

# Southern Women's Show: Show in Review

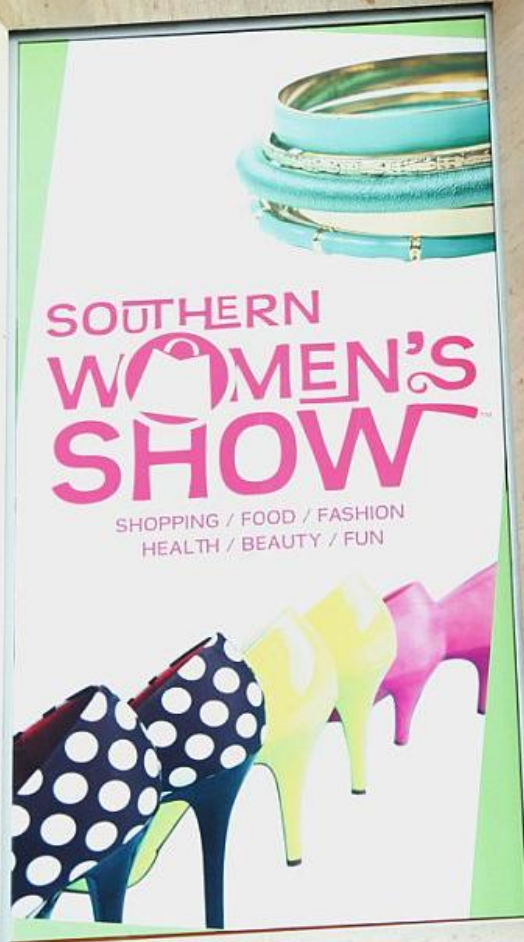


SOUTHERN  
WOMEN'S  
SHOW™

SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

Nashville: Music City Center  
April 30 – May 3, 2015

# OVERVIEW




The Southern Women's Show was widely embraced by the Nashville market and received outstanding media coverage and exposure.

Total ad campaign: \$608,663

PR impressions: 268,762,866

Attendance: 44,000+ women

# DEMOGRAPHICS

A photograph of a busy trade show booth. In the foreground, a woman in a black sleeveless top and pearl necklace is applying makeup to a woman in a blue hoodie. The woman in blue is sitting on a stool. To the left, a woman in a white patterned shirt is partially visible. In the background, other attendees and booths are visible, including one with a sign that says "YOUR MUSEUM CHILDREN'S THEATRE".

The 29<sup>th</sup> annual show attracted thousands of loyal fans throughout the weekend. Mothers, daughters, girlfriends and co-workers from 25 – 65 years of age, packed the aisles enjoying all the show had to offer.

# FEATURES AND PROMOTIONS

Throughout the four days, exciting and educational activities were held on four different stages.

The stages featured celebrity guests, innovative cooking programs, musical entertainment, fashion shows and more – all designed to attract, captivate and entertain the target audience.



# ADVERTISING EXPOSURE

**Meet Randy Fenoli**  
TLC's Say Yes to the Dress

**\$4**  
Discount at Walgreens

**SOUTHERN WOMEN'S SHOW 2015**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**april 30 - may 3**  
music city center  
NASHVILLE

**CHEVROLET THE TENNESSEAN**

**SOUTHERNWOMENSSHOW.COM**  
800.645.0248 A Southern Shows, Inc. Production

A comprehensive marketing and advertising campaign promoted the show for three weeks through television, radio and print as well as social media and grassroots marketing initiatives. Show sponsors and partners' awareness was increased through signage in high traffic retail locations and media contesting and promotions. The show was promoted in 99 Walgreens stores, 17 Chevrolet dealerships, and hundreds of retail locations.

## SOUTHERN WOMEN'S SHOW Halls C/D April 30 - May 3

**SOUTHERN WOMEN'S SHOW 2015**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**april 30 - may 3**  
music city center  
NASHVILLE

Test drive a new Chevy at the show on Saturday and Sunday and receive a **FREE GIFT** courtesy of

**CHEVROLET**  
official vehicle of the SOUTHERN WOMEN'S SHOW

thursday	10am-7pm
friday	10am-8pm
saturday	10am-7pm
sunday	11am-8pm

**SOUTHERNWOMENSSHOW.COM**

featuring

- Meet Randy Fenoli  
TLC's Say Yes to the Dress
- Firefighter Show  
Local 140 Firefighters
- See Peter Facinelli  
TWIGHT & MEO'S ODYSSEY

**PROUD SPONSORS**  
**CHEVROLET**  
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**SOUTHERN WOMEN'S SHOW 2015**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**april 30 - may 3**  
music city center  
NASHVILLE

**FUN** Shopping. 500 shops. Fashion shows, cooking classes, health and fitness experts and more. It's **MORE** than a show. It's a destination.

thursday	10am-7pm
friday	10am-8pm
saturday	10am-7pm
sunday	11am-8pm

**Tickets:** still at the door, so for kids 6-12 yrs  
**SOUTHERNWOMENSSHOW.COM**

**EXCLUSIVE COUPONS AVAILABLE at Walgreens**

featuring

- Meet Randy Fenoli  
TLC's Say Yes to the Dress
- Firefighter Show  
Local 140 Firefighters
- See Peter Facinelli  
TWIGHT & MEO'S ODYSSEY

**PROUD SPONSORS**  
**CHEVROLET**  
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# TELEVISION ADVERTISING



[Click here for TV Spot](#)

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

**Number of Stations: 4  
(5 including Cable)**

**Number of TV Spots: 447**

**Total TV Campaign: \$183,225**

# RADIO ADVERTISING



Radio Spot

Nine radio stations promoted the show to listeners through different formats, including adult contemporary, urban, country and pop.

Numerous spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements were run on key stations featuring sponsors and promotions.

Number of Stations: 9

Number of Radio Spots: 2,841

Total Campaign: \$341,391

**107.5  
THE RIVER**  
NASHVILLE

**THE BIG 98  
WSIX**

**Mix 92.9**

**96.3  
JACK fm**  
playing what we want

**103.3  
WKDF**  
Today's Country

**92Q**

**i106**  
ALL THE HITS

**95.5FM  
WSM**

**101.1  
THE BEAT**

# DIGITAL ADVERTISING

**SOUTHERN WOMEN'S SHOW 2015** | **april 30 - may 3**  
music city center  
**NASHVILLE**

**Meet Randy Fenoli**  
TLC's Say Yes to the Dress

**Firefighter Show**  
Local 140 Firefighters

**See Peter Facinelli**  
Twilight & NBC's Odyssey

thursday 10am-7pm    friday 10am-8pm  
saturday 10am-7pm    sunday 11am-6pm

**CLICK HERE & SAVE**

Instagram, Twitter, Facebook icons

A digital media campaign was integrated into the marketing plan to reach busy women on-the-go plus that younger demographic (25-40 yrs) and included advertising through Facebook, WKRN and geo-targeting ads through *The Tennessean*

Impressions: 4,345,000

Value: \$24,621

**SOUTHERN WOMEN'S SHOW 2015** | **april 30 - may 3**  
music city center  
**NASHVILLE**

**Meet Randy Fenoli**  
TLC's Say Yes to the Dress

**Firefighter Show**  
Local 140 Firefighters

**See Peter Facinelli**  
Twilight & NBC's Odyssey

**CLICK HERE & SAVE**

Instagram, Twitter, Facebook icons



# NEWSPAPER AND MAGAZINES

SOUTHERN  
WOMEN'S  
SHOW  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

**SOUTHERN WOMEN'S SHOW 2015**  
SHOPPING / FOOD / FASHION  
HEALTH / BEAUTY / FUN

april 30 - may 3 music city center  
**NASHVILLE**  
thursday 10am-7pm friday 10am-6pm saturday 10am-7pm sunday 11am-6pm

SOUTHERNWOMENSHOW.COM

**PROUD SPONSORS:**  
CHEVROLET THE TENNESSEAN Walgreens LOTTERY  
xfinity HILTON  
DISCOUNT KING MIX 92.9

### HELLO BEAUTIFUL!

As the star of TLC's *Say Yes to the Dress* and *Randy to the Rescue*, **Randy Fenoli** is the most trusted source in the bridal industry. He has helped thousands of women choose the most important dress in her life, but just as importantly - realize her own personal beauty. With a philosophy that to matter what her size, age or shape, EVERY woman is beautiful, Randy's charm and enthusiasm is infectious, making everyone who comes in contact with him feel "beautiful." Get inspired when he appears on stage on Sunday at 1 pm.

**What's Your Number?**  
Inspire the way you sleep. Check out the *Sleep Number* bed, the only bed that lets you personalize the settings to your ideal level of comfort.

**Show Bucks**  
Each hour someone is going to win \$50 worth of Show Bucks! Put on those shopping shoes and register to win...this could be your lucky day!

**Who's Feeling Lucky?**  
Step by the Tennessee Lottery Exhibit to learn about lottery picks and if you purchase \$5 in any combination of lottery tickets you can play Pick 3 for a fantastic lottery prize!

### ON FIRE!

Local 140 firefighters and **Local 140 Firefighters** are back and heating up the stage for charity. Check out their hot calendar that benefits the Nashville Firefighter Association Foundation.

**FIND NEW ROADS™**  
Chevrolet, the Official Vehicle Sponsor of the Southern Women's Show. Check out the industry's most awarded car of 2014 - the sizzling new Corvette Stingray. And with back-to-back stop-start testing, offering 30+ mpg, be sure to explore the sleek sophistication of the 2015 Impala. Professionals will be on hand to answer your questions, and to help you find the vehicle that best fits your busy lifestyle. Then take a test drive at the show to receive a free gift.

**Walgreens Pavilion**  
Located at the center of the show, the Walgreens Pavilion is where the action is. Free health screenings, fabulous samples, plus Saturday is Walgreens Day and you can register to win \$50 gift cards given away hourly.

**It's all about the Girls!**  
Celebrate Girls' Night Out with **Little Black Dress Wine**, a performance from **Adri Stump** painting with **Pinot's Palette** and **Local 140 Firefighters**.

**Share hope by sponsoring a child!**  
**World Vision's** hope for every child is life in all its fullness. Sponsoring a child is one of the most powerful ways you can fight poverty and is the most rewarding way to engage with a child in need. Visit the World Vision Exhibit space to learn more and share hope by sponsoring a child, plus shop Gifts Work A Cause - high-quality, authentic artisan goods.

### PETER FACINELLI

Most actor **Peter Facinelli** from the new hit TV show *American Odyssey* on Saturday at 12 noon! You've seen him on *Nurse Jackie* and is best known for starring as "Dr. Carlisle Cullen" in the blockbuster *Twilight* franchise. He'll sign autographs and pose for photos afterwards. A portion of the proceeds from autograph and photo sales will benefit **Alan's Lemonade Stand Foundation**, which raises money for pediatric cancer. Autographs will be \$25 and photographs with Peter \$30, or get both for \$45.

**Be Inspired**  
Grab a hot new appetizer at the **Kitty Main Stage** and check out some of our latest favorites.

**Grab Your Whisks!**  
The nationally acclaimed **Taste of Home Cooking Schools** happens on Thursday and Friday. Admission is only \$5 and in return you'll see chef **Dana Elliott** on stage and walk away with a Swag Bag valued at \$200, including a limited edition apron.

The Southern Women's Show was advertised through an extensive print ad campaign with the *The Tennessean* as well as weekly and monthly regional publications in order to saturate the market.

### The Spotlight Stage

THURSDAY, APRIL 30	FRIDAY, MAY 1	FRIDAY, MAY 1	FRIDAY, MAY 1	SATURDAY, MAY 2	SATURDAY, MAY 2	SATURDAY, MAY 2	SATURDAY, MAY 2	SUNDAY, MAY 3	SUNDAY, MAY 3
2:30pm <b>Accidental Discovery in Cancer Research Leads to Breakthrough in Anti-Aging Industry</b> Presented by Horizon International	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs
2:30pm <b>Research Leads to Breakthrough in Anti-Aging Industry</b> Presented by Horizon International	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs	10:30am <b>Getting Older Never Looked So Good!</b> Presented by The 7 Jugs
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See Peter Facinelli  
4 Discount at Walgreens  
Tonight & NBC's American Odyssey  
SOUTHERN WOMEN'S SHOW 2015  
april 30 - may 3 music city center NASHVILLE  
SOUTHERNWOMENSHOW.COM

THE TENNESSEAN  
SOUTHERN WOMEN'S SHOW 2015  
april 30 - may 3 music city center NASHVILLE  
SHOPPING / FOOD / FASHION HEALTH / BEAUTY / FUN  
featuring  
Meet Randy Fenoli  
Firefighter Show  
See Peter Facinelli  
CLICK HERE for more information - SOUTHERNWOMENSHOW.COM

Meet Randy Fenoli  
TLC's Say Yes to the Dress  
SOUTHERN WOMEN'S SHOW 2015  
april 30 - may 3 music city center NASHVILLE  
SOUTHERNWOMENSHOW.COM

Show Program Distribution: 375,000  
Number of Print Ads: 26  
Total Print Schedule: \$64,426

# PR IMPRESSIONS

**LEBANON DEMOCRAT**  
VOTE NOW for **June 1 - June 12**

## Southern Women's Show upcoming

The Southern Women's Show will return Nashville's Music City Center for the four-day festival of food, fun and fashion April 30 through May 3.

Hosting celebrity chefs and special guests, this year's event celebrates unique cuisine and all of the delicious reasons to love the South.

The Taste of Home Cooking School will return this year. Bring friends, family, neighbors and a spouse to join in at the \$2.9 Cooling Stage on April 30 and May 1.

Attendees will learn seasonal recipes that are perfect for every holiday, occasion and skill level and that can be made with readily available ingredients to create memorable meals at home. The Taste of Home Cooking School will be held at 11 a.m. included in a premium hotel package for the Southern Women's Show headline and Taste of Home Cooking School is a swag bag of goodies. Seating is limited.

Taste of Home culinary specialist Dana Elliott began cooking at an early age and has fond memories of her mom's homemade spaghetti and meatballs. She graduated from the Art Institute Fort Lauderdale, Fla. with a degree in culinary management. She has instructed students on restaurant management and has been the recipient of the Outstanding Culinary Achievement Award. Audiences will find Elliott and more celebrity chefs at the 2015 Southern Women's Show.

In addition to the Taste of Home Cooking Schools, the stage will feature recognized chefs and local personalities. There will be hourly programs throughout the four days.

Celebrities from across the country will be on hand to share their best expertise and to answer questions about all things food. Live appearances, online happenings will be at the Southern Women's Show with the Best Chef/Host to share her insight, answer questions and share tasty recipes.

Thanks to peanut lovers' day, and the Southern Peanut Growers offers daily cooking schools. The Southern Peanut Growers educate American consumers about the U.S. peanut industry and its products.

At the Music City Center, the Southern Women's Show is bigger with even more to see, do, shop and learn this year. Each day will offer surprises, including prize nights on Friday and Monday-outright day May 3. Celebrity guests include Peter Facinelli of the Twilight sagas and NBC's hit series, American Cowboy, and Randy Fenoli, bridal industry expert, author and star of TLC's hit "Say to the Dress." Big risks, Randy Knove Best and Randy in the Rescue.

There will be lots of new exhibitors with plenty of discounts, specials and giveaways. Favorites will be back, too, including the Local 140 Pre/After Fashion Show, which has raised thousands of dollars to Camp Invention, B&B and Florida Hot Cars.

## Randy Fenoli of 'Say Yes to the Dress' visits Women's Show

Cindy Watta, [cwatta@tennessean.com](mailto:cwatta@tennessean.com) 5:37 p.m. - CDT April 30, 2015

Randy Fenoli became the best friend of hopeful brides in search of their dream wedding dress on the TLC reality series "Say Yes to the Dress." "Hello beautiful" was his catch phrase, and just like he did on the television show, this weekend Fenoli will help Nashville women feel beautiful, too.

Fenoli, a former farm boy who used his mother's sewing machine as an escape from their cows, will appear at 1 p.m. Sunday at the Southern Women's Show on the The Xfinity Main Fashion Stage at Music City Center. Admission is \$10 online at [southernshows.com/wine/](http://southernshows.com/wine/) and \$12 at the door for the event, which runs through Sunday.

"I talk about my story because when you talk about your story I think it personalizes you to the people that come," he said. "They see that you're real. You're not just a face on TV like the Kardashians. I have substance. I really did work for this."

**THE TENNESSEAN**  
Southern Women's Show offers chances to splurge for little

Over the course of his presentation, Fenoli talks about growing up as an abused child who was the last of seven siblings and obviously gay from an early age on a farm.

"I survived," he said. "It sounds pretty sad, but I make it funny and it's empowering."

From there he talks about moving to New York City to attend the Fashion Institute of Technology and the path he took to a variety of reality shows including "Say Yes to the Dress," which he swore he would never do. He talks about how to use accessories, how to dress body types, planning weddings and humorous stories surrounding his success.

However, his goal is to empower his audience.

"I make everybody stand up at the end and say, 'I am beautiful,'" Fenoli said. "Every single human being on the planet is different, and that's what's beautiful."

A dedicated Public Relations firm generated buzz with women in the market through scheduled live TV and radio interviews, print editorial in *The Tennessean* and local magazine and numerous online calendar listings. They delivered extensive media coverage through print, television, radio and online.

**Impact:**  
**268,762,866**  
**Impressions**

**examiner.com**  
entertainment ARTS

## Ladies it is time for the Southern Women's Show

Next 4/30/15

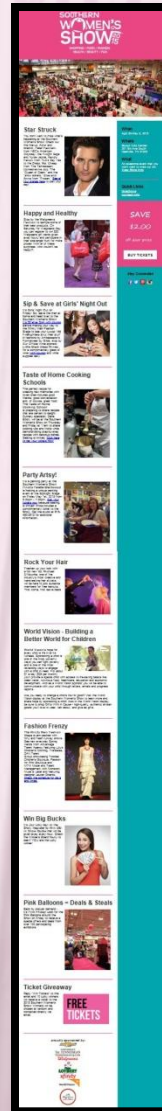
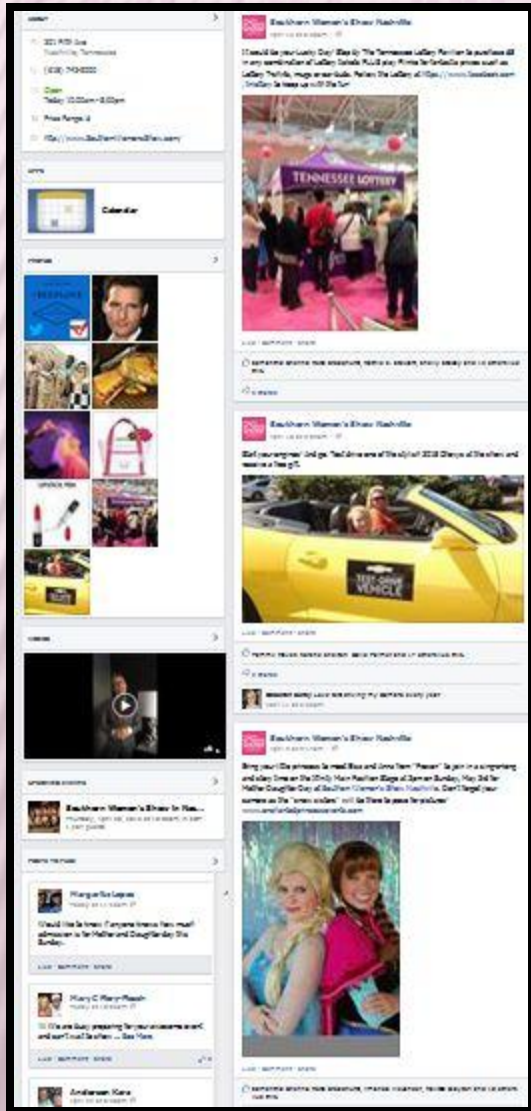
Get ready to enjoy another year of the Southern Women's Show in Nashville, Tennessee April 30, 2015 until May 3, 2015. The show returns to the Music City Center with more exhibitors and programs. Piled with fashion, food and fun it is always a good time for a girl's day out.

This show offers women information geared towards their lifestyle through health and beauty, cooking, celebrity appearances, shopping and fashion. The show is filled with fun and prizes which include vacations, money and gift cards. If you are one of the first few women through the door each day there is a gift bag for you.

This year the celebrities that will grace the show include actor Peter Facinelli from the Twilight films on The Xfinity Main Fashion Stage on Saturday, May 2, 2015 at 12:00 pm. Peter will be signing autographs and posing for photos after the question and answer show. A portion of the proceeds from his autograph and photo signs benefit the American Cancer Foundation, which raises money for pediatric cancer. Autographs will be \$25 and photographs with Peter \$30, or get both for \$45. From the TLC show, Say Yes to the Dress, Randy Knove Best and Randy in the Rescue will be Randy Fenoli. Randy will appear on The Xfinity Main Fashion Stage at 1:00 pm on Sunday, May 3, 2015. There will be three different stages in the convention center which will focus on food, fashion, cooking and lifestyle tips. The local 140 Pre/After will return to the runway as well as show some cooking tips. Geophane Recording Artist, Devin Abney will be providing the musical entertainment at the year's show with Perform Arts and Show Owner Michael O'Rourke will share his expertise in upcoming fashion trends at the Springs Stage. Other celebrity guests will include local news media personalities and organizers.

Admission to the show is \$20.00 but one could also pick up the Girls Day Outfest which is \$20.00 but will include your ticket and a coupon for a sandwich, chips and drink. Advance tickets are currently available at [Wagons.com](http://Wagons.com) for \$5.00.

# SOCIAL MEDIA AND E-NEWS



**A social media campaign was integrated into the marketing plan to reach busy women through Facebook updates, promotions on LivingSocial, Twitter, Instagram and the Official Show Website.**

**E-Newsletter Subscribers: 17,194**

**Facebook Fans: 10,745**

**Unique Pageviews: 161,270**

**LivingSocial Redemptions: 2,000  
(Sold Out)**

**Instagram Followers: 798**

**Twitter Followers: 250**

**\$1,869,630 Value**

# SPONSORS

Outstanding sponsors enhanced the success of the Southern Women's Show and created exciting and interesting features and activities within the show.



**CHEVROLET**

*Walgreens*

**xfinity**



**THE TENNESSEAN**



Southern Peanut Growers  
*Southeastern Peanuts: The Flavor Standard.*



Funded by the Beef Checkoff.



# OUTSTANDING EXHIBITORS

3 Judys  
4CPRNOW  
5 Hour Energy  
A Beauty Must  
A Kitchen Must  
A.M.L. Body Drench  
AbbVie  
ABODE just like home  
Accomplish Quilting  
ACE Energy & Weight Loss!  
Ace Exterminating Co., Inc.  
Ace Jewelry  
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Alabama Mountain Lakes Tourist Assoc.  
Alabama Tourism Department  
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Alimtox LLC  
Alina's Exclusives  
All About Me  
All Around Products  
All Natural Dips  
All Season Sunrooms  
Amazing Plant Stand  
Ambassador's Formalwear by Gilda  
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American Quilters Society  
Armored Water  
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Big Yellow Bag  
Bio-Oil  
Black Pearl Platinum Brand  
Bliss USA  
Blitzzy Bands by Elmer & Stitch  
Blue Ribbon Foods  
Blue Sky Natural Foods  
Bluebird Enterprises  
Blush Boutique  
Boho City  
Boho Mojo  
Bows by Lisa Luann  
Box 55 Assoc. Nashville Fire Buffs  
Buck Ridge Cabins and Outdoors  
Capital Bee Company  
Carolina Candy Company  
Carter Natural Health & Revitalization Center  
Celebrate Your Sexy  
Celebrating Home  
Centerstone Prevention Services  
Champion Windows  
Cheese Grater  
Chevrolet  
Choose You! with Dr. Rae  
Christian Bling  
Classy Chics  
Click It Hot  
Clinard Home Improvement

Co. 63 Clothing Loft, LLC  
Cobra Security Products, LLC  
Cold Wax Company  
Collier's Folio  
Creative Accents  
Crown Couture  
Cruise Planners  
CruiseOne  
Cumberland Garage Builders  
Curvylious Shapers  
Cutco Cutler  
Cyncessories  
Damsel in Defense  
Dan Talent Group  
Danyel' Cosmetics & Marli Skin Care  
Darla's Hip Klips  
Daytona Beach Area CVB  
Designer Pet Mfg.  
Designs by Donna  
Diamond Resorts International  
Dip'n Good Dips/Willow Farms  
DJ's Secrets  
doTERRA Essential Oils  
Drops of Joy  
Dunes Accessories  
Durante Windows & Siding  
Easy Living Products-Power Steam Pro  
Elite Cosmetics  
En Masse Marketing Corp.-Flameless Candle  
En Masse Marketing Corp.-Garlic Grater  
Enchanted Princess Events  
Energy Armor  
Essence Day Spa  
Essential Pockets, LLC  
Essentials for Living  
Exodus Chiropractic of Franklin

# OUTSTANDING EXHIBITORS

Family Leisure  
 First Community Mortgage  
 Flash on Heels  
 Float Nashville  
 Floor Max Direct  
 Florence Lauderdale Tourism  
 Free Reign Farm  
 French Lick Resort  
 Frontier Basement Systems  
 Funny Bricks  
 Gems N' More  
 Gifts From Your Heart  
 Gifts With A Cause  
 Giuseppe's 1933  
 Glitz Galore-N-More  
 Goo Goo Clusters  
 Gorilla Garage  
 Grab the Gold  
 Grapes & Olives On Tap  
 Greater Nashville House & Home Magazine  
 Greentea Hawaii  
 Ground Up Builders, Inc.  
 Happy Feet  
 Harlequin Enterprises, Ltd.  
 Hawaiian Moon  
 Heaven Sent This Gift  
 Heavendropt  
 Herron Roofing, LLC  
 Hi-Dow Professional Series  
 High Street Co.  
 Hiller Plumbing, Heating, Cooling & Electrical  
 Holiday Fried Pecans  
 Home Care Assistance  
 Honeysuckle Acres  
 Hot Southern Mess  
 HQ Insurance

I Am a Woman  
 I Love Scarves  
 I Love Tops  
 I Rhino  
 Ideal Image  
 InfinityBelt  
 Initials Inc. Cindy Baxter Smith  
 InnovationX/ Stick It  
 Innovative Concepts  
 Innovative Medical Solutions  
 Innovator Brands  
 Isagenix International  
 It Works! That Crazy Wrap Thing!  
 j. Marie  
 JAM Sales - Bravage  
 JAM Sales - Stove Top Grill  
 Jamberry Nails  
 Jan's Clay Flowers  
 JazzSkinCare LLC  
 Jennifer Bokahri Jewelry  
 Jeunesse Global  
 Jewelry Bee  
 JF23 Pain Relief  
 Jo Ann's Originals  
 Juice Plus  
 Jump Start Agency  
 Juno Design  
 Just For Fun  
 Kentucky Getaways & Vacations  
 Kicker Boot Clips and Justice Leathers  
 Kitchen Craft  
 Koutoure Unique Tees & More  
 L & C Products  
 Lalure 1324  
 Le'Keith Southern Sauces  
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LemonHead Apparel  
 Lifestyle Marketplace  
 Lil' Treasures and The White Lily  
 Lions & Lemons Fashion Parlor  
 Little Black Dress Wines  
 Living to Hear Six  
 LJM Accessories, Inc.  
 Louisville Convention and Visitors Bureau  
 Lovebug Accessories  
 LuLaRoe By Erin  
 LUXE Heavenly Bodies  
 Lynch Tree Service  
 Madi Fly Magnets  
 Magestic Kingdom Travel  
 Makeup Eraser  
 Margaret Taylor, Ltd.  
 Mary Kay  
 Matchless & Reservations Nashville  
 Maurice's  
 Mavin  
 Maximized Living  
 Melissa's Fancy Feet  
 Meltdown Momma  
 Memories Forever Captured  
 Memories to DVD  
 Merry Blu Boutique  
 Mind Body Institute  
 Miracle Method  
 Miracle Whisks  
 Miss Kitty's Bed and Bath  
 Mississippi Miracle Clay  
 Mix 92.9  
 Mix It Up  
 Monat Global  
 Monroe Carell Jr. Children's Hospital at Vanderbilt  
 Monticello Custom Homes

# OUTSTANDING EXHIBITORS

Mosquito Squad  
 MouseHunters Travel  
 MoYou Nails  
 Mr. B's Air Duct Cleaning  
 Mr. Roof  
 Mrs. Grissom Salads  
 MTM Model and Talent Management  
 Music City Maid Service  
 My Pillow  
 mystuff  
 Nashville Children's Theater  
 Nashville Guitar String Bracelets/And the Bead Goes On  
 Nashville Healthnote, LLC  
 Nashville Lipo-Laser  
 Nashville Psychic Center  
 Nashville Tattoo & Hair Removal  
 Nashville Vascular and Vein Institute  
 Nashville Yoga Apparel  
 National Dance Clubs  
 Naturally Yours  
 Nature's Best Air (Rainbow)  
 Nectar of the Vine  
 Nerium International  
 Nutrisail  
 Opry Mills  
 Organno, LLC  
 Origami Owl  
 Origins of Hope  
 OsteoStrong  
 PainFreePillow.com  
 Parkside Resort  
 Passion for Pink Boutique  
 Passion Parties  
 Pathway Women's Business Center  
 Pepsi  
 Personal Training by Tabby Bewley

Physicians Mutual Insurance Company  
 Pink Zebra with Jenn Williams  
 Pinot's Palette  
 Plexus Slim  
 Pony-O  
 Power FX  
 Prep for Pregnancy  
 Prestige Products Direct: Air Purifier  
 Profashion Inc.  
 Project 615  
 Prudential Financial  
 Pure Romance  
 Putnam County Convention & Visitor Bureau  
 Rahab's Rope  
 Rainsoft  
 Real Time Pain Relief  
 Reda's T-Shirts  
 Redneck Brands LLC  
 Reflections by Tanya  
 Restore Hormonal Vitality & Wellness Center  
 Rock Your Hair  
 Rodan & Fields with Kate DiStefano  
 Rustic Ranch Decor & More  
 Ryker Tools  
 Salon 3Sixty Inc. D/B/A S 3S Jewelry  
 Savannah Children  
 Scentsy Independant Consultant  
 Scootwear Custom Posters  
 Seal Smart  
 Sears Home Improvement Services  
 Shane Lee Boutique  
 Shawls by Barrett Imports  
 SHE For Women  
 SheaMoisture  
 Shoebox Man Kit  
 Show Hope

Silpada Designs  
 Simply Sassy Tees & Apparel  
 Skin RN Aesthetics  
 Sleep Number  
 Sleep Outfitters  
 Smith Mountain Promotional Designs  
 Solemagic  
 Soles4Souls  
 Southern Belle Biscuit Company  
 Southern Destinations  
 Southern Peanut Growers  
 Southwest Pepper Grillers  
 Soy Logic, LLC  
 SOZO Global, LLC  
 Spunky Monkey  
 Starting Point Project Inc.  
 State Farm Insurance  
 State of TN - Toxic Substances Program  
 Staylight Fitness  
 Steeped Tea  
 Stella & Dot  
 Straight For You  
 Sugarboxer's Farms Gift Boxes  
 Sun Tan City  
 Surprise Parties  
 Sweet Nectar Spa  
 Sweetbriar Designs  
 Tammy K Almond  
 TN Chapter, Scleroderma Foundation  
 TN Education Lottery  
 TN Electronic Library  
 TN Firefighters Burn Foundation, Inc  
 Tennessee Foundation Services  
 Tennessee Redneck Sauce Company  
 TevaJane, Timeless Earth Collections  
 That's My Pan!

# OUTSTANDING EXHIBITORS

That's Perfect  
The Ashlee Witham Foundation  
The Beef Checkoff  
The Bra Ladies-Essential Bodywear  
The Emporium (Kitchen Korner)  
The Flooring Guru  
The Golden Touch  
The GripStic  
The LASIK Vision Institute  
The Memory Builders  
The Tangled Nest  
The Tennessean  
The Wreath Stand  
Thirty-One Gifts  
Tia's Shabby Chic Boutique  
Tiaras And Tadpoles  
Tip Top Home Solutions  
Toodles  
Touch of South  
Tre'Bellas Boutique  
Treasure Island  
Tribe Talent Management & Development  
Trinkets & Baubles In Sterling  
TSD Global Designs  
Tupperware

Tutti Boutique  
Twila's Boutique  
U Koala Bag  
U.S. Space & Rocket Center  
Ultra Balm's Skincare Products  
Unity Chiropractic  
Van Loo's Traveling Boutique  
Vein Clinics of America  
Visit Central Florida  
Visit Panama City Beach  
Visit St. Petersburg / Clearwater  
Vitamist Spray Vitamins  
Waddell & Reed Financial Advisors  
Walgreens  
Walnut Wood Works  
Water's Edge Chocolates, Inc.  
WCJK/Jack  
Webster Enterprise/Smart Living Ceramic Cookware  
Webster Enterprises / Doggie Bag  
Webster Enterprises/A-Box  
Webster Enterprises/Bamboo Pillow  
Webster Enterprises/Casada Quattro Massager  
Webster Enterprises/Eurosteam Iron  
Webster Enterprises/Microfiber Mop

Webster Enterprises/Power Jam  
Webster Enterprises/Steam Mop  
Webster Enterprises/Xhose  
Whiskey Darling Boutique  
Whole Body Wellness Concept  
Wickles Pickles  
Wide-Eyed Designs  
Wildtree Organic  
Willow Tree Fabrics  
Wireworkscreations, Inc.  
WKDF  
WKRN  
WNFN i106 All the Hits  
Women's Council of Realtors  
World Vision  
WQQK  
WSM - 95.5 FM  
Xfinity  
Xtreme Teeth Whitening LLC  
Younique  
Yourself Expression  
Zenagen  
Zerorez  
Zipfizz





# BE PART OF THE 2016 EVENT

Thank you for helping us bring the very best in health, beauty, home, fashion and more to the Nashville region and making the Southern Women's Show a huge success. Plans are underway for next year's event and response is already strong. Reserve your space today!

Stacy Abernethy  
*Executive Show Manager*

Meredith Menninger  
*Assistant Show Manager*



**Southern Women's Show**  
**Nashville: Music City Center**  
**April 14-17, 2016**