



**Show in Review**  
**Southern Women's Show Raleigh**  
April 25 - 27, 2014  
North Carolina State Fairgrounds

# THOUSANDS ATTENDED



2

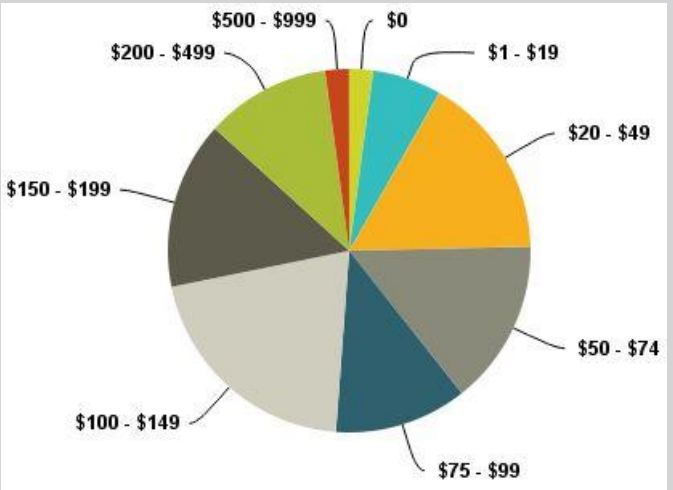
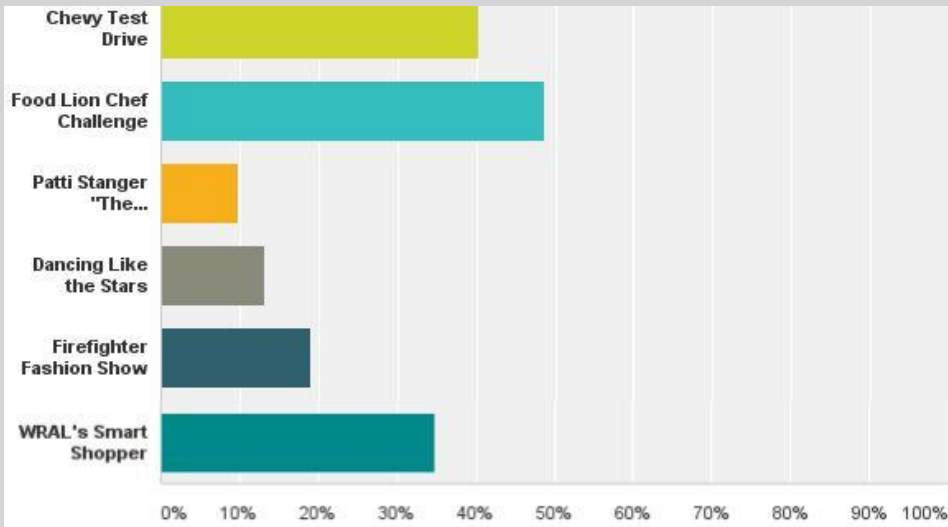
The 29<sup>th</sup> annual Southern Women's Show in Raleigh attracted thousands of guests throughout the four day event. In addition to providing the opportunity to meet thousands of women face to face, the show generated **millions of impressions** across the community before, during and after the show.



# DELIVERING YOUR AUDIENCE

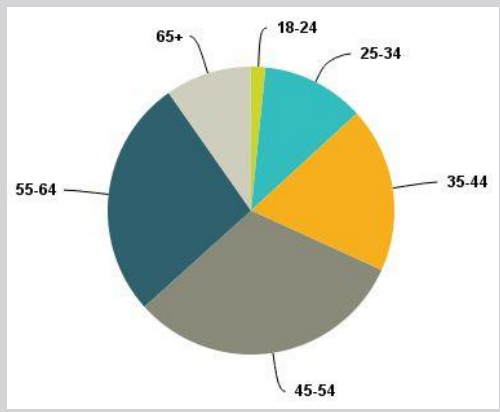


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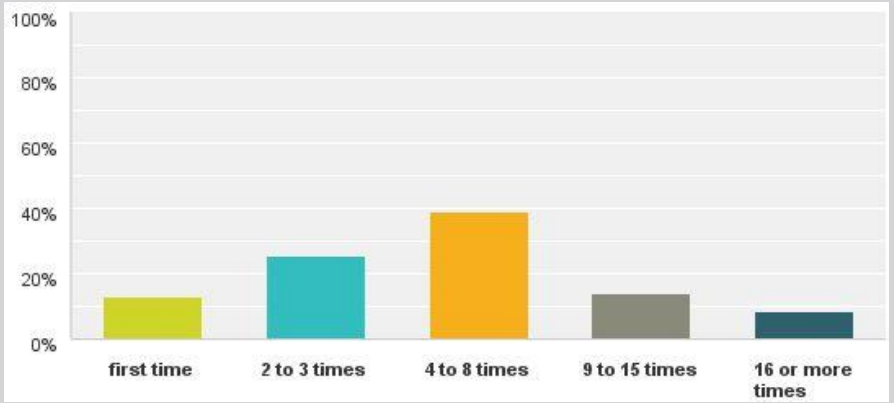


Approximately how much did you spend?

What special feature did you see at the show?



Age range



How many times have you attended the show?

# SCENES FROM THE SHOW



4



# MILLIONS OF IMPRESSIONS



5

The **Southern Women's Show** was promoted through an aggressive paid and promotional advertising campaign designed to spread the word, attract a qualified audience, promote your participation and generate leads. The campaign generated outstanding live coverage and TV, radio, and print exposure throughout the region as well as onsite interaction with thousands of show guests.

	Impressions
Television Advertising	10,144,164
Radio Advertising	2,456,100
Print Advertising	1,722,488
Official Show Program	173,289
Specialty Publications	136,757
Public Relations	11,034,645
Official Show Website	87,445
Official Show Facebook Page	1,236,250
E-Newsletters	<u>39,078</u>
<b>Total Impressions</b>	<b>27,030,216</b>

# TELEVISION ADVERTISING



6

Paid and promotional spots, on air promotions, online contests, live coverage, E-Newsletter campaigns, Facebook and Twitter were combined to reach millions of women and families and promote your name across the viewing market. Hundreds of television spots resulted in **10,144,164 media impressions**. [Click here for link to TV coverage](#)



**86 Spots**  
**8,539,964 Impressions**



**11 Spots**  
**922,000 Impressions**



**26 Spots**  
**525,440 Impressions**



**121 Spots**  
**156,800 Impressions**

# RADIO ADVERTISING



7

Paid and promotional spots, live liners, contests and interviews were designed to capture listeners' attention and drive traffic to the show. The range of stations ensured that listeners of many formats heard about the event and were invited to attend. The radio campaign resulted in **2,456,100 impressions**. [Click here for link to Radio spot](#)



122 Spots  
1,008,000 Impressions



63 Spots  
412,500 Impressions



78 Spots  
194,600 Impressions



65 Spots  
107,500 Impressions



55 Spots  
301,400 Impressions



52 Spots  
217,600 Impressions



15 Spots  
214,500 Impressions

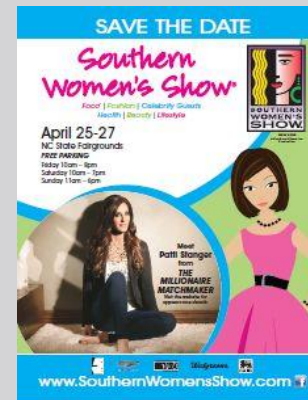
# PRINT ADVERTISING

8



Advertisements in local and regional magazines heightened awareness for the show and sponsors. The ad campaign promoted show features, stage schedules, celebrity guests, sponsors and exhibitors to activate the interest of readers.

- ❖ 24 print ads in resulted in the *News & Observer* **1,722,488 impressions**.
- ❖ Official Show Program was distributed through the *News & Observer* to **168,289 subscribers** on Sunday, April 21st, 2014 with an additional **5,000 copies** distributed onsite.
- ❖ Ads in *Homes and Land*, *New Homes & Ideas* and *Money Pages* promoted the show to a potential reach of **136,757 readers**.





# SHOW PROGRAM

**The News & Chatter** SOUTHERN WOMEN'S SHOW Page 9 Sunday, April 25, 2014

## Bigger, Better and More

Returning to the Triangle, April 25-27, the show celebrates its 29th year featuring everything from shopping and runway shows to cooking and health demonstrations.

The Southern Women's Show is an annual two-day event featuring...

**The Top 10 Things You Won't Want to Miss**

Looking for fun in all the wrong places?

Meet Atlanta's Most Glamorous...  
 First the beauty and then to see on their feet...  
 Fashioned by DJ's crew...  
 What you see is what you get...  
 The runway and...  
 Entertainment stage...




**The News & Chatter** SOUTHERN WOMEN'S SHOW Page 6 Sunday, April 20, 2014

## Mother Daughter Day Prizes

Meet the Mom - Two \$25.00 gift certificates...  
 Meet the Daughter - One \$25.00 gift certificate...  
 Meet the Mom - One \$25.00 gift certificate...  
 Meet the Daughter - One \$25.00 gift certificate...

**Get Healthy with Walgreens at the Southern Women's Show**

Get healthy with Walgreens at the Southern Women's Show. We'll have the latest in health and wellness products on hand for you to see and try. From vitamins to supplements, we have everything you need to stay healthy and happy.

**Oil Shows for Solstice**

Get ready for the holidays with our Oil Shows for Solstice. We'll have the latest in oil products on hand for you to see and try. From essential oils to aromatherapy, we have everything you need to stay healthy and happy.

**Walgreens**

Walgreens is proud to be a sponsor of the Southern Women's Show. We'll have the latest in health and wellness products on hand for you to see and try. From vitamins to supplements, we have everything you need to stay healthy and happy.

**The News & Chatter** SOUTHERN WOMEN'S SHOW Page 8 Sunday, April 20, 2014

## Taste the Difference in the Difference

Step by step, we'll show you how to taste the difference in the difference. We'll have the latest in food and beverage products on hand for you to see and try. From gourmet chocolates to artisanal breads, we have everything you need to stay healthy and happy.

**MILOS**

MILOS is proud to be a sponsor of the Southern Women's Show. We'll have the latest in food and beverage products on hand for you to see and try. From gourmet chocolates to artisanal breads, we have everything you need to stay healthy and happy.

**Cooking Stage**

Join us for a special cooking demonstration with Chef [Name]. We'll have the latest in food and beverage products on hand for you to see and try. From gourmet chocolates to artisanal breads, we have everything you need to stay healthy and happy.

**Fashion & Entertainment Stage**

Join us for a special fashion and entertainment event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**FREE PARKING**

# Southern Women's Show

Food | Fashion | Celebrity Guests  
 Health | Beauty | Lifestyle

April 25-27  
 NC State Fairgrounds  
 Jim Graham Building & Exposition Center  
 Friday 10am-8pm | Saturday 10am-7pm | Sunday 11am-6pm  
 Adults \$12 at the Door | Youth (6-12) \$6  
 Under 6 FREE with Paying Adult

Thank you to our Sponsors!

Walgreens | Wooten | [Logos]

Discount Tickets at [Walgreens.com](http://Walgreens.com) \$7  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)



**The News & Chatter** SOUTHERN WOMEN'S SHOW Page 7 Sunday, April 20, 2014

## Final New Looks

Check out the latest in fashion from the Southern Women's Show. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**What's Your Choice?**

Join us for a special choice event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**Smart Your Solutions**

Join us for a special smart solutions event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**Beauty with Bob**

Join us for a special beauty with Bob event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**Mother Daughter Day**

Join us for a special mother daughter day event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**Thank you to our partners:**

Southern Bids & Green  
 Southern Bids & Green  
 [Logos]

**The News & Chatter** SOUTHERN WOMEN'S SHOW Page 7 Sunday, April 20, 2014

## Food Fun

Join us for a special food fun event. We'll have the latest in food and beverage products on hand for you to see and try. From gourmet chocolates to artisanal breads, we have everything you need to stay healthy and happy.

**It's Getting Hot in Here!**

Join us for a special it's getting hot in here event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**Spotlight Stage**

Join us for a special spotlight stage event. We'll have the latest in fashion and entertainment products on hand for you to see and try. From designer clothing to live music, we have everything you need to stay healthy and happy.

**Goodness Comes Dorrington in North Carolina**

Join us for a special goodness comes Dorrington in North Carolina event. We'll have the latest in food and beverage products on hand for you to see and try. From gourmet chocolates to artisanal breads, we have everything you need to stay healthy and happy.

# RADIO & PRINT TRADE



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To generate additional media exposure, local radio stations partnered with the show to conduct ticket giveaways, interviews and on air promotions. Community newspapers and magazines across the state ran advertisements and listed the show in their calendar of events. Combined, this increased awareness through fun on-air and online contests for both listeners and readers.

**Radio Trade Value: \$6,180.00**

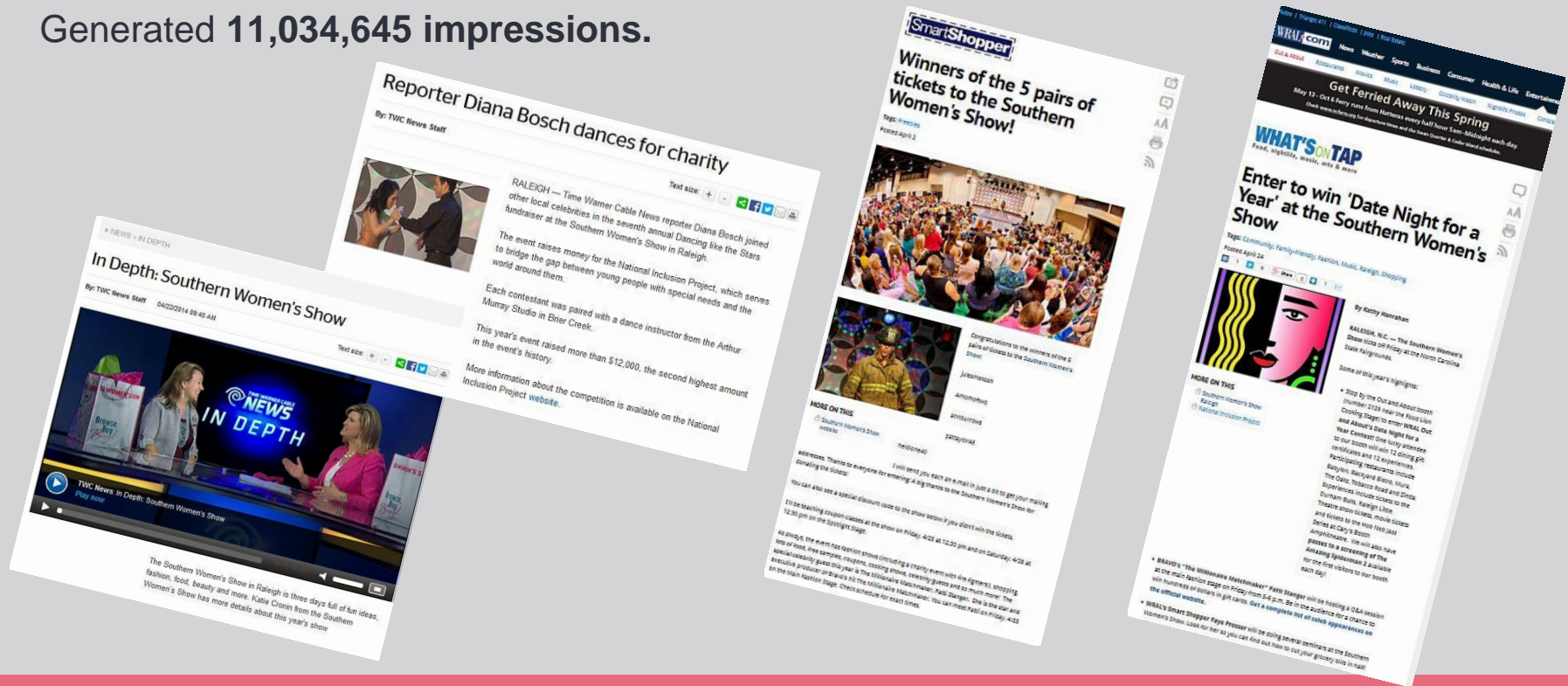
**Print Trade Value: \$3,288.00**



# PUBLIC RELATIONS



Press releases, media alerts and personal outreach by the show's Public Relations team resulted in numerous articles about the show through a variety of publications and websites, and television interviews on multiple stations. Coverage highlighted sponsors, exhibitors, celebrity guests and special features. In total, press clippings, articles and TV interviews Generated **11,034,645 impressions**.



# SOCIAL MEDIA OUTREACH



- ❖ 87,445 web impressions on the Official Show Website
- ❖ Weekly status updates to 4,945 Facebook fans
- ❖ E-Newsletters to a database of 6,513 subscribers resulting in 39,078 impressions



# WEB AND SOCIAL MEDIA

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WRAL.com News Weather Sports Business Consumer Health & Life Entertainment  
\$1.99 Your Size Restaurant Ratings Salon Ratings Complaint Form SmartShopper

## SmartShopper

### Quick Giveaway: 2 pairs of tickets to the Southern Women's Show!

Tags: Freebies  
Posted April 21  
Updated April 22



## SmartShopper

### Welcome couponers from the Southern Women's Show!

Tags: Freebies, Deals, Coupons, Grocery coupons, Online coupons, Grocery deals, Drug store deals  
Posted April 22



MORE ON THIS  
Southern Women's Show website

#### MORE ON THIS

- Price Book: best prices for groceries
- Grocery store coupon policies
- Clothing abbreviations and terms
- How April's online and digital coupon
- Discount \$1 coupon offers

**Price Book:** Click the link in the box above to find my price book with the prices to look for when shopping for food and non-food essentials. You may want to print the list so you have it with your coupons while you are shopping.

**Grocery Store coupon policies:** Click the link in the box above for a summary of the policies as well as links to the store coupon policies on their websites. You may want to print them and have them with you in case there is any coupon confusion.

**Drug Store coupon policies:** I suggest you print them out so you have them handy in case of an issue at the register.

**CVS Coupon Policy** [HERE](#)

**Walgreens Coupon Policy** [HERE](#)

**Rite Aid Coupon Policy** [HERE](#)

MIX 101.5 WRAZ-FM  
THE TRIANGLE'S BEST VARIETY  
MARON 5  
LISTEN 91.5 LIVE  
ON AIR  
SOUTHERN WOMEN'S SHOW - RALEIGH  
April 25 - 27, 2014  
NORTH CAROLINA STATE FAIRGROUNDS  
Meet Your Favorite MIX 101.5 Personality  
Meet The Millionaire Matchmaker  
Goin' Out With The Girl  
Local Weather

Southern bride & groom MAGAZINE  
Planning Your Wedding Blog Real Weddings Giveaways Wedding Shows About Us Home  
SB&G NC Bride TO-BE  
The 2014 Southern Women's Show of Raleigh  
Ladies, put on your most comfortable pumps and head out to the city!

Southern Women's Show April 25-27, 2014 Raleigh, NC NC State Fairgrounds Shop. Taste. Learn. Live!  
Southern Women's Show of Raleigh  
SB&G NC Bride TO-BE  
Must Attend Upcoming Raleigh and Durham Events

Classifieds Jobs Cars Homes Apartments Legal Place an Ad  
& newsobserver.com  
HOME NEWS SPORTS BUSINESS POLITICS LIVING OPINION COMMUNITIES  
Choose a blog Go to...  
Chat with me at the Southern Women's Show today and Saturday  
I have freebies for the first five blog readers each day who stop by chat.  
Southern Women's Show ticket winners!  
Read More 2 comments

Becca's Blog Marketing Adventures with Becca and Smith & Smith, CPA  
Home Becca Deal OUR CRAFTS BUSINESS IDEAS CONTACT US  
April 23, 2014 Shop Local/Raleigh & Southern Women's Show 2014  
Shopping Local and Supporting Local!  
They are doing a clothing drive for the nonprofit...  
With Kim Davis in ShopLocalRaleigh.com

SMITH & SMITH, CPA  
919.380.6600  
Follow Us! Facebook LinkedIn YouTube  
Follow My Blog  
Enter your email address:  
Subscribe  
Delivered by FeedBurner

# COUPONS & TICKETS



14

**COMPLIMENTARY TICKET**

**Southern Women's Show**  
 April 25-27  
 NC State Fairgrounds  
 Jim Graham Building & Exposition Center  
 Visit the show courtesy of



**CHEVROLET**



800.849.0248  
 A Southern Shows Inc. Production

Friday 10am-8pm  
 Saturday 10am-7pm  
 Sunday 11am-6pm  
**FREE PARKING**

One free admission with this code. This ticket provided at no charge to special guest and may not be used. Distribution of show not allowed. Management reserves the right to refuse admission to the holder of this ticket.

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

**COMPLIMENTARY TICKET**

**Southern Women's Show**  
 April 25-27  
 NC State Fairgrounds  
 Jim Graham Building & Exposition Center  
 Friday 10am-8pm  
 Saturday 10am-7pm  
 Sunday 11am-6pm  
 Adults \$12 | Youth (6-Under & FREE with Paying Adult)



**Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER**  
 Visit the website for appearance details.



800.849.0248 | A Southern Shows Inc. Production  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

Management admission is 1 hr only, on 6th floor

**DISCOUNT COUPON**

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



April 25-27  
 NC State Fairgrounds  
 Jim Graham Building & Exposition Center  
**FREE PARKING**  
 Friday 10am-8pm | Saturday 10am-7pm  
 Sunday 11am-6pm  
 Adults \$10 at the Door (\$10 with Coupon)  
 Youth (6-12) \$5  
 Under 6 FREE with Paying Adult



**SAVE \$2.00\***

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

**The Ultimate Girls Day Out**

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



April 25-27, 2014  
 NC State Fairgrounds  
 Friday 10am-8pm  
 Saturday 10am-7pm  
 Sunday 11am-6pm  
**FREE PARKING**



**Save \$3 off Admission**  
 \*One adult show admission with this code. Not valid with any other discount.

**Food | Fashion | Celebrity Guests  
 Health | Beauty | Lifestyle**

**Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER**  
 Visit the website for appearance details.



800.849.0248 | A Southern Shows Inc. Production  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

**Food | Fashion | Celebrity Guests  
 Health | Beauty | Lifestyle**




**You're Invited to be our guest**  
 Food | Fashion | Celebrity Guests  
 Health | Beauty | Lifestyle

April 25-27, 2014  
 NC State Fairgrounds  
**FREE PARKING**



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

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800.849.0248 | A Southern Shows Inc. Production  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)

**Save \$3 Off Admission with this Ad\***

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



April 25-27  
 NC State Fairgrounds  
**FREE PARKING**  
 Friday 10am-8pm | Saturday 10am-7pm  
 Sunday 11am-6pm



**Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER**  
 Visit the website for appearance details.



**Save \$3 Off Admission with this Ad\***  
 \*One adult show admission with this code. Not valid with any other discount.

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

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



April 25-27  
 NC State Fairgrounds  
 Jim Graham Building & Exposition Center



**Meet Patti Stanger from THE MILLIONAIRE MATCHMAKER**  
 Visit the website for appearance details.



**Save \$2 Off with this Ad\***  
 \*One adult show admission with this ad. Not valid with any other discount.

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

# OFFSITE EXPOSURE

15

## Money saving coupon and ticket offers drove attendance.

- ❖ Discount coupons were promoted on the Official Show Website
- ❖ Discount coupons were distributed at retail locations in Raleigh
- ❖ Thousands of advance discount tickets were sold at 88 Walgreens
- ❖ Complimentary admission tickets were distributed to sponsors, exhibitors and local retailers and media partners
- ❖ 350 tickets were distributed to area Chevrolet dealerships

## Posters, table tents and register cards built awareness locally.

- ❖ Posters were displayed at 23 local Chevrolet dealerships
- ❖ Posters, counter cards and nametag ribbons were displayed at 88 Walgreens retail stores
- ❖ Posters and signs were displayed at Belk, Carolina Premium Outlets, Cary Towne Center and various local retailers



# SPECIAL GUESTS



16

From Patti Stanger of Bravo's *Millionaire Matchmaker* to coupon experts, top chefs, style coaches and motivational speakers, the show offered a superior line-up of special guests. These celebrities attracted media attention plus inspired and entertained guests.



Cynthia Jones  
Neo-Soul Recording Artist



Patti Stanger  
The Millionaire Matchmaker



Monica Smith  
Executive Chef



Chef Shawn Pratt



Faye Prosser  
WRAL Smart Shopper



# POWERFUL PARTNERSHIPS



17

**Thank you to our sponsors.** Outstanding sponsors and partners extended the reach of the show and created exciting and interactive features within the show.

*Walgreens*



**CHEVROLET**



# OUTSTANDING EXHIBITORS



18

S 3S Jewelry  
"Comic Proportions" Lena The Art Diva  
2 Happy Feet  
2Cups Green Tea Hawaii  
4EverSole  
A Beauty Must  
A New Look  
A Special Event  
Abbie  
ADT Security Services  
Aerosoles  
Airbrush Makeup Magic  
Alimtox LLC  
All About Microfiber  
All Natural Dips  
Alzheimer's Association Eastern NC Chapter  
Amazing Dresses  
American Heart Assoc.-Go Red For Women  
American Laser Skincare  
Ameriprise Financial  
Angela D. Global Designs  
Anne's Old Fashioned Food Products  
Apex Weightloss MD  
Arabella  
Aradia Fitness  
Arbonne  
Arthur Murray Dance Studio  
ASG Security  
Asset A Slimmer U  
Augusta's Creations, LLC  
AWB Promotions  
B 93.9  
Barbizon of Raleigh  
Beaches of Fort Myers & Sanibel  
Beau Ties  
Beauticontrol  
Beautycounter  
Belk  
Bertie County Peanuts  
Better In Colour  
Beyond Jewelry 520  
BG Wineslushies  
Blackwell Distributors, Inc. (Rainbow Vacs)  
Bleu Heron Jewelry  
Blue Coral LLC dba Hand & Stone Cameron Village  
Blue Creations  
Blue Moon Under  
Blue Ridge & Great Smoky Mountains  
Bobbies Bottling  
Bobby J's Original  
Body True Thermabolic Weight Loss System  
Bow Clippeez 2 Envy  
Buffaloe Milling Company  
Busch Gardens & Water Country USA  
C&B Trendy  
Camp Gladiator  
Canine Angels, Inc.  
Capital Bee Company  
CapTel NC  
Carolina Candy Company  
Carolina Packers, Inc.  
Carolina Premium Outlets  
Carolina Vein Institute  
Carols Creations  
Cary Pottery  
Cary Soap and Candle  
Cellular Sales of North Carolina  
Center for Medical Weight Loss  
Chevrolet  
Christian Tours  
Classic Charm Boutique  
Clear Choice Water Solutions, Inc  
Clear Choice Windows  
Clear Waters Travel  
Clic Eyewear  
Click It Hot  
Cobra Security Products  
Corry Enterprises  
Corry Enterprises - Aurora Lamps  
Costco  
Country Cottons  
Creative Embroidery  
Crestline Hotels and Resorts  
CruiseOne & Cruises Inc.  
Crystal Springs  
Cutco Cutlery

# OUTSTANDING EXHIBITORS



19

Daytona Beach Area CVB  
Dennis Vineyards Winery  
Department of Veteran Affairs  
Designer Pet Mfg.  
Designs by LJ  
Diamond Resorts International Marketing, Inc.  
Dip'n Good Dips dba The DIPLOMATS  
Diva Daisies, LLC  
doTERRA Essential Oils  
Duke HomeCare & Hospice  
Duplin County Tourism  
Duplin Wine Cellars  
Easy Living Products-Power Steam Pro  
Eccentric Cat  
EcoMaster - Energy Efficient Home Improvement  
Elegance eT Cetera  
Elegant Accents, Inc.  
Elemental Alchemy  
En Masse Marketing Corp.-Garlic Grater  
En Masse Marketing Corp.-Powerbank  
En Masse Marketing Corp.- Flameless Candle  
Energems  
Essential Pockets, LLC  
European Wax Center  
Ever So Lovely®, Inc.  
Extension of You Home Care & CarePatrol  
Eye Care Associates  
Fan Feet, LLC  
Fancy Blossoms

FineCorsets.com  
Firefighters Burned Children's Fund of Wake  
County  
Five Bees  
Floury Apron LLC  
Food Lion Cooking Stage  
Food Notations  
Foss Gourmet Food, LLC  
Garlic Expressions  
Gatherings with Private Chef Shawn, LLC  
Gems N' More  
Georgia Glitz  
Ginger Blue  
Grace Adele  
Grade Power Learning  
Grapes & Olives On Tap, LLC  
Great Eastern Resort  
Greater Williamsburg Chamber & Tourism Alliance  
Grendeddy Dave's BBQ Sauces and Seasonings  
Gutter Glove of North Carolina, LLC  
Gypsy Swim School  
Hampton Inn Winchester, KY  
Headbands of Hope  
Heathmoor by De Loache  
Heide's Gourmet  
Henna Design  
HOCOA  
Home Spa

Homes & Land Magazine  
I&N Jewelers  
Ideal Product USA, Inc.  
Impress Instant Press-On Manicure  
In2Feet, LLC  
InfinityBelt, LLC  
Initials, Inc.  
Isagenix / Nutritional Cleansing  
It Works! Inches Gone Tonight!  
IV Pure Inc.  
J & J Lulas  
JAM Sales - Stove Top Grill  
JC Unlimited  
JCB Entertainment-DirecTV Satellite  
Jenni K. Jewelry  
Judy's Gifts & Jewelry, LLC  
Juice Plus  
Kara's Closet  
Kim's Cheese Straws  
Kitcheneez  
Kool Kombz  
Kozy Collar  
Kristina's Kreations & Accessories  
L'paige Lipstick  
Lady Lynn's Boutique  
Lashes and Cosmetics  
LeafFilter North of NC, Inc  
Leafguard of Southeast Carolinas  
Lebo's Inc.

# OUTSTANDING EXHIBITORS



20

Lemon - Aid Organics  
Lifestyle Lift  
Lifestyle Marketplace-BraVage  
Lifestyle Marketplace, LLC  
Light Up Lip Gloss  
Linx by Mark Morton  
Liplidz, LLC  
LipSense by SeneGence  
Lisa Jensen Photography  
Live Right Inc.-Saladmaster  
Longaberger  
Luxury Baths & Kitchens  
Made in the Shade Blinds & More  
Mainstream Boutique  
MakeUp Eraser  
Makeup Studio By Diane Capt  
Margaret Taylor, Ltd.  
Mary Kay Cosmetics  
Maximized Living  
MC's Sweet Roasted Nuts  
McKeeman Communications Group, Inc.  
MD Jewelry Design  
Medifast Weight Control Centers  
Melissa's Fancy Feet  
Melvin's Legendary Bar-B-Q  
Miche  
Military Missions In Action  
Milo's Tea Company  
Mississippi Miracle Clay  
Modern Wellness Solutions  
Money Pages  
Moonlight Diva Emporium  
My Pillow  
My Sister's Natural  
My Stuff  
National Inclusion Project  
National Networks of Libraries of Medicine  
Naturally Yours  
Nazoriental Boutique  
NC Fudge  
NC Fun Book  
NC Cash  
Nerium International  
New Homes & Ideas Magazine  
News & Observer  
News & Observer Deal Saver  
North Carolina Theatre  
Norwex  
Nourished Body|Wild Heart  
Nugz Jewelry  
Ocean Threads  
Off Leash K9 Training  
Ohlemacher's Wisconsin Meat & Cheese Products Inc.  
Origami Owl  
Out & About  
Outlander Travel LLC  
Outreach NC Magazine  
Ovarian Cancer Awareness  
Pain Free Products, LLC  
Pampered Prince-ss  
Paparazzi By Melissa Wilson  
Pass It On  
Passanante's Home Food Services  
Perfectly Posh  
Perfectly Thin  
Photo Letter Art  
Physicians Weight Loss Centers  
Pink Ribbon Shades  
Planet Beach Contempo Spa  
Plexus Slim  
Pockos America Inc.  
Pony-O  
Premier Designs Jewelry, Inc  
Prestige Products/Enchanted Eyes  
Prestige Products Direct/Migi Nail Art  
Pretty in Pink Foundation  
Prevent Blindness NC  
PRP Wine International  
Pure Romance  
Quick and Easy Mixes  
Radio One Raleigh  
Raleigh Restaurant Equipment  
Raleigh Specific Chiropractic  
Raleigh Vein & Laser Center  
Re-Bath of the Triangle  
Real Time Pain Relief

# OUTSTANDING EXHIBITORS



21

Redneck Brands LLC  
Reflections Hair Salon  
River Expeditions  
Rock of Ages Winery & Vineyard, Inc.  
Rodan + Fields  
Salena's Accessory Showcase  
Salon Eden  
Sandez Family Chiropractic & Wellness Center  
Sarkis  
SAS Shoemakers  
Scentsy Wickless Candles  
ScriptureArt, LLC  
Shabby Chic  
Shelf Genie  
Sigma Tau Omega Chapter of Alpha Kappa Alpha Sorority  
Silpada Designs  
Simply Me Accessories LLC  
Sit Means Sit-Dog Training  
Sky Zone Raleigh  
Sleep Number  
So You Jewelry  
Soak  
SolarTyme  
Solemagic  
South Bend Chocolate Company  
South Hill Designs  
Southern Destinations  
SRI Shoe Warehouse  
Stack3Fitness

Stephen Gauquie  
Stony Mountain Vineyards  
Stop Hunger Now  
Studio 59  
Styles Extended  
Suite Paws Pet Resort & Spa  
Sun Tan City  
Surprise Parties  
Susie Lane Boutique  
Sweet Neecy, LLC  
Sweet Royal-Tea Soapery  
Sweetbriar Designs  
Swoon Boutique  
Tai Brands  
Tanger Outlets Mebane  
Tekle Mihret Ethnic Jewelry  
Ten  
Tenaj Marketing Company  
That's Perfect  
The Connection Place, Inc.  
The Cookie People  
The Emporium (Kitchen Korner)  
The Gem Chronicles  
The Golden Touch  
The Law Offices of John T Orcutt  
The Mosquito Squad  
The Original Pink Box  
The Pampered Chef

The Silver Link  
Theanys Flags 2  
Therapeutic Innovations  
TheraSteps® Insoles  
Think Tank Products  
Thirty-One Gifts  
Tonya's Cookie Company  
Triangle Gardener Magazine  
Tumbler Bay  
Tupperware-Full Circle Enterprises  
Tutor Doctor  
Twinkle Star Monogram  
Ultra Essence Skincare Products, A  
Division of Sales R Us, Inc.  
Unique Designs by Wanda  
Usborne Books and More  
Vacation Reservation Center  
Vaporillos  
Vegas Vacations  
VibaBody Slimmer  
Virginia Tourism  
Vision Discount Plan  
Visit Central Florida  
Visit St. Petersburg/Clearwater  
Vitamist Spray Vitamins  
Wacoal / b.tempt'd by Wacoal  
Walgreens  
Webster Ent./Stretch Lids  
Webster Ent./Bamboo Pillow

# OUTSTANDING EXHIBITORS

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Webster Ent./Curling and Flat Irons  
Webster Ent./IQ Vacuum  
Webster Ent./Steam Mop  
Webster Ent./Thunderhead Showerhead  
Webster Ent./XHose Pro  
Wet 'n Wild Emerald Pointe Water Park  
Wickles Pickles  
WildSide Outdoor Clothing Co.  
Wood Wise Design & Remodeling  
Wow - JF 23 LLC / Pain Relief  
WRAL  
Wyoma Road Boutique  
Xtreme Teeth Whitening LLC  
Yoga Matty  
Younique  
Zerorez  
ZPizza

# EXHIBITORS SAY IT BEST



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Thank you again for letting Busch Gardens and Water Country USA be a part of another successful Southern Women's Show. The Raleigh market continues to be the perfect fit for us and your show gives us the outlet to reach those very important consumers.

*Rachel Christie, Busch Gardens & Water Country USA*

Thanks for putting on a wonderful show! We look forward to seeing you again next year.

*Heather Johnson, River Expeditions, West Virginia*

I would like to personally THANK YOU ALL for an outstanding show this past weekend! I had a blast and Scentsy Wickless Candles did very well (and we LOVED our new booth location).

*Leslie Long, Scentsy Wickless Candles*

It was the best show we have done all year!!!

*Angela Sargent, ADT*

# JOIN US IN 2015



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The quality of the show depends on the quality of our exhibitors.  
Thank you for helping us to create a wonderful event for show guests.

Next year's show is scheduled for  
April 24 – April 26, 2015  
at the  
NC State Fairgrounds

Mark your calendar now!

For more information:

**Tish Atkins**  
Executive Show Manager  
tatkins@southernshows.com

**Ashton Dreyer**  
Assistant Show Manager  
adreyer@southernshows.com

[Click here to apply for the 2015 Southern Women's Show Raleigh](#)