

RICHMOND INTERNATIONAL RACEWAY



RICHMOND



SOUTHERN WOMEN'S SHOW®

POST SHOW REPORT

SOUTHERN WOMEN'S SHOW

APRIL 20 - 22, 2012

RICHMOND, VA



THOUSANDS ATTENDED

The show welcomed thousands of guests and delivered millions of impressions in just three short days!



SCENES FROM THE SHOW



SPECIAL FEATURES

Celebrity guests and special features!

From local celebrities and top chefs to the busy career mom of *The Balancing Act*, a superior line-up of special guests inspired and entertained, while new and exciting features within the show attracted media attention and guests.



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



Danielle Knox,
The Balancing Act
on Lifetime TV



Rebekah George,
National Beauty
Expert



Allison Brown,
RichmondBargains.com
Deal Expert



**Diana: The People's
Princess Exhibit**

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.

Richmond Times-Dispatch
TimesDispatch.com



BALANCE
YOUR LIFE

ROAD TOUR

From the producers of

THE BALANCING ACT bring on Lifetime TELEVISION



CHEVROLET

MARTIN'S

MEDIA EXPOSURE

	Value
Electronic Advertising	\$120,006
Print Advertising	\$68,788
Public Relations	\$23,424
Website Exposure	\$1,958
Social Media	\$6,242
E-Newsletters	\$10,250
Coupons & Tickets	\$790
Retail Exposure	<u>\$24,000</u>
Grand Total	\$255,458



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



PRINT ADVERTISING

Show promoted through extensive print advertising campaign!

Paid and promotional newspaper ads in the *Richmond Times-Dispatch* promoted the show to their full circulation of 200,000 subscribers throughout a three week campaign.

The show was also advertised in *Belle Magazine* and *Style Weekly*, ultimately reaching 74,200 readers.

FREE PARKING

Southern Women's Show

April 20-22
Richmond Raceway Complex

Friday 10am-8pm | Saturday 10am-7pm
Sunday 11am-5pm

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

www.SouthernWomensShow.com

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle

SOUTHERN WOMEN'S SHOW

Find us on Facebook

Richmond Times-Dispatch
timesdispatch.com

CES 6 MARTIN'S

CHEVROLET **BALANCING ACT**

803.845.2248
A Southern Shows Inc. Production

Royal Dresses of Diana

Orchid Paulmier on the Celebrity Cooking Stage

Discount Tickets Available at Martin's

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.

Help Us Celebrate the 21st Anniversary!

Southern Women's Show

April 20-22
Richmond Raceway Complex
Friday 10am-8pm | Saturday 10am-7pm | Sunday 11am-5pm
Adults \$10 | Youth \$5-12 \$5 | Under 6 FREE with paying Adult

Food | Fashion | Celebrity Guests
Health | Beauty | Lifestyle



www.SouthernWomensShow.com

Royal Dresses of Diana

The Royal Dresses of Diana, the People's Princess, a collection of her most famous gowns, will be on display in Heron's Hall. Experience the beauty and legacy of Diana, the People's Princess at the Southern Women's Show.

Comfort Food with a Kick

Fan favorite Chef! Treatments, featured on The Next Food Network Star, Season 7, joins the show to share her cooking tips and famous Asian barbecue sauce. Attendee appears twice daily on Friday and Saturday on the Celebrity Cooking Stage.

Become a Grocery Expert!

As the lead expert behind RichmondRaceway.com, Alison Bennett has been bringing down the cost of living for thousands of Richmond readers since 2003. At her co-sponsor seminars on the Balance Your Life Stage on Friday and Saturday, she will be sharing secrets and common sense strategies for storing big savings at the grocery store and beyond.

Alison Bennett

Exhibitor List

ABC Energy Management	596	Bayard Books - Books Etc.	507-513
ABC Energy Management	596	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232
Abrahamson Co.	426	Beech Park Books	232

Balancing It All

The Balancing Act on Lifetime returns with the Balance Your Life Feature. The popular morning television show will return to life with a large "show within the show" portion, which will include features on beauty, health, finance, family and more. Visit the pavilion and enjoy entertainment at the Balance Your Life Stage, meet host Candace Kross, and stroll through four sponsor exhibits for valuable information and giveaways.

R-9-11-G-O

Now Granted to Good!

Ladies, bring your lucky charms to the show. Visit the Balance Your Life Stage daily to try your luck at Pick Your Pines Stage. Each winner gets her choice of one of three mystery bags provided by Landeogy Center Pharmacy Outlets and Williamsburg Premium Outlets. Could it be Coach. Kala Squide New York or Disney E! Shave? Find out if you are the lucky lady to call out. "BINGO!"

Taste the WOW of Avocados

Avocados from Mexico will be sampling delicious avocado meals made with avocados. Look up an example, nutritional information and recipes, and incorporate this yummy fruit into your diet.

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 Corvair, Camaro, Malibu, Volt or Sonic models and receive a \$10 gift card to Starbucks courtesy of Chevrolet. Take a spin and enjoy the road!

Feeling the Rainway!

Check out the latest fashions from Color Water Creek & the Peruvian Outlets, namely productions from The DeKalba Group and fashions from Delta's on the Fashion Entertainment Stage.

The Choice of Southern Cooks

North Carolina-based House Army Mills, founded in 1972, is a producer of chicken, seafood, and pork products, corn meal, hotdogging, sausage and corn bread mixes. House Army Mills is proud to be a part of the Southern cooking tradition show by their ability to sample chicken sausage, hot light and copycat with their Banquet stall. Come and pick up a FREE sample pack.

Celebrity Cooking Stage

Friday, April 20, 2012

11:30am	Healthy Ideas for Breakfast
12:30pm	Easy Entertaining & Wine Pairings
1:30pm	Sit Down with One Hit Miriam
2:30pm	Talk to the Top
3:30pm	Sit Down with One Hit Miriam
4:30pm	Easy Entertaining & Wine Pairings
5:30pm	The 25 Key to Living Well Begins

Balance Your Life Stage Spotlight Stage

Friday, April 20, 2012

10:30am	ABC's on Creating your Weight on the Workplace
11:30am	Evening with Sprightly Friends
12:30pm	Evening with Sprightly Friends
1:30pm	ABC's on Creating your Weight on the Workplace
2:30pm	Evening with Sprightly Friends
3:30pm	ABC's on Creating your Weight on the Workplace
4:30pm	Evening with Sprightly Friends
5:30pm	ABC's on Creating your Weight on the Workplace

Beauty through Technology

American Laser SkinCare is the largest and leading provider of laser-based skin care services. Having performed over \$3 million treatments in over 100 states across the country, they have a lot of experience to share. Whether you would like to get back a little of what mother nature took away with their skin-chasing treatments, address skin concerns like acne, aging or eye spots, test that red light, or give your hair, darker hair, they are professionals can develop a custom beauty plan just for you! Visit their exhibit and meet with their representative today!

Sleep the Good Life with Sleep Number

The only bed that lets you personalize your Sleep Number setting to your ideal level of comfort. It is clinically proven to relieve back pain and improve sleep quality. From their revolutionary bed to their exclusive SLEEP NUMBER'S Bedding Collection, they offer an innovative family of products designed just for the way you sleep. Visit their exhibit and find your Sleep Number today!

PUBLIC RELATIONS

Public relations campaign generated thousands of impressions!

The show's Public Relations team generated 775,944 impressions through press releases, clippings, articles and interviews!

Southern Women's Show features princess' dresses

Organizers of show in its 21st year expect much interest in the exhibit

BY HOLLY PRESTIDGE
Richmond Times-Dispatch

Dresses from one of this generation's most beloved icons will be on display at the Southern Women's Show, which begins Friday.

Five dresses that belonged to Princess Diana, the People's Princess, which will take spectators on a journey through Diana's life, from childhood to the royal wedding to her tragic death in 1997.

Among the dresses in the exhibit: a blue velvet off-the-shoulder piece known to many as the Travolta Dress, or the one Diana wore during a White House state dinner in 1985 when she danced with actor John Travolta.

Visitors will also see, among others, a burgundy dress with gold embroidery that she wore to the London premiere of "Steel Magnolias," and an asymmetrical cream and pink sequin gown she wore during a state visit to Brazil as well as a movie premiere, where she was photographed with Liza Minnelli.

The dresses are part of a collection of 10 owned by Florida resi-



The dress worn by Princess Diana when she danced with actor John Travolta at a White House dinner in 1985 is included in the Southern Women's Show exhibit.

dent Maureen Dunkel, who purchased them at a charity auction in 1997, just months before Diana's death.

Even after her death, Diana's legacy lives on, Dunkel said recently by phone, and the clothes, in part, tell her story.

"She was so relatable," Dunkel said, whether as a member of the royal family or as a woman and mother. "She had some challenges and they played out on the global stage," Dunkel said. "And people had compassion for her."

Show manager Sarah Hallett said organizers jumped at the chance to bring the exhibit to Richmond.

Now in its 21st year, the Southern Women's Show has a strong

following, Hallett said. But an exhibit like this could potentially interest those who have never been, particularly 20-somethings who didn't follow Diana but were part of the hundreds of millions who watched last year's royal wedding of Prince William and Kate Middleton.

"We felt like it was a win-win" for the show, Hallett said, adding that even though past shows have included celebrity personalities, making special appearances, this exhibit runs all three days and is included in the admission price.

"It's a great added value," she said.

hprestidge@timesdispatch.com
(804) 649-6945

Annual Southern Women's Show

RICHMOND — The 21st annual Southern Women's Show will be held Friday, April 20, through Sunday, April 22, at the Richmond Raceway Complex, 600 East Laburnum Avenue. Admission is adults, \$10 at the door, youth (6-12), \$5; children under 6, free. Online advance tickets: \$8 and youth, \$5. Advance discount tickets are available at Martin's for \$7 each.

The event will be held from 10 a.m.-8 p.m. Friday; 10 a.m.-7 p.m. Saturday; and 11 a.m.-5 p.m. Sunday.

For more information, contact Sarah Hallett, show manager; at 1-800-849-0248, ext. 121 or email SHallett@southernshows.com.

Southern Women's Show celebrates 21 years in Richmond

Contributed Report
For The Mechanicsville Local

Spring 2012 marks the 21st anniversary of the Southern Women's Show in Richmond, and organizers have promised there will be plenty to celebrate.

The show will be held Friday through Sunday, April 20-22, at the Richmond Raceway Complex at 600 E. Laburnum Ave. Hours are: 10 a.m. to 8 p.m. Friday, 10 a.m. to 7 p.m. Saturday and 11 a.m. to 5 p.m. Sunday.

The Royal Dresses of Diana, the People's Princess exhibit, showcases Diana's iconic fashions as well as her life's milestones, following her journey from childhood, to her engagement and wedding, her role as a devoted mother, her charity work and her untimely death.

The Balancing Act on Lifetime TV hits the road with the Southern Women's Show. The show's hosts will be on hand and attendees

can participate in educational and informative workshops, and be a part of the show tapings.

Attendees will have the opportunity to shop for the latest in clothing and accessories, including jewelry and handbags. They also will be able to have a makeover and view a fashion show.

Sample gourmet foods and a cooking class also are on the agenda.

Free gifts with purchase, door prizes and new contests also will be featured.

Admission is adults, \$10 at the door; youth, \$5 (6 through 12); and group of 10 or more, advance only, \$8 each. Children under 6 will be admitted free with a paying adult. Readmission is \$5 with a ticket stub and must be purchased during the initial visit.

Advance ticket prices are \$8 online and \$5 for youth.

Discount tickets are available at Martin's for \$7 each.

WEB, FACEBOOK, E-NEWS

Show connected with thousands of loyal guests!

- ❖ 78,325 web impressions
- ❖ Daily status updates to over 1,734 Facebook fans
- ❖ Five E-Newsletters to over 8,200 subscribers

Southern Women's Show - Richmond
Friday April 20 - Sunday April 22 2012

General Information | What's Happening? | ROYAL DRESSES OF QUEEN THE PEOPLE'S PRINCESS | FOOD | FASHION | EQUUS | SHOPPING | CELEBRITY GUEST | HEALTH | BEAUTY | LIFESTYLE | CHEERS TO 21 YEARS! | BALANCE YOUR LIFE PAVILION | 2012 CONTESTS & PRIZES | SHOP, SAVE & SUPPORT | 2011 HIGHLIGHTS | Exhibitors | Discount Coupon

Richmond Raceway Complex | Driving Directions | Accommodations | add to google calendar

BALANCE YOUR LIFE PAVILION

Balance Your Life Pavilion

The *Balancing Act* on Lifetime TV into the road with the Southern Women's Show! The popular morning television show will come to life with a large "show" within the show pavilion, which will include the leading brands in health, fashion, beauty, travel, business and other aspects of a woman's life. Visit the pavilion to meet the show's hosts, attend the educational and informative workshops at the *Balancing Act* pavilion, be a part of the fun for the show, enjoy interactive exhibits, register for sweepstakes and more! And while you're there, be sure to share your secrets on how you balance your busy life on camera!

Check out the following sponsors at the *Balancing Act* Pavilion! Take home health and nutritional information, learn wonderful tips for moms and moms to be, sample goodies, win prizes, and discover the latest products to help you balance your busy life!

Sponsored By: **BALANCE YOUR LIFE** | **BEVERLY HILLS**

Full Year Subscription Included with Ticket Purchase!

Southern Women's Show Richmond
April 9 '12

The team from Q94 Richmond's Hit Music Channel will be on the Balance Your Life Stage daily for you to try your luck at Pick Your Purse Bingo! Each winner gets her choice of one of three mystery bags provided by the Leesburg Corner Premium Outlets and Williamsburg Premium Outlets. Could you be one of the lucky gals to yell out, "BINGO!"?

Like · Comment · Share

Southern Women's Show Richmond
April 20 '12

RichmondBargain.com's Alison Brown on the Balance Your Life stage right now!

Like · Comment · Share

Southern Women's Show
Friday, April 20 - Sunday, April 22, 2012
Richmond Raceway Complex, Richmond, VA

The Perfect Girl's Day Out!

When's the last time you had a girl's day out? Grab your girlfriends and spend the day at the Southern Women's Show! Get inspired, feel refreshed and uncover the secrets to living well, feeling healthy and having FUN! We have something for everyone. From savvy shopping to creative cooking ideas, healthy lifestyle tips. Plus, you won't want to miss our trendy fashion shows, great celebrity guests, and fabulous prizes. Mark your calendar to satisfy your cravings at the Southern Women's Show in Richmond, April 20-22, 2012.

Take a Spin for a Great Cause

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!

If You're Feeling Lucky...

Stop by the Virginia Lottery exhibit to purchase a lottery ticket. By purchasing a ticket worth between \$10-30, you will receive a FREE purse hanger, lighted compact mirror, cup with glitter straw, glitter tote bag or glitter t-shirt!

Balancing Act

The Southern Women's Show is partnering with *The Balancing Act* on Lifetime Television to create the *Balancing Act* Pavilion. 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 *Balancing Act* Stage, 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. [Learn more!](#)

Fantastic Tip for Shopping at the Show

We recommend that you carpool to the Show! Grab your girls, grab some coffee, turn up the radio and head to the Show. We call this a pre-Show party! You will save money on gas, you will save money on parking, and most importantly you can work on your shopping strategy on the way!

CLICK HERE TO BUY YOUR TICKETS

CHEVROLET | **Richmond Times-Dispatch** | **BALANCE YOUR LIFE** | **MARTINI'S** | **CBS 6**

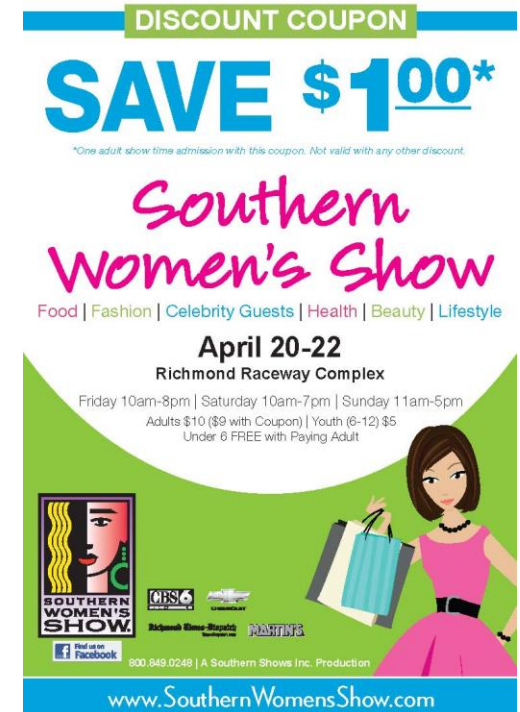
SouthernShows | Find us on Facebook

To unsubscribe to this newsletter, please [click here](#).

COUPONS & TICKETS

Coupons and ticket offers drove attendance!

- ❖ \$2 off postcards distributed by local exhibitors to current customers
- ❖ Electronic coupons available through show website
- ❖ Thousands of complimentary admission tickets distributed to sponsors, exhibitors and media partners
- ❖ 350 tickets distributed at 7 local Chevrolet dealerships



RETAIL EXPOSURE

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

Posters were displayed at:

- ❖ 7 local Chevrolet dealerships
- ❖ 25 MARTIN'S stores

Discount Tickets Available Here

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

Southern
Women's Show
April 20-22
Richmond
Raceway Complex
Friday 10am - 8pm
Saturday 10am - 7pm
Sunday 11am - 5pm

RICHMOND
SOUTHERN
WOMEN'S
SHOW

Find us on
Facebook

800.849.0248
A Southern Show, Inc. Production

CHEVROLET CBS 6 Richmond Times-Dispatch MARTIN'S

www.SouthernWomensShow.com

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

A TAVOLA INC
ACE Energy & Weight Loss!
ADT Security Services
Anne's Old Fashioned Food Products
AWB Promotions
Abbott – Crohn's Patient Advocate
Advance Care
Advanced Wellness Centre
Aikeys Home Improvements, LLC
Alegria
Alimtox LLC
Altrient
American Family Fitness
American Laser Skincare
Americool
Amish South
Angela D. Global Designs
Arbonne International
Arrow Products dba Hip Klips
Artistry by Amway
Avocados from Mexico
Avon
BJ's Wholesale
The Balancing Act on Lifetime TV
Bandals Footwear
Bartlett Tree Experts
Bath Fitter
BeautiControl Cosmetics
Beijo - The Bag Ladies, Inc.
Best Buy
Better in Colour
Big Fish Games
Bling and More
Bling in Box
Bowser Distribution
C & B Trendy
Capital Remodeling
Carol Wior, Inc.
Caston Studio
Cedar Creek Gardens
Cellular Sales of Virginia
CeraVe
Cheap to Chic Boutique
Chevrolet
Chiropractic Centers of VA
ClearSight Ultrasound & Photography, Inc.
Click It Hot
Cliphanger
Closet America
Closet Factory
Cold Wax Company
Colesce Fashions & Custom Fitted Bras
Colonial Downs
Cookie Lee
Covered Bridge Country, IN.
Cox Media Group
Creations Plus Inc.
Creative Energy Corp. of Richmond
Cutco Cutlery
DNA Sales, LLC
The DeKatta Group
Department of Veteran's Affairs VISN 6
Depree Rum Cakes
Designs by Alex Simkin
Designs of Elegance
Dillard's of Richmond
Direct Buy
Dogaevi USA LLC
Dove Chocolate Discoveries
Easy Living Products
Edible Arrangements
Elaine's Slices of Heaven
Elegance eT Cetera
Elegant Accents
Elite Cosmetics
En Masse Marketing Corporation
Energy Armor
Essencia
Essential Bodywear (The Bra Lady)
Etch N Sketch
Falun Dafa Association of Washington, DC
Famous Cinnamon Roasted Nut Company
Feelingart
Florian Ratchet-Cut
Fudgits
The Gateway for Cancer Research
German Roasted Nuts
Girl Scouts of America Richmond
Go Green Pain Relief
The Golden Touch

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Got Belly Fat? Dr. Klinton Kranski
Gro-Nails Naturally
HM Events
HOCOA: Your Home Repair Network
HRC Medical of Richmond
Hawks Renovations
Heavenly Dips
HomeAgain
House-Autry Mills
IV Pure Inc.
Inventi Iced Coffee
It Works! Global
It's A-Peeling
JAM Sales
JC Unlimited
Jackie Ford Designs
James River Granite & Marble
Kathy's Accessories
Kozy Collar
La Bella Hair Studio
Lebo's
Lemon – Aid
Lia Sophia
Lindt Chocolate R.S.V.P.
LipSense by SeneGence & Finders Key Purse
Little Luxuries of Virginia, LLC
Longaberger
Lulu's Clothing Company
Lumen's Collection
MA's Mad House

Market Trends / Dantes
MARTIN'S
Mary Kay Cosmetics
Massanutten
Mass Mutual
Miche Bag
Michigan Made Metal
Mid-Atlantic Twin Registry
Mid-Atlantic Waterproofing
Mix It Up
Moonlight Diva Emporium
Muchilunga
My Lavender Lifestyle
My Pillow
My Stuff
Naturally Yours
Needham Lane
The Olive Branch
One Hot Mama's American Grille
Organics by Kimberly Parry
Organo Gold
Origami Owl Custom Jewelry
Original Lanterns
The Pampered Chef
Paparazzi Accessories
Paramount Builders, Inc.
Pedestals
Perfect Accents
Perfect Fit Toe Rings
Permafaces - Permanent Makeup

Phoenix Trading
Plexus Slim/Plexus Worldwide
Pockos, T/A Shabby Chic
Pony-O
Premium Outlets
Primerica
Primo Water
The Prop Shop
Psychic Source
Pure Romance by Sonia
Quick and Easy Mixes
Rainbow Cleaning Systems
Rand Hill / Glitter Tattoos
Rand Hill/Darby Creek
Remodel USA, Inc.
Richard L. Byrd DDS PC
Richmond Allergy & Asthma Specialists, P.C.
Richmond Bargains
Richmond Times-Dispatch
Richmond Vein Center
Richmond Window Corporation
River City Charities-Pink Tie Gala
Rodan and Fields Dermatologists
Royal Bliss Linens
s.a.l.t. sisters
SAS Shoemakers
SDC Nutrition
Salena's Accessory Showcase
Sarkis
Scentsy Wickless Candles

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Sears Home Improvement Services
Select Marketing
Sensational Smiles
Sew 'N Mor
Shear Essence
Shorty's Breeding Company
The Silver Link
Sleep Number
Slumber Parties
Solemagic
Soul-Ice Vending, Inc.
Spinal Correction Center of Richmond
Spirited Art
The Sportula
St. Mary's Woods Retirement Community
Stella & Dot
Stunt Copters
Styles Extended
Stylez/MoonGlow
SWIFT MICROFIBER Cleaning System
Take Shape For Life
Tastefully Simple
That's My Pan!
That's a Good Idea
Theanys Flags II
Therapeutic Innovations/Hematite Jewelry
Thirty-One Gifts
Tidewater Physical Therapy, Inc.
Traci Lynn Jewelry
Trinity Renovations, Inc.

Tupperware
Twila's Boutique
Ultimate Creations
Ultra Balm's Dry Skincare Products
Unique Designs By Wanda
VINE
Vault Denim
Virginia Beef Industry Council
Virginia Lottery
Vitamist
WTVR CBS 6
Wat-N-Tag
Walking Tall
Wallace's Merchandise Co., LLC
Water Marbles
Webster Enterprises
WestCoastTops
Wet 'n Wild Emerald Pointe
Wings of Africa
World Chiropractic Inc.
The Woww Towel
Xocai Healthy Chocolate
You Personalize It
Zacharias Ganey Health Institute

JOIN US IN 2013



Mark your calendar now!

Next year's show is scheduled for
April 19 - 21, 2013.

For more information:

Sarah Hallett

Show Manager

800.849.0248 x 121

shallett@southernshows.com

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