May 3 - 6, 2018

Shopping | Food | Fashion | Celebrities | Health | Beauty | Fun

InternationalWomenShow.com

PROUD SPONSOR 



Discount tickets now available

On sale through May 6

\$4 OFF

Admission tickets

pick up your tickets today! **Walgreens**



MICHIGAN INTERNATIONAL WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

\$2 OFF ADMISSION!

MAY 3-6

S SUBURBAN COLLECTION SHOWPLACE

4 DAYS OF BLISS show specials
celebrities
live entertainment

tickets \$12 at door, \$6 for kids

thu 10a-7p fri 10a-8p sat 10a-7p sun 11a-5p

GET \$2 OFF ADMISSION when presenting this coupon*

INTERNATIONALWOMENSHOW.COM  

*\$2 off admission of 1 adult for the Show. Must present printed coupon. Not valid with any other discount. While supplies last.
800.849.0248 A Southern Shows, Inc. Production

An extensive advertising campaign saturated the market for three weeks through **TELEVISION**, **RADIO**, **PRINT** and numerous **DIGITAL PLATFORMS**, as well as **SOCIAL MEDIA** and **GRASSROOTS MARKETING** initiatives. The show was promoted with signage in 110 Walgreens stores and hundreds of retail locations, increasing sponsor awareness in high traffic locations.

ADVERTISING EXPOSURE

MICHIGAN INTERNATIONAL WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

The Michigan International Women's Show received comprehensive television coverage and exposure. In addition to a two week paid schedule on three network stations and local cable programming, the show's extended reach was enhanced through promotions, contests and live shots.

NUMBER OF TV SPOTS 176

TOTAL TV CAMPAIGN \$41,050



MICHIGAN
INTERNATIONAL
**WOMEN'S
SHOW**²⁰¹⁸

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

MAY 3 - 6

SUBURBAN COLLECTION
SHOWPLACE

SAVE \$4 DISCOUNT TICKETS AT *Walgreens*

PROUD SPONSORS

The Detroit News
DetroitNews.com

meijer & SHIPT

INTERNATIONALWOMENSHOW.COM  

[Click here for TV Spot](#)



COMCAST
SPOTLIGHT

TELEVISION ADVERTISING





[Click here for Radio Link](#)

Numerous radio spots ran on five popular stations highlighting the show across the region. Additional promotional schedules, live spots and endorsements were added, featuring sponsors and promotions.

NUMBER OF STATIONS 5

NUMBER OF RADIO SPOTS 544

TOTAL RADIO CAMPAIGN \$26,100



RADIO ADVERTISING





A digital media campaign was integrated into the marketing plan to reach busy women including advertising on **FACEBOOK** and geo-targeted ads through **THE DETROIT NEWS**.

IMPRESSIONS 640,074
VALUE \$7,550



DIGITAL ADVERTISING



The Michigan International Women's Show was advertised through an extensive print campaign with **THE DETROIT NEWS** as well as weekly and monthly **REGIONAL PUBLICATIONS**.

SHOW PROGRAM DISTRIBUTION 150,000
NUMBER OF PRINT ADS 32
TOTAL PRINT SCHEDULE \$356,800



NEWSPAPERS & MAGAZINES

A dedicated Public Relations Firm generated buzz with women in the community through scheduled live **TV & RADIO INTERVIEWS**, **PRINT EDITORIAL** in the The Detroit News, magazines and numerous **ONLINE CALENDAR LISTINGS**. Extensive media coverage was secured for the show through all advertising platforms.

PR IMPRESSIONS 48,026,815

CLICK ON DETROIT NEWS SPORTS SECTIONS FEATURED NEWSTIPS SEEN ON 4

NEWS

Novi to host Michigan International Women's Show

By Dane Sager Kelly
Posted: 11:28 AM, March 19, 2018
Updated: 11:28 AM, March 19, 2018

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NOVI, Mich. - The 23rd annual Michigan International Women's Show will come to the Suburban Collection Showplace in Novi on from May 3 to May 5.

Vern Yip, from TLC's home improvement series "Trading Spaces," will give home design tips and talk about how the new season will differ.

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Savannah Chrisley, from the USA Network reality series "Chrisley Knows Best," will share her experiences of growing up with her perfectionist father and discuss her fashion line.

There will be talks about cooking and baking tips from Paul Penny and Kamryb Chasniss and makeup trends and tips from beauty experts. Other events include the dog fashion show "Pawject Runway-Fido Fashion Show," bionic screenings for women to check their health, local crafts from local artists, photo booths, crafting classes and Ann Arbor Firefighters Charities will host a fashion show with firefighters modeling their firefighting gear.

Special gifts will be given to the first 100 show attendees each day. Admission is \$12 for adults, \$6 for ages 6-12 and children under 5 are admitted free with a paying adult. Discount tickets are available at Walgreens for \$7. Advance tickets purchased online are \$9 for one or \$7 for a group of 10 or more.

For more information and exhibitor coupons, visit the official Facebook page, the official website InternationalWomenShow.com or call 800-849-0248.

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67° Mostly Cloudy

NEWS

Win tickets to the Michigan International Women's Show

By Jason Alvey jalvey@news-herald.com May 1, 2018 Comments

[f](#) [t](#) [e](#) [p](#)

The 23rd annual Michigan International Women's Show is coming to the Suburban Collection Showplace in Novi and you've got a chance to win free tickets.

The festivities run from May 3-6. Regular admission is \$12 for adults and \$6 for youth.

To enter to win a pair of tickets, fill out the form below. The deadline is 5 p.m. Wednesday, with winners being emailed that evening. Tickets must be picked up from The News-Herald's office in Southgate during normal business hours, 8:30 a.m. to 5 p.m. weekdays.

The Detroit News

For Vern Yip, 'everything is in the details' in design

By Jason Alvey The Detroit News Published 11:28 AM, May 6, 2018

[f](#) [t](#) [e](#) [p](#)

Good design is in the details, and celebrity interior designer Vern Yip is all about the details.

Known for his precise, almost meticulous approach, Yip said he's often asked the same questions by people when it comes to decorating their own homes. In fact, the No. 1 question he gets from the public: How high should I hang my pictures?

"People universally say eye level, but then you have to follow that up and say 'Whose eye level?'" said Yip, chatting by phone from his home in Georgia. "Even if you live by yourself, the chances that you'll have visitors at some point, you'll have friends over, or relatives, are pretty good. In the design world, we like to say 60 inches from finished floor is the center of the picture, center of the mirror, or grouping of pictures unless it's over a headboard or mantle."

And why 60 inches?

"That's average human eye level," Yip said.

Yip will dole out more of those user-friendly tips next week when he speaks at Michigan International Women's Show at the Suburban Collection Showplace. The Detroit News is a sponsor.

Scheduled to take the show's Fashion Stage at 1 p.m. May 5, he will offer design advice and go behind the scenes of TLC's "Trading Spaces" — which returned to TV earlier this month with most of the original cast, including Yip as one of the designers.

Yip said it's been incredible to be back on the show. And while the rules and foundation of "Trading Spaces" have stayed the same — friends or neighbors switch houses and have to transform one room in each other's house over a 48-hour period on a budget — other elements have changed, he said.

"People have become much more design-savvy than when we first did the show," Yip said. "When we did the show initially there was no such thing as Pinterest. You didn't have everyday people speaking design language."

In fact, Yip said he thinks shows like "Trading Spaces" really "brought design to the masses."

"It made it accessible and it made it fun, because if you don't have to live up to someone else's rules, you should take your home to yours," he said.

But there's no question a lot has changed since the show first started in 2000. The Internet was just kind of kicking off, and Yip remembered printing out maps to get from Point A to Point B.

"It was a different world," he said.

And there were no online furniture retailers like Wayfair or Overstock.com, all of which can deliver on a day's notice, if not the same day. The unlimited ways available to furnish your home is both good and bad from a design perspective, Yip said.

"On the one hand, you have a lot of additional options. But on the other hand, as a homeowner, how are you supposed to negotiate all those options, especially if you're not a designer?"

The new "Trading Spaces" comes as Yip continues to expand his brand in new ways, all while juggling two kids, 8 and 7. Yip has a new fabric and trim line, scheduled to hit the market this fall, along with a walk-covering line and even a home fragrance line. He's also working on another book that will be published in 2019.

Tentatively called "Every Day Vacation," Yip said the idea behind the book is that every person should immediately feel re-energized or invigorated the minute he or she opens the front door. But many people don't, and the book is a resource guide to help achieve that feeling.

"I feel like there are really concrete things I can impart that will help you get there," Yip said. "I feel like there are a lot of people who can make big broad statements, but the follow-up question should be 'How? How do you get there?' And that's what I want to do is give that advice in a really concrete, solid way, a path from A to B, so people can achieve that feeling in their home. Instead of sitting at your desk, going to be somewhere else, be excited to be coming through your front door."

Yip said his goal is to help people design in the smartest way possible and get out of their "design paralysis."

It's "really investing the time and resources to put that foundation in place that reflects you, functionally and aesthetically."

ern@ghm@detroitnews.com

Shop, sample and share the fun at Michigan International Women's Show

POSTED: 9:55 AM, May 6, 2018
UPDATED: 8:45 AM, May 6, 2018

[f](#) [t](#) [e](#) [p](#)

Michigan International Women's Show

LAST DAY

- Suburban Collection Showplace in Novi
- 11am-5pm
- Adults \$12, Kids \$6
- Parking \$5

NOVI, MICH (WXYZ) - Fashion shows, top chefs, celebrity guests and shopping at hundreds of boutiques provide a perfect girls day out at the 23rd annual Michigan International Women's Show. It's being held at the Suburban Collection Showplace in Novi. Sunday, May 6th is the last day.

Highlights will include:

- * Savannah Chrisley, from USA Network reality series "Chrisley Knows Best." She'll share her experiences launching her "Faith over Fear" fashion line last fall and growing up under her protective, perfectionist father's watchful eye.
- * Teen chef and baker Kamryn Chasniss, as seen on Fox's reality cooking competition series "MasterChef Junior," will also be demonstrating recipes.
- * Spring makeup trends and helpful cosmetic tips will be part of the makeovers offered by area beauty experts.
- * Guardian Angel Animal Rescue will sponsor the "Pawject Runway-Fido Fashion Show" featuring canine couture, essentials and adoption information. The latest styles and looks will be showcased during fashion shows on the Main Fashion Stage.
- * Cigna's Health Improvement Tour will conduct biometric screenings for women to learn their blood pressure, blood sugar, cholesterol, and body mass index (BMI) health numbers and health coaches will help people understand the information provided and explain how to take follow-up steps.

Suburban Collection Showplace is located at 46100 Grand River Avenue between Novi and Beck Road in Novi. Last day hours are from 11 a.m. - 5 p.m. Admission is \$12; youth 6 - 12 are \$6 and children 5 and under are admitted free with a paying adult. Discount tickets are available at Walgreens for \$8.

For more information and exhibitor coupons, visit <https://southernshows.com/wde/> or call (800) 849-0248.

MICHIGAN INTERNATIONAL WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

PR IMPRESSIONS



A social media campaign was integrated into the marketing plan to reach women through **FACEBOOK** and **INSTAGRAM** and special **GROUPON** offers. Show Updates through the Official Show Website and **E-NEWSLETTERS** kept fans engaged.

E-NEWSLETTER SUBSCRIBERS 13,423

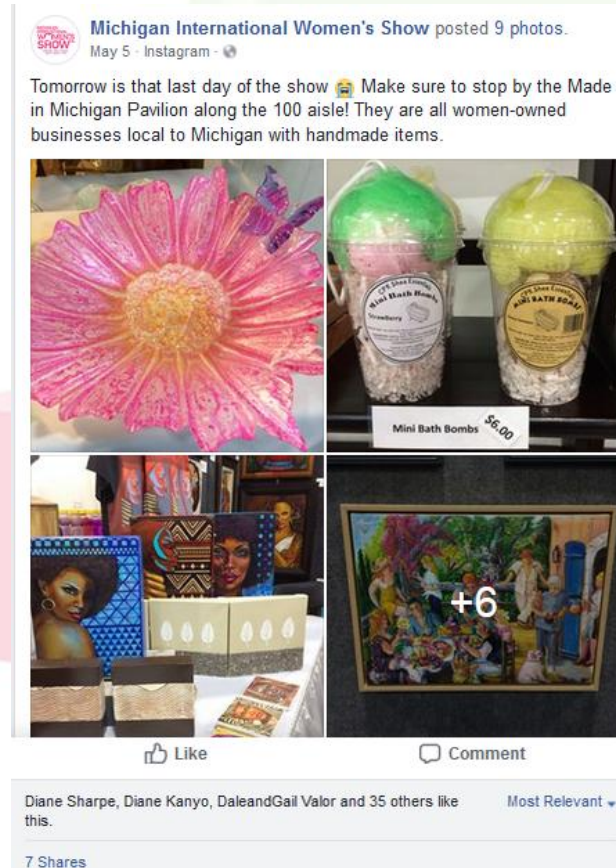
FACEBOOK FANS 8,643

UNIQUE PAGEVIEWS 81,472

GROUPON REDEMPTIONS 2,477

INSTAGRAM FOLLOWERS 550

TOTAL VALUE \$1,503,882



MAY 3-6
SHOWPLACE

Join us for Girls Night Out on Friday, May 4!
A Girls Night Out isn't complete without happy hour shopping. That's why admission is just \$8 after 5pm. And there's a chance to win a \$100 gift certificate to a local business. The first 100 ladies to purchase a show at the office after 5pm on Friday will receive a \$100 gift certificate to a local business. Enter now!

It's Getting Hot in Here
A long-standing and by far the most popular Thursday Show tradition is the **Freightler Fashion Show** and it's happening again! The latest line of the **Ann Arbor Fire Department** prove that's nothing hotter than a man in uniform so bring your ladies, your dollar bills and don't forget your camera! Catch them on Friday, May 4 at 6pm and Saturday, May 5 at 11am on the Fashion Stage.

Let's Get Artsy
Painting with a Twist - Women's Institute is having a painting party at the new CTV bar on Friday at 5:30pm for Girls Night Out on Friday. Pricing is \$30 and includes admission to the Michigan International Women's Show. Seating is limited, reservations required. [Click here to register.](#)

Chocolate Party? We're In!
JAZZ Sweet Perfections will be hosting a Chocolate Candy Decorating Party on the Fashion Stage, scheduled for Friday, May 4 at 5:30pm. If you're not a chocolate lover, you'll receive your very own chocolate candy to decorate with edible decorations and a take-home masterpiece. *Only 20 seats available. email JazzSweetPerfections@gmail.com for more information.

The Cherry on Top
Add a sweet note to your Girls Night Out with complimentary **Meijer's Sugar House** at the Fashion Stage. Follow the Freightler head up the runway on Friday. *While supplies last.

When: May 3-6, 2018
Where: Suburban Collection Showplace
48100 Grand River Avenue
Novi, MI 48374
What: Nov's favorite event for women where you can shop, sample and share the best finds with hundreds of boutiques, jewelry, beauty, gifts, gourmet foods and more.
Hours:
Friday 11am-7pm
Sat. 10am-6pm
Sun. 11am-5pm
[Visit Show Website](#)
Quick Links:
[Directions](#)
[Contact Info](#)
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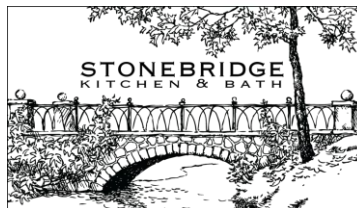
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SOCIAL MEDIA & E-NEWS





Show sponsors enhanced the success of the Michigan International Women's Show by creating exciting and interesting features, promotions and activities within the show.



SPONSORS



What an impressive show! Highlighting the very best in fashion, health, beauty, home and more, the **2018 MICHIGAN INTERNATIONAL WOMEN'S SHOW** was a huge success. Planning for 2019 has begun, and interest is strong. Reserve your space today!

Beth Anderson

Executive Show Manager



Alexandra Smith

Assistant Show Manager



MICHIGAN
INTERNATIONAL
WOMEN'S
SHOW²⁰¹⁸

MAY 2-5
.....
SUBURBAN COLLECTION
SHOWPLACE

We look forward
to working with
you in **2019!**