



# POST SHOW REPORT

SOUTHERN WOMEN'S SHOW

APRIL 12 - 15, 2012

NASHVILLE, TN

# THOUSANDS ATTENDED

The show welcomed thousands of women and delivered millions of impressions in just four 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.



**Deidre Hall,**  
*Days of Our Lives*



**Leeza Gibbons,**  
Spokesperson for  
AARP's *Decide Create*  
Share Initiative



**Celebrity Chef**  
**Charles Mattocks**



**Orchid Paulmeier,**  
*The Next Food*  
*Network Star*  
Season 7



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

# 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!



**CHEVROLET**

# MEDIA EXPOSURE

	Value
Electronic Advertising	\$736,723
Print Advertising	\$56,666
Public Relations	\$276,960
Website Exposure	\$4,924
Social Media	\$22,680
E-Newsletters	\$25,500
Direct Mail, Coupons, Tickets	\$1,800
Retail Exposure	<u>\$132,000</u>
<b>Grand Total</b>	<b>\$1,257,253</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 Tennessean* promoted the show throughout a three week campaign to their circulation of 232,334 subscribers.

The show was also advertised in *Greater Nashville House & Home*, *Her Nashville*, *Nfocus*, *Nashville Lifestyles* and *Nashville Scene*, ultimately reaching over 142,000 readers.



SAVE THE DATE

**Southern Women's Show**

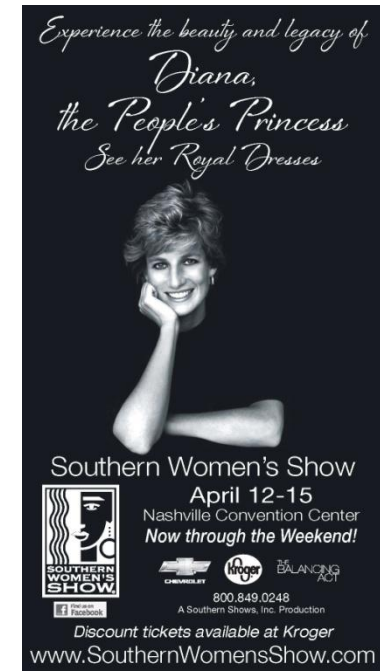
**April 12-15**  
Nashville Convention Center

Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

**SOUTHERN WOMEN'S SHOW**  
Facebook

**BALANCING ACT**  
800.849.0248  
A Southern Shows, Inc. Production  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

Discount Tickets Available at Kroger



Experience the beauty and legacy of  
*Diana, the People's Princess*  
See her Royal Dresses

**Southern Women's Show**  
**April 12-15**  
Nashville Convention Center  
Now through the Weekend!

**SOUTHERN WOMEN'S SHOW**  
Facebook

**BALANCING ACT**  
800.849.0248  
A Southern Shows, Inc. Production  
Discount tickets available at Kroger  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

# PRINT ADVERTISING

Official Show Program promoted sponsors and special features!

7,500 copies of the program, which promoted sponsors, celebrity guests, special features and stage schedules were distributed to guests onsite.

**WELCOME**

## Southern Women's Show

**April 12-15**  
Nashville Convention Center  
Thursday 10am-7pm | Friday 10am-8pm  
Saturday 10am-7pm | Sunday 11am-6pm

*Experience the legacy of Princess Diana*  
Visit this museum quality exhibit that includes photos, videos and a collection of some of her iconic gowns. Admission is only \$5!

*Debbie Hall*  
You love her as Dr. Marketa Evans on Days of Our Lives. Now she'll be here on Saturday to share the behind the scenes scoop and tips from her new books.

**www.SouthernWomensShow.com**

### 107.5 Nashville Fashion Stage

**Thursday, April 12**  
11:00am Celebrating 25 years of Ms. Tennessee Senior Pageant featuring Ms. Tennessee Senior 2011 and the Tennessee Cancer Jewels  
12:00pm Runway Looks for Less Sponsored by Sears Roebuck and Company and Advantage Models & Talent  
1:00pm Meet TV Personality, Leesa Gibbons Sponsored by Florida State Univ. brought to you by AARP  
2:00pm Nashville Fashion Events Presents Tennessee's Top Hair Salon Designers Showing of Hair Styles and Fashion Fair  
3:00pm Nashville Fashion Events Presents Tennessee's Top Nail Salon Designers Showings of Nail Styles and Fashion Fair  
4:00pm Fashion and Fancy Free Sponsored by Antidotez Fashion by Gigi, the White Room, Street Trends and Gigi Retail and Retail  
5:00pm Meet Decorating Artist, Stacy Covington Sponsored by HGTV and HGTV.com  
6:00pm Some Like It Hot featuring Local 140 Freightlights Sponsored by Antidotez Fashionwear by Gigi, Street Trends, Hair by and Curly Hair's Tutorials  
**Friday, April 13**  
11:00am How to Look Slender Instantly featuring Coal Works Shimmer™ and Ring  
12:00pm Ms. Cheep's Favorite Ways to be Cheep Sponsored by The Thompson  
1:00pm The Shab of Spring Sponsored by Elanor's and the Shab Boutique  
2:00pm Runway Looks for Less Sponsored by Sears Roebuck and Company and Advantage Models & Talent  
3:00pm In Style with Hair Styles  
4:00pm Nicole Omega's Come Explore Highlight and Retain Their Best from Aina Moore  
5:00pm Fashion and Fancy Free Sponsored by Antidotez Fashionwear by Gigi, the White Room, Street Trends and Gigi Retail and Retail  
6:00pm Kick Up Your Heels Sponsored by Antidotez Fashionwear by Gigi, Street Trends, Hair by and Curly Hair's Tutorials  
**Saturday, April 14**  
11:00am The Language of Clothes Sponsored by Ann 40  
12:00pm How to Look Slender Instantly featuring Coal Works Shimmer™ and Ring  
1:00pm Meet Debbie Hall from Days of Our Lives Sponsored by City of our Lives and Avenue 101 Publishing  
2:00pm Runway Looks for Less Sponsored by Sears Roebuck and Company and Advantage Models & Talent  
3:00pm Queens for the King - Fabulous Gowns and Hair Pieces fit for a Queen Sponsored by Hair Beauty Supply of Bristol  
4:00pm Fashion and Fancy Free Sponsored by Antidotez Fashionwear by Gigi, the White Room, Street Trends and Gigi Retail and Retail  
5:00pm Meet Decorating Artist, Stacy Covington Sponsored by HGTV and HGTV.com  
6:00pm Kick Up Your Heels Sponsored by Antidotez Fashionwear by Gigi, Street Trends, Hair by and Curly Hair's Tutorials  
**Sunday, April 15**  
11:00am How to Look Slender Instantly featuring Coal Works Shimmer™ and Ring  
12:00pm Ms. Cheep's Favorite Ways to be Cheep Sponsored by The Thompson  
1:00pm The Shab of Spring Sponsored by Elanor's and the Shab Boutique  
2:00pm Runway Looks for Less Sponsored by Sears Roebuck and Company and Advantage Models & Talent  
3:00pm In Style with Hair Styles  
4:00pm Nicole Omega's Come Explore Highlight and Retain Their Best from Aina Moore  
5:00pm Fashion and Fancy Free Sponsored by Antidotez Fashionwear by Gigi, the White Room, Street Trends and Gigi Retail and Retail  
6:00pm Kick Up Your Heels Sponsored by Antidotez Fashionwear by Gigi, Street Trends, Hair by and Curly Hair's Tutorials

**Get Saucy with One Hot Mama**  
Meet Orchid Paumier from Season 7's The Next Food Network Star on Friday and Saturday.

**Have Your Cake and Eat it Too**  
Learn cake decorating tips from Jay Qualls from Cake Boss: The Next Great Baker

**Our Mission in Motion**  
St. Thomas Health and the Korman Foundation will be providing mammography coach.

**Blow Baby Blow!**  
Local 140 Freightlights heat up the stage for charity.

**Enjoy the Ride!**  
Test drive the Equinox, Cruze, Traverse, Camaro, Malibu, Volt or Sonic and receive a \$10 gift card to Starbucks!

**Get Saucy with One Hot Mama**  
Meet Orchid Paumier from Season 7's The Next Food Network Star on Friday and Saturday.

**Nurses on Call**  
We're celebrating Nurses on Thursday. Show your badge to participating exhibitors and get special discounts.

**Balancing it All**  
Visit the Balance Your Life Pavilion and meet TV host Kristy Villa.

**Carol Welch**  
Meet SimSuit™ creator and designer Carol Welch.

**It's time to Getaway**  
Learn about the wonders the beauty of North Alabama just in time for your summer vacation plans.

**Eat Cheap and Eat Well**  
Chef Charles Matkows has appeared on the Today Show, Good Morning America and the Dr. Oz Show - now he's here to share some healthy money saving recipes each day on the Mix 92.9 Cooking Stage.

**leesa Gibbons**  
Join Leesa Gibbons as she shares her inspiring personal story about why planning for and embracing your future is so important for women. She'll explain how free resources from AARP's Decide. Create. Share. initiative can make planning easier and help you take charge of your future.

**AARP**  
www.aarp.org/leesa

### The Balance Your Life Stage

**THURSDAY, APRIL 14**  
10:00am Skin's Moisture Levels and its Effects on Visible Aging Sponsored by The Balance Your Life Pavilion  
11:00am 60 Seconds to Perfection Sponsored by Furrball  
12:00pm Raising Excessively Responsible Children Sponsored by New York City  
1:00pm Women C: The Ultimate Health and Fitness Supplement Sponsored by Abbott, Inc.  
2:00pm Treatments, Cures, Life - A Cancer Survivor Demands It All Sponsored by The Gateway for Cancer Research, where we demand Care Today  
3:00pm Everyone Deserves to Have Fun Sponsored by Big Hit Games  
4:00pm Geriatric, the Daily Defense Against Aging, when We Demand Care Today Sponsored by Abbott, Inc.  
5:00pm Women C: The Ultimate Health and Fitness Supplement Sponsored by Abbott, Inc.  
6:00pm Treatments, Cures, Life - A Cancer Survivor Demands It All Sponsored by The Gateway for Cancer Research, where we demand Care Today  
7:00pm Fashion Fit and Incentive Demonstration Sponsored by Macy's by Jilly and Jennifer  
8:00pm Women C: The Ultimate Health and Fitness Supplement Sponsored by Abbott, Inc.  
9:00pm Treatments, Cures, Life - A Cancer Survivor Demands It All Sponsored by The Gateway for Cancer Research, where we demand Care Today  
10:00pm Everyone Deserves to Have Fun Sponsored by Big Hit Games  
11:00pm Private Showing 1987 - The Greatest Car Show Ever A Fall Story Presented by Carl Gene Design Group  
12:00pm Skin's Moisture Levels and its Effects on Visible Aging Sponsored by The Balance Your Life Pavilion  
1:00pm Designer Secrets of Kathleen and Faith Remodels Hair and Fitness Supplement Sponsored by Abbott, Inc.  
2:00pm Women C: The Ultimate Health and Fitness Supplement Sponsored by Abbott, Inc.  
3:00pm Treatments, Cures, Life - A Cancer Survivor Demands It All Sponsored by The Gateway for Cancer Research, where we demand Care Today  
4:00pm Everyone Deserves to Have Fun Sponsored by Big Hit Games  
5:00pm Understating the Truth Behind The Label Sponsored by Jilly and Jennifer  
6:00pm Designer Secrets of Kathleen and Faith Remodels Hair and Fitness Supplement Sponsored by Abbott, Inc.  
7:00pm Women C: The Ultimate Health and Fitness Supplement Sponsored by Abbott, Inc.  
8:00pm Treatments, Cures, Life - A Cancer Survivor Demands It All Sponsored by The Gateway for Cancer Research, where we demand Care Today  
9:00pm Everyone Deserves to Have Fun Sponsored by Big Hit Games

# PUBLIC RELATIONS

### Public relations campaign generated millions of impressions!

### The show's Public Relations team generated 2,787,080 impressions through press releases, clippings, articles and interviews!

### TV Celebrity Chef Charles Mattock Comes to Nashville

*By Janice Malone*

It's that time of year again. This week it's time for the 26th Annual Southern Women's Show (April 12 - 15) at the Nashville Convention Center. It's an annual tradition of shopping, education, food and fun for the whole family but especially for the ladies. Attracting thousands of visitors each year, the event offers a festive atmosphere featuring with unique vendors, specialty boutiques, entertainment and programs of interest for women. Guests delight in the shopping, celebrity appearances, prizes and pampering. From food, fashion and beauty to home, health and travel, the Southern Women's show is a shop-till-you-drop extravaganza of fun. This premiere consumer event for women, appeals to all ages and walks of life with its multi-faceted attractions, including fashion shows, cooking clinics, career forums, health tests and education, hundreds of exhibits and shops and celebrity appearances. Other highlights include "Girls Night Out" and the "Mother Daughter" event. Actress Dede Hill from "Days of our Lives" will be there, as well as Lezra Gibbons, the real car-pet queen. There will be celebrity chef, in the house, pet queen. There will be celebrity chef, in the house, including Chef Charles Mattock of NBC's "The Poor Chef," Robin Shea of Southern Fried Fitness TV and "Cheif," Robin Shea of Southern Fried Fitness TV and Jay Qualls of TLC's "The Cake Boss. There will also be a performance from American Idol's Hank Baskley. Convention plus, much more. Shopping, Show organizers are excited to welcome Southern Women's Show organizers to the venue. Southern Women's Show organizers are excited to welcome Southern Women's Show organizers to the venue. Southern Women's Show organizers are excited to welcome Southern Women's Show organizers to the venue.



*Chef Charles Mattock*

a celebrity chef, actor and best-selling author of "Eat Clean but Eat Well." His famous tag line "What can you cook for \$7.00?" took the country by storm. The inspiration behind his concept was his son, Armani. Together they created "The Poor Chef" and "The Poor Chef" and they were in response to change the way America eats. The idea was to inspire and educate people how to shop for and prepare healthy and delicious meals without breaking the bank. As a high profile chef, Charles Mattock appears regularly on nationwide programs such as The Dr. Oz Show, Good Morning America, CBS and a host of others. He is featured in such publications as Cosmopolitan Magazine, Quick and Simple, Edible Magazine, RYSE and Martha Stewart to name a few. His talents were quickly recognized and after starring in his first major made for television role as Ben Tyler in the nomination of an Emmy award. As the nephew of a Reggae legend Bob Marley, Charles was inspired as an early age by his uncle as to the importance of making a positive impact on society. "I was inspired to do music at a very early age. Music was really my main focus for years and I was quite successful at it," recalls Chef Charles. Not contentally, Charles made the gradual transition into more television and film work. "My manager started connecting me to some great projects and I soon found myself hanging out with some of the top names in TV and film." But in 2011 Charles' life was forever changed. Given a devastating diagnosis of Type 2 diabetes, he quickly learned what a confusing and frightening time that is for millions of people just like him and from that moment on he made it his soul's purpose and life's mission to become a beacon to those in search of answers and to cover this globe promoting early detection of diabetes through frequent testing and

### THE CLOTHES THAT MADE A PRINCESS

**Exhibit at Southern Women's Show tracks Diana's transformation**

*By Michelle Jones*

Last spring, millions of people around the world tuned in to watch the wedding of Prince William and Kate Middleton. The event buoyed interest in England's royal family and also brought forth comparisons between the new bride and the groom's late mother, Princess Diana.

Diana will be the subject of an exhibit at this weekend's Southern Women's Show in downtown Nashville. "Royal Princesses: The People's Princess" dresses along with the photographs and video footage telling her life story and putting the dresses into context. It's a chance for event attendees to learn about an early er style-setter and for longtime fans to relive moments from the beloved princess' life.

**Allure and mystique**

Back in 1981, 750 million viewers were transfixed by the beautiful 20-year-old Lady Diana Spencer take her vows in a marriage of a princess with puffy sleeves.



This black velvet corset-style bodice by Catherine Walker has a neckline that is made of black rectangular mesh, which is lined with black and edged with black and edged with black and edged with black.

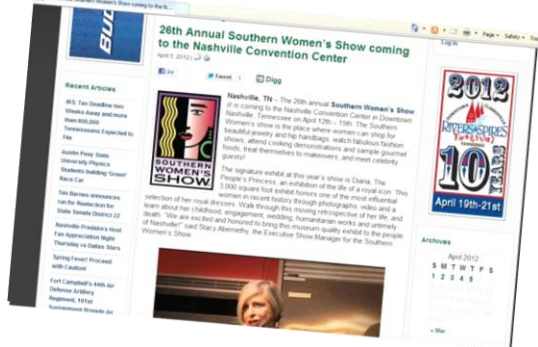
**READ MORE**

inside: What else can you find at Nashville's Southern Women's Show.

Page 30

inside: What else can you find at Nashville's Southern Women's Show.

Page 30



# WEB, FACEBOOK, E-NEWS





## Show connected with thousands of loyal guests!

- ❖ 196,950 web impressions
- ❖ Weekly status updates to over 6,300 Facebook fans
- ❖ Six E-Newsletters to over 17,000 subscribers

### Enjoy the Road!

Check out the latest lineup of 2012 vehicles at the Chevrolet exhibit. You'll be amazed at the great look, performance and value of the Camaro Convertible, Cruz Eco and Equinox. And don't just see the cars. Put yourself in the driver's seat! Test drive the Equinox, Cruze, Traverse, Camaro, Malibu, Volt or Sonic onsite and receive a \$10 gift card to Starbucks courtesy of Chevrolet. Take a spin and enjoy the road!



	<p><b>Southern Women's Show</b> Thursday, April 12 - Sunday, April 15, 2012 Nashville Convention Center, Nashville, TN</p>	
	<p>Visit St. Thomas Health's "Our Mission in Motion" Mobile Mammography Coach. The mobile mammography outreach program is funded by Saint Thomas Health and Komen for the Cure and brings screening mammograms directly to women where they work, live and shop and serves 16 counties throughout Middle Tennessee.</p> <p><b>Bringing Life-Saving Screenings to You!</b></p>	
	<p><b>Balance Your Life!</b> The Southern Women's Show is partnering with <i>The Balancing Act</i> on Lifetime Television to create the <b>Balance Your Life Pavilion</b>. 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 <b>Balance Your Life Stage</b>, 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. <a href="#">Learn more!</a></p>	
	<p><b>Thank You TN Nurses Day</b> The Southern Women's Show wants to salute all nurses on TN Nurses Day on Thursday, April 12th. The first 100 guests through the doors on Thursday will receive a special gift. Plus, to show we care about those who care for us, nurses can show their ID badge to receive special discounts from many exhibitors.</p>	
	<p><b>Take a Spin for Starbucks!</b> Check out the latest lineup of 2012 vehicles at the Chevrolet exhibit. You'll be amazed at the great look, performance and value of the Camaro Convertible, Cruz Eco and Equinox. And don't just see the cars... Put yourself in the driver's seat! Test drive the Equinox, Cruze, Traverse, Camaro, Malibu, Volt or Sonic onsite and receive a \$10 gift card to Starbucks courtesy of Chevrolet. <b>Take a spin and enjoy the road!</b></p>	
	<p><b>Free Gift with Advance Tickets!</b> Buy your tickets in advance online and receive a full year's subscription to <b>Better Homes and Garden</b> magazine.</p>	
<p style="text-align: center;">CLICK HERE TO BUY YOUR TICKETS</p> <div style="display: flex; justify-content: space-between; align-items: center;">    </div> <p style="display: flex; justify-content: space-between;"> <span>SouthernShows</span> <span>Find us on Facebook </span> </p> <p style="text-align: right; font-size: small;">To unsubscribe to this newsletter, please <a href="#">click here</a>.</p>		

# COUPONS & TICKETS

## Coupons and ticket offers drove attendance!

- ❖ Direct mail coupons sent to 5,000 recipients
- ❖ Electronic coupons available through show website
- ❖ Electronic coupons created for TN Nurses Association and Bowman Hall Publishing to send to their databases and fans
- ❖ Thousands of complimentary admission tickets distributed to sponsors, exhibitors and media partners
- ❖ 350 tickets distributed at 14 local Chevrolet dealerships

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

**April 12-15**  
Nashville Convention Center

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

Adults \$10 (\$9 with Coupon) | Youth (6-12) \$5  
Under 6 FREE with Paying Adult

\*Additional \$5 to see the Royal Dresses of Diana, The People's Princess



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



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

Experience the beauty and legacy of  
*Diana, the People's Princess*  
See her Royal Dresses

Southern Women's Show  
April 12-15  
Nashville Convention Center

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



Save! \$200 off!

Management reserves the right to refuse admission to the holder of this ticket. Good for one admission. Not valid for any other discount. \*Additional \$5 to see the Royal Dresses of Diana, The People's Princess. The most discounts will be applied. See agent for more details.

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

COMPLIMENTARY TICKET

## Southern Women's Show

April 12-15  
Nashville Convention Center

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

Adults \$10 | Youth (6-12) \$5  
Under 6 FREE with Paying Adult



Find us on Facebook

Management reserves the right to refuse admission to the holder of this ticket. Not valid for any other discount. Good for one admission.

800.849.0248 | A Southern Shows Inc. Production


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

Be Our Guest!

## Southern Women's Show




April 12-15, 2012 • Nashville Convention Center

Visit the show courtesy of



**CHEVROLET**

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



Find us on Facebook

800.849.0248 | A Southern Shows Inc. Production

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

Management reserves the right to refuse admission to the holder of this ticket. Not valid for any other discount. Good for one admission. \*Additional \$5 to see the Royal Dresses of Diana, The People's Princess. The most discounts will be applied. See agent for more details.

# RETAIL EXPOSURE

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

Posters were displayed at:

- ❖ 5 Best Buy locations
- ❖ 14 local Chevrolet dealerships
- ❖ 94 Graffiti Advertising Outlets
- ❖ 63 Kroger stores



# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

5-hour ENERGY  
A Charming Affair  
A Spice Above  
AAA Auto Club  
AARP  
ACE Energy & Weight Loss!  
ADT Security Services  
AWB Promotions  
Abbott  
Ace Exterminating Co., Inc.  
Advocare  
Alabama Mountain Lakes Tourist Association  
Alabama Tourism Department  
Alegria  
Alimtox LLC  
All About Health  
All Natural Dips  
All Stars Dips  
Aloe Infusion  
Altar'd State  
Altrient  
Ambassador's Formalwear by Gilda  
American General  
American Home Design  
American Kidney Fund (Southeast Region)  
American Laser Skincare  
Amish South  
Angel Seed, Inc.  
ArchMasters - Orthotics, Shoes, & Footcare  
Arrow Products dba Hip Klips  
The Art Box  
Athens Limestone County Tourist Association, Inc.  
Avocados from Mexico  
Avon  
B & B Portraits  
The Balancing Act  
Bath Fitter of Nashville  
Beaches of Fort Myers & Sanibel  
BeautiControl  
Bees N Things.com  
Beijo Bags  
Belk  
Bella Designs from Italy  
Best Buy  
Better In Colour  
Betterliving Sunrooms  
Big Fish Games  
Big Skinny Wallets/Design9000 Jewelry  
Bio-Oil  
The Black Market  
Blackbear the Pirate  
Bling and More  
Blingy Boutique  
Blue Bell Creameries  
Blue Ribbon Foods  
Body Care Resort  
Body Drench  
Box 55 Association Nashville Fire Buffs  
Boresha International  
Brentwood Chiropractic  
Brooke and Nicole  
California Fashions By Robin  
Canyon Creations  
CaptionCall  
Cardio  
Carefree Tours of Tennessee  
Carmen's Day Spa and Wellness Center  
Carol Wior, Inc.  
Carolina Kountry  
Celebrating HOME  
Celebrity Chef Charles Mattocks  
Centerstone of TN Prevention Services  
Centurion Stone & Exterior  
CeraVe  
Chattem, Inc.  
Cherokee County Chamber  
Chevrolet  
Christian Science Reading Room  
Cigma – Moonglow  
Classic Doors/Restore Your Doors  
Click It Hot  
Clinard Home Improvement  
Colbert County Tourism  
Cold Wax Company  
Company's Comin'  
Cool Springs Back & Neck Care, Inc.  
Cottage House Botanicals  
Country Kettle Fudge  
Covered Bridge Country, IN.  
Creations Plus Inc.

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Creative Embroidery  
Cremation Society of TN/Family Pals  
Crystal Springs Water  
Cullman Area Chamber & Tourism Board  
Cumulus Radio  
Cutco Cutlery  
DJ's Secrets  
DNA Sales, LLC  
DU - USA, Inc.  
Damsel In Defense  
Daytona Beach Area CVB 938  
Deidre Hall and Bowman Hall Publishing  
Depree Rum Cakes  
Designer Pet Mfg.  
Dip'n Good Dips  
DirectBuy of Cool Springs  
Dixie Homecrafters / Gutter Guardian  
Dove Chocolate Discoveries  
Dr. Mom  
The Eccentric Cat  
Elegance eT Cetera  
Elegant Accents, Inc.  
Elite Cosmetics  
Emerald Coast CVB Destin - Fort Walton Beach  
En Masse Marketing Corporation  
Essencia  
Essential Bodywear - The Bra Ladies  
Exodus Chiropractic of Franklin  
Exodus Health Center  
Exquisite Collections, Inc.

Eye Kandy Glitter Cosmetics  
EZ Hang Chairs  
Famous Cinnamon Roasted Nut Company  
Nashville Fashion Events  
Fleur de Lis  
Florence/Lauderdale Tourism  
Fruit Abundance  
Galaxy Watch Corp.  
The Gateway for Cancer Research  
Giftworksplus  
Ginsey Rose  
Girl Next Door Sundries  
Glitz & Glamour  
Go! Sticky  
The Golden Touch  
Goodlettsville Chiropractic Clinic  
Grace Pregnancy Resource Center  
Graham County Travel and Tourism  
Greater Nashville House & Home Magazine  
Grumpy Girl Candles & Bath Co.  
Gutter Gutter Inc.  
HM Events  
HRC Medical  
Hair Club  
Hair Prosthesis Institute  
HandPicked, Inc.  
Han's America Corp.  
Hawaiian Moon  
Headcandi  
HER Nashville Magazine

heyleeB.  
Hilton Nashville Downtown  
Horsefeathers Gifts  
IV Pure Inc.  
In.Purseinators  
Innovative Concepts  
Insphere Insurance Solutions  
Instantly Ageless  
It Works! Wrap and Lose Fat  
It's A-Peeling!  
Item Specialties, Inc.  
Ityse  
JAM Sales – Bravage  
JAM Sales - Stove Top Grill  
JB Rich Artisan Soap Co.  
JC Unlimited  
JD's Salsa in a Minute  
Jay Heavener Realtors & Auctioneers  
Jay Qualls, Inc.  
Jennifer Thames Originals  
Jewelry as Art, Inc.  
Kalico Roc  
KANZI and Ornaments4Orphans  
KSCanuck LLC  
Kentucky Vacations & Getaways  
Kidsville USA  
Kings Beauty Supply & Miss TN United States  
Kitchen Craft  
Kitty and Katie, LLC  
Knockout Nails



# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Koutoure Unique Tees & More

Lebo's Inc.

Lee Company

Lemon – Aid

Lia Sophia

Lil' Treasures

Lindt Chocolate R.S.V.P.

Louisiana North

Louisville Convention and Visitors Bureau

Lulu's Clothing Company

Lumen's Collection

MICROFIBER Cleaning System

MR ROOF

Margaret Taylor, Ltd.

Maristone

Marshall County CVB

Mary Kay

Maurices

Maynard Home Comfort

Medtronic

Melissa's Fancy Feet

Memories To DVD

Miche Bag

Mid-South RC

Middle Tennessee Hypnosis Center

Milo's Tea Company

Miss Priss

Mix 92.9

Mix It Up

Moonlight Diva Emporium

Morozko

Mrs. Grissom Salads

Mundo Village

My Pillow

My Stuff

Mystique Boutiques

Nashville Ballet

Nashville Home Help Services LLC

Nashville Psychic Center

National Dance Clubs

National Storm Shelters

Naturally Yours

Nature's Glow

Nectar of the Vine

Needham Lane

New York Life

Norwex USA

Not This Girl

Nutrex Hawaii Hawaiian Spirulina

Oh's Trading

Oil & Vinegar

The Olive Branch

Omada Nutrition

One Hot Mama's American Grille

Orb Clothing

Organics by Kimberly Parry

Original Lanterns

P.E.S.T. Inc.

PS Clothing 2

The Pampered Chef

Panama City Beach CVB

Paperdoll, Inc.

Pay Anywhere

Peoples Home Equity Mortgage

Perfect Accents

Perfectly Posh

Phoenix Trading

Pick TN Products

Pink Coconut

Pink Eyed Sissies

Pizzazzing You

Plexus Slim

Pockos, T/A Shabby Chic

Pony-O

Power Chiropractic and Wellness

Power Steam Pro

Primo Water

Progress, Inc.

Pur Minerals

Purely Clear

Rand Hill/Darby Creek

Rand Hill/Glitter Tattoos

Reda's T-Shirts

Robin Shea - Southern Fried Fitness

Rodan & Fields Dermatologists

Rose Fashion Accessories, Inc.

Rosemark Easy Meals

s.a.l.t. sisters

SDC Nutrition

SDI

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

SUNNYband  
Saint Thomas Health Services  
Salena's Accessory Showcase  
Sales R US  
The Salvation Army  
Sam's Club  
Santa Fe Traders  
Scentsy Independent Consultant  
Scrub Bar USA  
Sears Home Improvement  
Select Marketing – MIGI  
Select Marketing – thebestsheets  
Selkin Laser Center  
Sensational Smiles  
Service Jewelry & Repair  
Shabby Lane Shops  
SHOTS, etc.  
SilverWear  
Simply Sassy  
SimplySkin Rx  
Sisters With Jewels  
Sleep Number  
Smith Wright & Company  
Sole-magic  
Southern Destinations  
Sparkle  
Spirit Girl Couture  
St. Lucia  
Stella & Dot  
Straight For You

StriVectin  
Styles Extended  
Sue's Suzani  
Support Adoption Foundation  
Surprise Parties  
Susan G. Komen  
TGIF Jewelry  
The Tennessean  
Tennessee Beef Industry Council  
Tennessee Chapter, Scleroderma Foundation  
Tennessee Electronic Library  
Tennessee Farm Fresh  
Tennessee Firefighters Burn Foundation  
Tennessee's Agriculture in the Classroom  
Tervis Tumbler  
Texas Approach  
That's A Good Idea  
That's My Pan!  
That's Perfect  
Therapeutic Innovations / Go Green  
Therapeutic Innovations/Hematite Jewelry  
Think Happy Stuff, Inc.  
Thirty-One Gifts  
Toodles  
Top Secret Haircessory  
Treasure Island  
Trendy Lime Boutique  
Tupperware  
Twila's Boutique  
US Food & Drug Administration

Union Station Wyndham Historic Hotel  
Unique Designs By Wanda  
Urban Studio  
Urbandillo  
Vault Denim  
Verizon Wireless  
VeroPele SkinCare Centre  
Virginia Tourism / Shenandoah Valley Travel  
Visit Central Florida  
Visit St. Petersburg / Clearwater  
Vitamist  
WCJK/Jack  
WRVW - 107.5 The River  
WSIX - The Big 98  
WSMV - TV Channel 4  
Waddell and Reed  
Water Marbles  
Watkins Quality Products  
Webster Enterprises  
WHO?Bags International  
Wisconsin Cheese & Sausage Co.  
YOGA MATTY  
YTB - Your Total Biz featuring Ganovia Gourmet  
You Personalize It  
Youngevity / Travis Pardue M.D.

# EXHIBITORS SAY IT BEST!

The show was a huge success! Our Mission In Motion screened 116 women in four days, the maximum we could for each day. So many women received mammograms that might have not otherwise taken the time off work to do so. The feedback was very positive and we witnessed women encouraging others, daughters talking their mothers into it, and friends doing it together. **Lori L. Ward, Saint Thomas Health**

Belk enjoys participating in the show each year. It is a great way to build on sales and rewards for our stores, get the Belk name out and meet other vendors in the Nashville area. Stacy and her team keep the event organized and enjoyable for all involved. It is an outstanding event that we look forward to and hope to participate in each year. **Mary Lucy Yowell, Belk**

The show has been a great experience for us. We are beginning to establish a name at this show and the women who attend come looking for us! They thank us for being there and are excited to receive the year's updated information about local food and farms. We plan to attend the show as long as we can because it is worth our time. **Tiffany Howard, TN Farm Bureau Federation**



# JOIN US IN 2013



**Mark your calendar now!**

Next year's show is scheduled for  
April 18 - 21, 2013.

**For more information:**

Stacy Abernethy

Executive Show Manager

800.849.0248 x 129

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

[Click here to apply for the 2013 Southern Women's Show in Nashville!](#)