THOUSANDS ATTENDED

Thank you for being a part of the 2013 Southern Women’s Show in Nashville. The 27th annual show attracted thousands of guests and provided you with the opportunity to meet, engage, connect and sell to this large qualified audience. Media coverage generated millions of impressions across the community and highlighted the show, celebrity guests, special events, and exhibitors.
SCENES FROM THE SHOW
SPECIAL GUESTS

Celebrity appearances attracted media attention and guests! Guests included Sean Lowe from *The Bachelor* and *Dancing with the Stars*, Danielle Knox from *The Balancing Act* on Lifetime Television, Miss Kay Robertson from *Duck Dynasty*, Deidre Hall from *Days of our Lives*, celebrity chefs, local musicians and more. This superior line-up of special guests inspired and entertained.

Sean Lowe, *The Bachelor & Dancing with the Stars*

Danielle Knox, *The Balancing Act* on Lifetime TV

Miss Kay Robertson, *Duck Dynasty*

Deidre Hall, *Days of our Lives*
POWERFUL PARTNERSHIPS

Thank you to our sponsors! The Southern Women’s Show partnered with leading media outlets and outstanding sponsors to extend exposure and generate maximum engagement. In addition, partners and sponsors created fun and interactive features within the show.
The Southern Women’s Show was promoted through an extensive paid and promotional advertising and marketing campaign designed to spread the word, attract a qualified audience and promote your participation. The campaign generated outstanding live coverage and television, radio, newspaper and magazine exposure throughout the region.

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Advertising</td>
<td>4,147,100</td>
</tr>
<tr>
<td>Radio Advertising</td>
<td>3,027,100</td>
</tr>
<tr>
<td>Newspaper Advertising</td>
<td>1,575,406</td>
</tr>
<tr>
<td>Official Show Program</td>
<td>50,000</td>
</tr>
<tr>
<td>Specialty Publications</td>
<td>120,000</td>
</tr>
<tr>
<td>Public Relations</td>
<td>837,697</td>
</tr>
<tr>
<td>Official Show Website</td>
<td>166,276</td>
</tr>
<tr>
<td>E-Newsletters</td>
<td>61,764</td>
</tr>
</tbody>
</table>

**Total Impressions** 9,985,343
TELEVISION ADVERTISING

The following television partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in **4,147,100 impressions**!

- **46 Spots, Coverage & Interviews**
  - WSMV-TV NASHVILLE
  - WSMV.com
  - 1,216,000 Impressions

- **153 Spots, Coverage & Interviews**
  - NewsChannel 5 HD
  - WKRN-TV NASHVILLE
  - 1,559,500 Impressions

- **78 Spots, Coverage & Interviews**
  - NEWS 2
  - 1,371,600 Impressions
RADIO ADVERTISING

The following radio partners promoted the show through paid and promotional spots, live liners and on-air mentions, interviews with Show Management and celebrity guests, website advertisements, on-air contests and ticket giveaways, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in 3,027,100 impressions!

- 107.5 The River
  - 52 Spots
  - 156,300 Impressions

- 98 W-SIX
  - 55 Spots
  - 102,600 Impressions

- Mix 92.9
  - 51 Spots
  - 917,100 Impressions

- JACK 96.3
  - 23 Spots
  - 231,000 Impressions

- 103 WKDF
  - 152 Spots
  - 775,100 Impressions

- 92Q
  - 74 Spots
  - 603,400 Impressions

- i106
  - 56 Spots
  - 241,600 Impressions
The Balancing Act is a popular morning TV show about women, for women, and trusted by women. The program came to life at this year’s show with a large “show within the show” pavilion. The Balancing Act provided the following added exposure:

- Production of a 30-minute program with show footage and interviews, scheduled to air a minimum of two times to a potential audience reach of 96 million households
- Promotion on www.thebalancingact.com
- E-Newsletters, Facebook, Twitter

See the Southern Women’s Show episode on May 28th and June 18th!
PRINT ADVERTISING

Nine print and online advertisements in *The Tennessean* promoted the show throughout a three week campaign, generating over 1,575,406 impressions. In addition, the paper also distributed the Official Show Program to 50,000 targeted households on Wednesday, April 17. An additional 5,000 copies were overprinted for distribution at the show.

The show was also advertised in *Greater Nashville House and Home* to a potential reach of 120,000+ readers.
To generate additional media exposure, local radio stations partnered with the show to conduct ticket giveaways, interviews and on air promotions. In addition, community newspapers and magazines across the state ran advertisements and listed the show in their calendar of events to promote the show to readers and advertisers. Combined, this increased awareness through fun on air and in paper contests for both listeners and readers.

Radio Trade Value: $8,002

Print Trade Value: $36,921
Press releases, media alerts and personal outreach by our Public Relations firm resulted in numerous articles about the show that highlighted show sponsors, exhibitors, celebrity guests and special features. In total, press clippings and articles generated **837,697 impressions.**
WEB, FACEBOOK, E-NEWS

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

- 166,276 web impressions
- Weekly status updates to over 8,300 Facebook fans
- Six E-Newsletters to database of subscribers for a total of 61,764 impressions
Money saving coupons drove attendance. Electronic coupons were available through the Official Show Website, 12,000 direct mail coupons were mailed to local residents and past show guests and 32,000 printed coupons were distributed at 64 local Kroger stores.
Money saving ticket offers provided savings and convenience for show guests. Discount tickets were sold at 100 local Walgreens stores, 350 tickets were distributed at 17 local Chevrolet dealerships, and thousands of complimentary admission tickets were distributed to sponsors, media partners and exhibitors. Flyers were mailed to local churches and clubs to promote Miss Kay Robertson’s appearance and encourage group ticket sales.
RETAIL EXPOSURE

Hundreds of posters, table tents and register cards decorated the city and built awareness locally! Signage was displayed at 17 local Chevrolet dealerships, 100 Walgreens stores and 90 Graffiti Advertising Outlets.
EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

1 America Healthy Weight Loss
A Beauty Must
A Charming Affair
A Kitchen Must
A Spice Above
ACE Energy & Weight Loss!
Ace Exterminating Co., Inc
Ace Jewelry
Adams Joyful Creations
Adjective Boutique
ADT Security Services
Advanced Detection
Advantage Models & Talent
Advocare
Alabama Mountain Lakes Tourist Association
Alabama Tourism Department
Alexander's - Tervis Tumbler
Alimtox LLC
All About Health / Cosmetic Acupuncture by Dr. Rick Clifford
All Natural Dips
All of Us
All Season Sunrooms
All Stars Dips
Ambassador's Formalwear by Gilda
American Home Design
American Laser Skincare
AnaVeya Creations
Annabella's Closet
Anti-Aging Skin care that is Chocolate based
Any Name Jewelry
Anytime Fitness
Arrow Products dba Hip Klips
Athens Limestone County Tourist Association, Inc.
Aurora Lamps
Avon
Banded
Bariform Medical Weight Loss
Barnes Tax & Financial Services, Inc.
Bath Fitter of Nashville
Bath Planet
Beaches of Fort Myers & Sanibel
BeautiControl
Becoming Boutique
Bee Attitudes
Belk
Bella Vita Medical Center
Best Medical Care Abroad, LLC
Better Garden Tools
Better In Colour
Better Living Sunrooms
Bio-Oil
Blessing Permanent MakeUp
Bling Time Accessories
Blue Ribbon Foods
BODACIOUS CASES
Body Drench
Bonafide Pet Foods
Boresha Fat Burning Coffee & Tea
Boutique 44
Bowman Hall Publishing
Box 55 Association Nashville Fire Buffs
California Fashions By Robin
CaptionCall
Celebrating HOME
Centerstone of TN Prevention Services
Cherokee County, AL Chamber of Commerce
Chevrolet
ChunHa International, Inc.
City Chick BBQ Sauce LLC
Click It Hot
Clinard Home Improvement
Cold Wax Company
Company's Comin'
Country Kettle Fudge
CPL CPR & First Aid
Creatively Yours
Crown Garland & Miss Tennessee United States
Cruise Planners
Crystal Springs
Cumulus Radio
Cutco Cutlery
Dame, I'm Beautiful
Dan Read Cosmetics, Inc.
DAN Talent Group
Danielle Gunn enterprises
Daytona Beach Area CVB
DecoArt Inc.
DenTek
Designer Pet Mfg.
Dick's Sporting Goods
Dip'n Good Dips
Dippity Designs
DirectBuy of Middle Tennessee
Diva Daisies, LLC
DIVINE image Cosmetics
A very special THANK YOU to our outstanding exhibitors.

DJ's Secrets
DNA Sales, LLC
Domino Foods, Inc.
Doterra
Dove Chocolate Discoveries
Dr.'s Original
Drops of Joy
Eardivine LLC
Easy Living Products - Go! Sticky
Eccentric Cat
Elite Cosmetics
En Masse Marketing Corporation
Enstyle Holiday
Essencia
Etowah County Tourism Board
Euphoria Salon
European Gifts
Events & Adventures, an Activities Club for Singles
Exodus Chiropractic of Franklin
EZ Hang Chairs
Facelift in a Bottle Instant Facelift Serum
Farm Country Cheese House
Fashion Link
Fayes Elegant Jewelry
Fire Pit Customs
First 2 Market Products, LLC
Fix A Bra
Florence Lauderdale Tourism
Forever Beautiful by Docworks, Inc.
French Lick Resort
Frontier Basement Systems
Fruite'e Oil Candles
Galaxy Watch
Glam Lab
Glory Foods
Golden Years LLC
Good On Ya
Grace Adele
Grace Pregnancy Resource Center
Grapes & Olives On Tap
Great Day Improvements
Greater Nashville House & Home Magazine
Hair Prosthesis Institute
Hair Solutions
Hawaiian Moon
Horseshoe Golf
I Rest My Case, Inc. Pillowcase Designs
Initials, Inc.
Innovative Concepts
Innovator Brands/Mighty Cold Towel
Insphere Insurance Solutions
Invisible Fence of Middle Tennessee
It Works! That Crazy Wrap Thing!
J & J Lulas
J B Rich Artisan Soap Co.
JAM SALES
JAM Sales - Bravage
Jen's Traveling Boutique
Jenn Cady Photography
Jewell Mechanical
JK Organics
Juice Plus
Karat Kollection
Kentucky Must See Must Do
Keystone Financial Resources
Kidsville, USA
King's Hawaiian
Kitchen Craft
Knockout Nails
Koutoure Unique Tees & More
KSCanuck LLC
Kutsko Kitchen
Kyd Kyro Family Chiropractic
Le'Keith Southern Sauce
Leafguard/Elite Exterior Solutions
Lebanon Premium Outlets
Legion Furniture
Lemon - Aid
Lia Sophia
Liberty Mutual Insurance
Life Force Laboratories
Lifestyle Marketplace, LLC
Lifetime Cookware
Lil' Treasures
Limu
Lookie Lous
Lost River Cave
Louisiana North
Louisville Convention and Visitors Bureau
Lynch Tree Service
Map Pendants, LLC
Maristone Luxury Assisted Living
Mary Kay
Maurices
Maximized Living
MaxWell Clinic, PLLC
A very special THANK YOU to our outstanding exhibitors.

Maynard Home Comfort
Melissa’s Fancy Feet
Memories to DVD
Merrell Home Improvement
Merry Maids
Miche Bag
Milo’s Tea Company
Miracle Whisk
Mix 92.9
Mix It Up
MJ Enterprises LLC
Mobile Foot Experts LLC
Monticello Custom Homes
Mountain Jim’s Tennessee Teacakes
Mr. Roof Nashville
Mrs. Grissom Salads
Mrs. Rogers White Chocolate Popcorn
My Pillow
My Stuff
Nada Chair
Nashville Interior Design Group
Nashville Psychic Center
National Dance Clubs
Naturally Yours
Nature’s Best Air (Rainbow)
Nebula Vapor
Nectar of the Vine
Nerium International
New York Life
Nonni’s Foods LLC
Not Hot Hats
Novelties Plus
NovoNordisk
Opry Mills
Origami Owl
Panama City Beach CVB
Passion Parties
Pelland Jewelry
Peoples Home Equity
Perfectly Posh
Phoenix Trading
Pierce Promotions & Event Management LLC
Pizzazzing You
pj creation
Plexus Slim
Pockos, T/A Shabby Chic
Pony-O
Power Steam Pro
Prestige Products Direct / Eye Kandy
Prestige Products Direct / Migi Nail Art
Prestige Products Direct / Velvet Eyeliner
Rand Hill/Darby Creek
Redneck Brands LLC
Regina & Company Designs
Renewal by Andersen
Rodan & Fields Dermatologists
Rodelle’s Salon & Suites
RSU Contractors
Rubber Brooms
Ruby’s Unique Taste & Treasures
Rustic Ranch Decor & More
S.R. Gold
Saint Thomas Health Services
Sales R Us Inc.
Sams Club
Santa Fe Traders
Saravenna Life
Scentsy independant Consultant
Sensational Southern Charm
Service Jewelry & Repair
Shabby Lane Shops
She Martini
SHOTs, etc.
Silpada Designs
Simply Nutrition
Simply Sassy
Sisters With Jewels
Sleep Number
Smith Enterprises
smith wright & Company
Snap a Strap
Sogno di Donna Inc.
Solemagic
Sooner or Lather Bath Works
South of New York
Southern Destinations
Springfield Armory
State of TN - oxic Substances Program
Stella & Dot
Straight For You
StriVectin at Macy’s Mall at Green Hills
Studio 157 & Jenn Cady Photography
SUNNYband
Sunsetter Awnings
Surprise Parties
Sweet Nectar
A very special THANK YOU to our outstanding exhibitors.

Sweetbriar Designs
T&T Exclusive Candles
TN Assoc of Licensed Professional Investigators
TN Chapter, Scleroderma Foundation
TN Dept of Agriculture & Pick TN Products
TN Electronic Library
TN Firefighters Burn Foundation, Inc./Camp Phoenix
That's Perfect
The Balancing Act
The Bra Ladies ~ Essential Bodywear
The Cake Pop Shop
The Clock Lady & The Letter Man
The Corset Boutique
The Elegant Boutique
The Golden Touch
The Hair and Scalp Institute
The Magic of Airbrush Makeup
The Salvation Army
The Sugar & Spice Ranch
The Tennessean
Therapeutic Innovations
Therapeutic Innovations / Go Green
Things of Desire
Think Happy Stuff
Thirty-One Gifts
Tia's Shabby Chic Boutique
Tip Top Home Solutions, Inc
Toodles
Travel Indiana
Tre'Bellas Boutique
Treasure Island
Tupperware
Twi'a's Boutique
U.S. Pest Protection
UGO Wireless Speaker
Unique Bulbs
Unique Jewelry
Vein Clinics of America
Velata
Verizon Wireless
Vicki's Country Creations
Vintage Construction
Virginia Tourism
ViSalus - Body by Vi
Visit Central Florida
Visit St. Petersburg / Clearwater
Vitamist Spray Vitamins
Votre Vu
Waddell and Reed
Walgreens Way to Well Health Tour
Water Marbles / Lucky Bamboo
Way Out West in Historic Leipers Fork
WCJK/Jack
Webster Enterprises
Wellness Institute of Nashville
West Baton Rouge Convention & Visitors Bureau
Western Union
What-A-Hoot
Wide-Eyed Designs
Wildtree
Wisconsin Meat & Cheese Heads
WKRN
World Famous Cinnamon Roasted Nuts
WRVW - 107.5 The River
WSIX - The Big 98
Xtreme Whitening LLC
Zipfizz
JOIN US IN 2014

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

Next year’s show is scheduled for
March 27 – 30, 2014
at the NEW Music City Center

Mark your calendar now.

For more information:

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Meredith Menninger
Assistant Show Manager
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Click here to apply for the 2014 Southern Women’s Show Nashville!