



MEMPHIS



SOUTHERN
WOMEN'S
SHOW

Show in Review
Southern Women's Show
March 8 – 10, 2013
Memphis, TN

THOUSANDS ATTENDED

Thank you for being a part of the 2013 Southern Women's Show in Memphis. The 23rd 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.

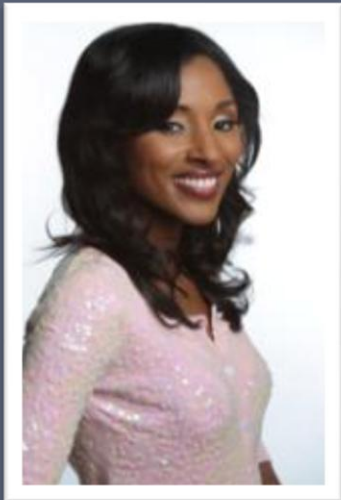


SCENES FROM THE SHOW

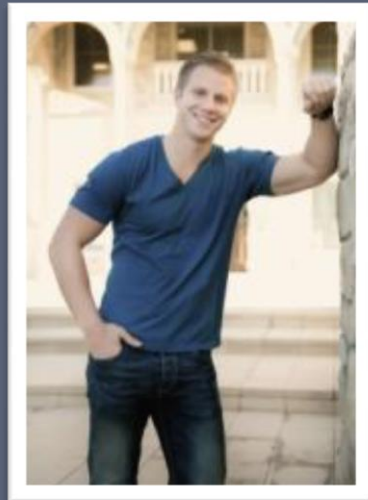


SPECIAL GUESTS

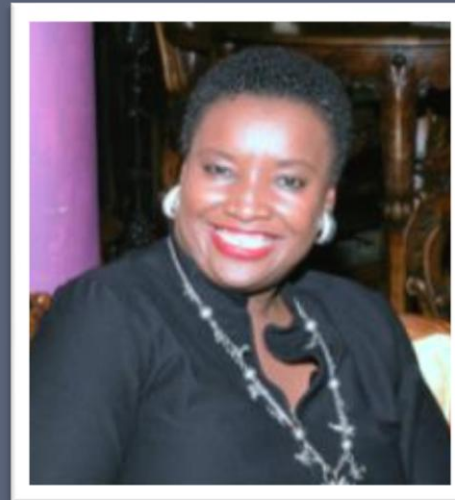
Celebrity appearances attracted media attention and guests! From Sean Lowe of *The Bachelor* and Danielle Knox of *The Balancing Act* on Lifetime Television, to top chefs, cookbook authors, expert thrift store shoppers and former NFL stars, a superior line-up of special guests inspired and entertained.



Danielle Knox,
The Balancing Act on
Lifetime Television



Sean Lowe,
The Bachelor



LaCheryl Cillie.
Author, Appraiser, Licensed
Auctioneer & Avid Crafter



Warren Caterson,
*Table for Two – The
Cookbook for Couples*

POWERFUL PARTNERSHIPS

Thank you to our sponsors! **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 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	3,388,169
Radio Advertising	1,848,393
Newspaper Advertising	2,901,000
Official Show Program	120,000
Specialty Publications	140,000
Public Relations	434,854
Official Show Website	57,739
E-Newsletters	<u>23,190</u>
Total Impressions	8,913,345

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 **3,388,169 impressions!**



678 Spots, Ads, Interviews/Coverage, TV Special
3,062,132 Impressions



2 Spots, Interviews/Coverage
116,702 Impressions



Interviews/Coverage
87,736 Impressions



Interviews/Coverage
93,466 Impressions



Interviews/Coverage
28,133 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 **1,848,393 impressions!**



130 Spots
495,030 Impressions



85 Spots
307,888 Impressions



93 Spots
309,008 Impressions



14 Spots
28,261 Impressions



11 Spots
21,256 Impressions



13 Spots
32,850 Impressions



88 Spots
654,100 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 April 16th and May 7th!



PRINT ADVERTISING

26 advertisements in *The Commercial Appeal* promoted the show throughout a three week campaign, generating over **2,901,000 impressions**. In addition, the paper also produced and distributed the Official Show Program to a potential reach of **120,000 readers** on Sunday, March 3. An additional 5,000 copies were overprinted for distribution at the show.

The show was also advertised in *At Home Tennessee* and *Memphis Flyer* to a potential reach of **140,000 readers**.



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: \$12,902

Print Trade Value: \$2,240

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

March 8-10
Agricenter

Friday 10am - 8pm
Saturday 10am - 7pm
Sunday 11am - 6pm

Adults \$10 at the Door (\$8 with Ad) | Youth (5-12) \$5
Under 5 FREE with Paying Adult

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

Save \$1 Off with this Ad*
*This offer does not combine with any other offer. Not valid with any other discount.

NEWS3 @media BALANCE97

www.SouthernWomensShow.com

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 **434,854 impressions.**



CHALLENGE: SEAN LOWE VISITS

Sean Lowe from ABC's "The Bachelor" answered just about every question thrown at him during his appearance Friday at the Southern Women's Show at the AgCenter International, except the name of the woman he was going to give his final rose to.

His favorite color is blue. He wears Spicebomb cologne. He's from Texas, but he doesn't own a pair of cowboy boots. Sushi and pizza are his favorite foods. His favorite barbecue restaurant is Hard 8 in Dallas. His favorite Bible verse is James 4:14. "For what is your life? It is even a vapor that appears for a little time, and then vanishes away."

"Will you marry me?" asked 14-year-old Molly Rogers.

"I'm pretty sure that's illegal," Sean responded.

Wearing a pair of Call it SPRIN slacks and his trademark white private jet-together in the AgCenter at 2 p.m. and greeting his audience, but he did remove his jacket.

Sean signed autographs until he had to proceed to his appearance on the show.

Lowrey, a Memphis-based writer and editor, is the author of "The Bachelor: A Guide to the Show." He is also the author of "The Bachelor: A Guide to the Show."

One final note, Sean will be making a series of appearances for the Southern Women's Show Series over the next few months. Here's how it's been described to me, followed by the dates and locations he'll be in attendance:

"The Southern Women's Show series consists of 10 annual consumer events across the eastern US that focus on fashion, food, health, home, business, travel and entertainment. It is essentially a women's lifestyle magazine brought to life. Each show runs 3-4 days in the market over a weekend. Their target demographic are women aged 25-54 who are usually the decision makers in their home. They come to shop and sample new products and learn about new businesses. Their official automotive sponsor this season is Chevrolet and they will have The Balancing Act of Lifetime Television at each show this spring except for Richmond, VA."

Savannah, GA, Savannah Int. Trade & Convention Center – Friday, Feb. 15 @ 1:30
Memphis, TN, AgCenter – Friday, Mar. 10 @ 2:00
Nashville, TN, Nashville Convention Center – Friday, April 19 @ TBD
Richmond, VA, Richmond Raceway Complex – Sunday, April 21 @ TBD
Raleigh, NC, NC State Fairgrounds – Sunday, April 28 @ TBD
Nevil, MI, Suburban Collection Showplace – Friday, May 3 @ TBD

Sean will do a 30-45 minute Q&A session at each show and then sign autographs and take pictures with show guests. Oh to be right. As always, this column will contain spoilers.



Memphis said "This is a great place to find out about new products and trends in fashion, jewelry, shoes and clothes and find the things that make your life easier."

Jamigan said although the show is for women, men can find things for themselves as well.

Les Smith, 54, said she has attended the show for nearly 10 years and has never been disappointed.

I came for the variety," Eve Smith said. As her husband, Maxwell Smith, got information about a weight-loss system from a vendor. "They offer everything a woman could want, and you get to sample things. They really cater to their women."

Maxwell Smith said curiosity caused him to finally travel with his wife on her yearly pilgrimage to the AgCenter.

I came out here just to ride along and see what the women are doing out here," said Maxwell Smith after entering a drawing for five energy supplements. "I think I got a pretty good deal of it now."

The Southern Women's Show will open Sunday, for its real day, at 11 a.m. and close at 6 p.m. Tickets are \$10 for adults, \$5 for children 5-12 and free for children under 5.

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WEB, FACEBOOK, E-NEWS

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

- ❖ 57,739 web impressions
- ❖ Weekly status updates to over 5,800 Facebook fans
- ❖ Six E-Newsletters to 23,190 subscribers

Shop. Taste. Learn. Live! *Southern Women's Show*
March 8-10, 2013
Memphis, TN
Agricenter

Want to meet Sean Lowe?
Then get over to the *Southern Women's Show Memphis* Facebook Page, give us a "Like" and sign up for our sweepstakes! We are giving one lucky lady and her 3 guests the chance to win tickets to the show and a *Meet & Greet* with Sean Lowe of ABC's *The Bachelor*. The winner will be announced Monday, March 4.

Pick Your Purse Bingo
Join the team from Q107.3 and 96.1 at *open on Saturday* on the Fashion & Entertainment Stage to try your luck at **Pick Your Purse Bingo**. Each winner gets the choice of one mystery bag provided by *Urban* at Wolfchase Galleria. Plus, all bags will be filled with a special gift from Q107.3 and 96.1. Could the special prize be a 1-hour, CD, concert feature, a trip for two? Find out if you are one of the lucky ladies to call out "BINGO!"

Glory Foods
Glory Foods is the category leader in Southern-style, hot and serve products including seasoned canned vegetables, cooking bases, hot sauces and fresh greens. Their *Southern style vegetables* and side dishes are staples in American homes and offer convenient meal planning solutions for busy families. Visit their website for new recipes, cooking tips, recipes and meal planning solutions for your family, and see their chefs in action on the *Cooking Stage*.

Tips for Show Guests
Don't overlook the *presentations and demonstrations*. Our experts are excited to share their tips with you, and you rarely have such an opportunity to *get interactive*, ask questions and test out your favorite products and services.

Click here to see your tickets

Proudly Sponsored by **COMMERCIAL APPEAL** **NEWS CHANNEL 3** **THE BALANCING ACT**
www.commercialappeal.com

March Makeover Madness
On Friday, *Fashion Academy* and *Gould's Day Spa & Salon* will be selecting one lucky lady to receive a makeover. For a chance to be the lucky lady who receives a free makeover on stage, come to the Fashion Stage at 3:45pm on Friday. The makeover will begin at 4pm sharp.

Brighten Your Smile
Your smile is important. It's one of the first things you notice when you meet someone. A whiter, brighter smile makes you feel better about yourself and makes a memorable impression. *Xtreme Whitening* can help brighten your pearly whites up to 8 shades in as little as 20 minutes! This safe and effective product works almost immediately and lasts up to 2 years! *Xtreme Whitening* is a recognized leader in the teeth whitening industry. They are a family owned and family-oriented whitening company, and have been since they began in 2007.

Sponsored By **FASHION ACADEMY** **GOULD'S DAY SPA & SALON**

Southern Women's Show Memphis
4 hours ago · 49

Visit The Balancing Act Pavilion to meet the show's hosts, attend educational and informative workshops at The Balancing Act Stage, be a part of the tapings for the show, enjoy interactive exhibits, register for prizes and more!

Like · Comment · Share

2 people like this.

View Entire Comment

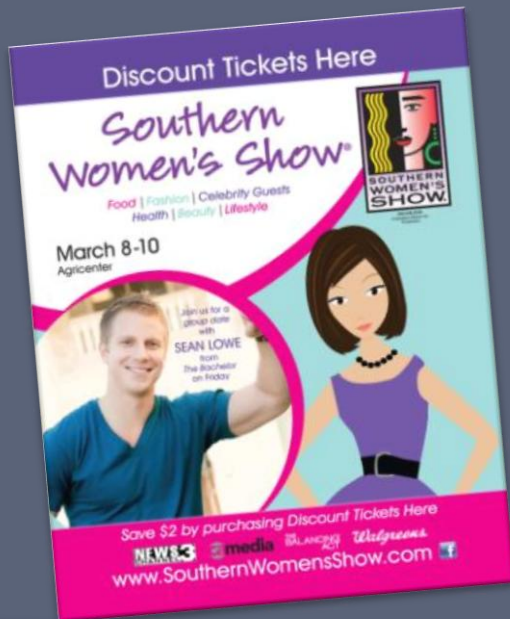
Jennifer Payne Can't wait!! Love my balancing act bags from last year! Use them all the time.
4 hours ago · Like

Jennifer Payne @Judy will definitely come to your booth. 😊
4 hours ago · Like

Write a comment...

POSTERS, COUPONS, TICKETS

Hundreds of posters and register cards were displayed at 87 Walgreens locations to promote the show and discount ticket sales. Money saving coupon and ticket offers drove attendance. Electronic coupons were available through the show website and 4,000 direct mail coupons were mailed to local residents. In addition, thousands of complimentary admission tickets were distributed to sponsors, media partners and exhibitors to help spread the word.



SCENES FROM THE SHOW



EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

A Beauty Must
A Kitchen Must
ACE/SABA Weight Loss & Energy!
ADT Security
Advocare
Alabama Mountain Lakes Tourist
Association
Alexander's - Tervis Tumbler
All Natural Dips
American Laser Skincare
Any Name Jewelry
Arkansas Delta Byways
Art by Kelvin Baldwin
At Home Tennessee
The Balancing Act Pavilion
Bath Fitter
Beach Mint
BeautiControl
Belhaven University
Better In Colour
Blind Tiger Creek
Bling and More
Blondie's Dream House
Blue Bell Creameries
CaptionCall
Carriage Crossing
Ceed Fragrances
Chuck Hutton Chevrolet
Cigma - Hair Tools
Cigma - Moonglow
click it hot
The Clock Lady & The Letter Man
CNC Designs, Inc
The Commercial Appeal

Company's Comin'
Country Kettle Fudge
Crocker Photography
Cutco Cutlery
D & R Enterprises LLC
Dagen's Jewelry & Gifts
Dame, I'm Beautiful
Danielle Gunn enterprises
Dawn Flagg Designs, LLC
DeGray Lake Resort State Park
DenTek
Designer Pet Mfg.
DirectBuy of Memphis
Diva Daisies, LLC
Dixie Memorial Pet Gardens
Domino Foods, Inc.
Drops of Joy
Easy Living Products - Boom Box
Easy Living Products - Go! Sticky
Easy Living Products - Power Steam Pro
Eccentric Cat
Eccentric Studios
Eileen & Marie
Electronic Cigarettes
Elite Cosmetics
Emerald Coast CVB, Inc.
En Masse Marketing Corporation
Essencia
Essential Bodywear
European Wax Center
Exquisitely Yours Fashion Jewelry
Faces Plus Tri-Image
Fashion Academy
For Girls Only Parties

Frost Health & Sports Clinic
Gems Boutique and More
German Roasted Nuts
GI Specialists, PC/BMG
Giuseppe's
Glitz Galore-N-More
Glory Foods
GOLDEN GIRLS
The Golden Touch
Gould's Day Spa & Salon
Grace Adele
Greers Ferry Lake / Little Red River Association
Happy Feet
Home Depot Home Services - Bath Remodeling
Hoot N Holler
Humane Society of Memphis & Shelby County
I Flew the Nest
Idol Fashions
Inez Avon Shop
Innovative Concepts
Instantly Ageless, LLC
Isagenix
It Works! That Crazy Wrap Thing!
JAM Sales - Bravage
Jen's Traveling Boutique
JK Organics
John Casablancas
Juice Plus
JustMyMemphis
King's Hawaiian
Lake Escape Houseboats
Landau Uniforms
Le'Keith Sauces
Lemon - Aid

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

Lia Sophia Jewelry
Lifestyle Marketplace, LLC
Lil' Treasures
LindyLou's
The Loretta McNary Show
Louisiana North
Louisville Convention and Visitors Bureau
Lulu's Clothing Company
MagicMrNick.com
Makedas Cookies
Margaret Taylor, Ltd.
Mary Kay Cosmetics
Melissa's Fancy Feet
Memphis Flyer
Memphis Laser Fatloss
Memphis Light, Gas & Water
Memphis Public Library
Memphis Vein Center
Miche of the MidSouth
Mid-South OB-GYN
Milo's Tea Company
Mix It Up
Moonlight Diva Emporium
Mr. Roof Memphis
MTS Beauty
My Stuff
NAG Enterprises
Naturally Yours
NeriumAD
Ogie Fitness
Origami Owl
Orion FCU
Ovarian Cancer Awareness Foundation
Ozark Gateway Tourist Council
Paparazzi By Melissa Wilson
The Parking Spot

Pastamore'
Phoenix Trading
Pink Coconut Boutique
Pinot's Palette
Pizzazzing You
Plaza Beauty School
Plexus
Pockos, T/A Shabby Chic
Pony-O
Prestige Products Direct / Migi Nail Art
Prestige Products Direct / Velvet Eyeliner
Prestige Products Direct/Infinity Lamps
Prevention Health Partners, LLC
Qivana
Range USA, Inc.
Re-Bath Custom Services
Reda's T-Shirts
Redneck Brands LLC
Rodan and Fields Dermatologists
Rose Fashion Accessories, Inc.
Rosemark Easy Meals Inc.
S 3S Jewelry
S.R. Gold
Saint Francis Hospital
Salena's Accessory Showcase
Sam's Club
SAS Shoemakers
Sassy Styles
Satisfied Satellite
Savannah Essentials
Scentsy Wickless Candles
Serenity Design
Silpada Designs
Simply Sassy
Sleep Number
Solemagic

Southwest Tennessee Community College
Spinal Health Care Associates
Springfield Armory
Stiletto on Gridiron
Straight For You
Suzanne's Designs
Table for Two Cookbooks
Texas Approach
Things of Desire
Think Tank Products
Thirty One Gifts
Total Health Chiropractic - Dr. Ken Clenin
Treasure Chest/ABZ Engraving
Tri-Pennant Family of Resorts
Turner Dairy
Twila's Boutique
Urban Ensembles
Usborne Books & More
Velata
Verizon Wireless
Visit Hot Springs
Vitamist Spray Vitamins
Walgreens
Wesley Home Services
West Baton Rouge CVB
Western Union
WHBQ
Window World of Memphis
World Ionics
WREG-TV News Channel 3
Xtreme Whitening LLC
Xu Clinic
Zipfizz Healthy Energy Drink Mix

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
March 7 - 9, 2014

Mark your calendar now!

For more information:

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