



SAVANNAH



SOUTHERN
WOMEN'S
SHOW.

POST SHOW REPORT

SOUTHERN WOMEN'S SHOW

FEBRUARY 17 – 19, 2012

SAVANNAH, GA

THOUSANDS ATTENDED

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



SCENES FROM THE SHOW



SPECIAL GUESTS

Celebrity appearances attracted media attention and guests!

From national celebrities and top chefs to the busy career mom of *The Balancing Act*, a superior line-up of special guests inspired and entertained.



Teresa Guidice, *Real Housewives of New Jersey* and *Celebrity Apprentice*



Dr. Sherry Braxton, *Braxton's Family Values*



Kristy Villa, *The Balancing Act* on Lifetime TV



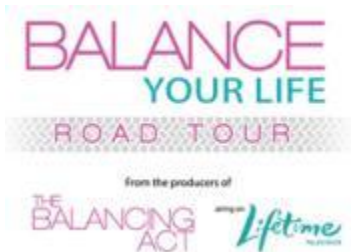
Orchid Paulmeier, *The Next Food Network Star* Season 7



Dr. Jennifer Berman, M.D., *Berman and Berman*

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.



MEDIA EXPOSURE

	Value
Electronic Advertising	\$105,250
Print Advertising	\$53,229
Public Relations	\$209,700
Website Exposure	\$1,941
Social Media	\$6,480
E-Newsletters	\$7,500
Direct Mail, Coupons, Tickets	\$12,275
Retail Exposure	<u>\$24,000</u>
Grand Total	\$420,375



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

- ❑ WTOC Channel 11
- ❑ Comcast Cable
- ❑ WSAV
- ❑ WJCL
- ❑ WGSA
- ❑ WHHI

Radio Partners

- ❑ Y107
- ❑ Q105
- ❑ E93
- ❑ BOB106

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 *Savannah Morning News* promoted the show throughout a three week campaign. The paper also distributed the Official Show Program to their full circulation of 60,000 subscribers. 5,000 copies were overprinted for distribution at the show.

The show was also advertised in *Savannah Magazine*, *Skirt!*, *The Island Packet*, *The Beaufort Gazette*, *The Georgia Star*, *Coastal Events Magazine* and *Savannah Tribune*, ultimately reaching over 96,000 readers.



FREE PARKING!

Southern Women's Show

February 17-19

Savannah International Trade & Convention Center

Meet Teresa Giudice
from The Real Housewives of New Jersey!



Find us on Facebook

800.849.0248
A Southern Shows Inc. Production



Discount Tickets Available at Kroger!

PUBLIC RELATIONS

Millions of impressions!

The show's PR campaign generated millions of impressions through press releases, clippings, articles and interviews.



savannahfoodie
...exploring the region's culinary diversity

SUNDAY, FEBRUARY 5, 2012

Win Tickets to the Southern Women's Show, Feb. 17-19, at Savannah International Trade Center

It's the 9th year for this fun, information-packed weekend at the Savannah International Trade & Convention Center. Of course, there is plenty of shopping, but also cooking demonstrations, runway fashion shows and informative lectures. I'll be giving away five pairs of tickets -- you can be a winner! Here's how to enter:

"The Real Housewives of New Jersey" star Teresa Giudice will be making her first visit to Savannah. Let's give her a warm, Southern welcome by suggesting the best restaurants for her to dine in while visiting.

Post your suggestions to savannahfoodie.com Facebook page -- I'll draw from the posts, notify you via Facebook -- and you can pick up tickets at "will call" in the trade center.

You can learn more about the show by visiting the website, and here are the Top 25 Savannah Restaurants, updated by us here.

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For Email Newsletter sign up: [http://www.savannahfoodie.com](#)

Business, The Neighborhood Files, Local Connections

Southern Women's Show Draws a Crowd

A weekend-long event celebrates the things women love.

By Karen Hough | Email the author | February 20, 2012

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For the ninth year in a row, Savannah hosted the Southern Women's Show at the Savannah International Trade & Convention Center Friday through Sunday. The Center is located on the Savannah River, and has a beautiful view of Savannah's Riverfront and historic district.

Sunday wrapped up a weekend filled of shopping, cooking demonstrations, fashion shows and a celebrity guest appearance by Teresa Giudice from *The Real Housewives of New Jersey*.

In the morning, shortly after I arrived, I watched the Children Fashion Divas show presented by Hailey Maes Boutiques. Children walked up and down the entertainment stage modeling their latest fashions. In another corner, there was a cooking stage where different shows were put on every hour.

In the middle of the event was the Balance Your Life Pavilion. *The Balancing Act* is a popular show on Lifetime, and they put on their own presentations throughout the day featuring topics such as



PHOTOS (66)



[Upload Photos and Videos](#)

Dress for Success

Dress for Success Savannah announces the 1st annual "Style and Success" event held Friday February 17th, 8 a.m. at the Savannah International Trade Center. Enjoy a morning of networking, fashion, and words of empowerment and inspiration from speakers Dawn Baker of WTOC-11 and Kristy Villa of Lifetime Network's *The Balancing Act*. Tickets are \$30 per person. Admission includes breakfast and seating for the finale fashion show emceed by April Johnston of Project Runway All Stars. For more information or to purchase your ticket today please go online to www.southenshows.com/wsa/ <<http://www.southenshows.com>>



SAVANNAH SOUTHERN WOMEN'S SHOW

The most highly talked about event in Savannah, the annual Southern Women's Show, returns for its 9th year to the Savannah International Trade & Convention Center from February 17-19, 2012.

The Southern Women's Show offers women substantial events including newly defined, exciting demonstrations, sewing, shopping, networking, health, wellness, personal growth opportunities, and even celebrity appearances.

One of the special guests this year is Teresa Giudice, star of *The Real Housewives of New Jersey*. Like a *RF* Show best, adding another exciting Nation Family Cookbook will be out in



with meditating your calm to bring your little faith. A prepared lady will always have an rolling bag for packing away her treasures and making them to register for all the great options.

The Fashionista Fashion Show, one of the most highly anticipated events of the weekend, is back and better than ever! By three Friday and Saturday night when the Real Housewives Savannah Film Department turn up the lights to raise money to benefit the Southern Boys Foundation. Bring your dollar bills and contribute to a great cause while she models, class and cheer the show on as they strut their stuff.

To give your girlfriend, mom, or sister and spend the day at work weekend, bring something you love.

With several hundred attendees ranging from great destination to speakers to fun hours to fun and fun in a more fun spirit, allow us to help you!

Show times are Friday 8am - 1pm, Saturday 10am - 5pm. Admission is \$9 at the door, \$5 for children 12 years old and free for children under 6 years old. Reservations tickets are \$5. (Discount tickets are available at Project for \$5 - Online at 11:00 am on-line for \$5.00 in advance for \$7 each)

For group tickets and more information, call (800) 989-5194 ext 140 or visit www.SavannahShows.com. Show sponsors include: Stages, Memorial Health University Medical Center, The Balancing Act, WTOC, L.L.Savannah, Morning News, and Clinicas.

WEB, FACEBOOK, E-NEWS

Show connected with thousands of loyal guests!

- ❖ 77,628 web impressions
- ❖ Daily status updates to over 1,800 Facebook fans
- ❖ Six E-Newsletters to over 5,000 subscribers



Every time we send an e-newsletter we will be allowing a chance to receive \$20 of show tickets to spend at the show! You are now entered to win! Good luck!

Southern Women's Show
Friday, February 17 - Sunday, February 19, 2012
Savannah Int'l Trade & Convention Center, Savannah, GA

Save the Date!
It's only once a year and it's happening just around the corner. The Southern Women's Show is back and better than ever. Fantastic shopping, clever ideas, trendy fashion shows, delicious cooking programs and more! If you've been before, you know that FUN is part of the agenda! Mark your calendar now, Friday - Sunday, February 17-19, and make plans to attend with your friends, sister, or Mom, and be one of the first to line for this year's Southern Women's Show!

Style & Success Breakfast
Join Dawn Baker, Kristy Villa, April Johnston and more for the inaugural Style & Success pre-show breakfast and fashion show. It's benefit dress for Success Savannah! Held from 8am-10:30am on Friday, February 17, guests will hear inspirational messages, network with area professionals, and grab a bite to eat. Then, watch a three-part runway show featuring go-green fashions and keys to make your wardrobe pop. Tickets for this special charity event are \$30. [Click here to purchase tickets.](#)

Balance Your Life!
The *Balance Your Life* returns with the *Balance Your Life Pavilion*. The popular morning television show will come to life with a large "show within the show" pavilion, 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 Kristy Villa, and stroll through their sponsors' exhibits for valuable information and giveaways.

Take a Spin for Starbucks!
Check out the latest lineup of 2012 vehicles at the Chevrolet exhibit. You'll be amazed at the great look, great performance and great value of the Camaro Convertible, Cruze SiR and Equinox. Hop in the 2012 Camaro Convertible. This car is meant to be driven. And loved. Flip the hood of the new Cruze SiR. You really will thank you. At 40 miles per gallon, you can make the trip and enjoy the destination. And pile your pals into the Equinox, the ideal car for family and friends on the go. 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 \$30 gift card to Starbucks courtesy of Chevrolet. Take a spin and enjoy the road!

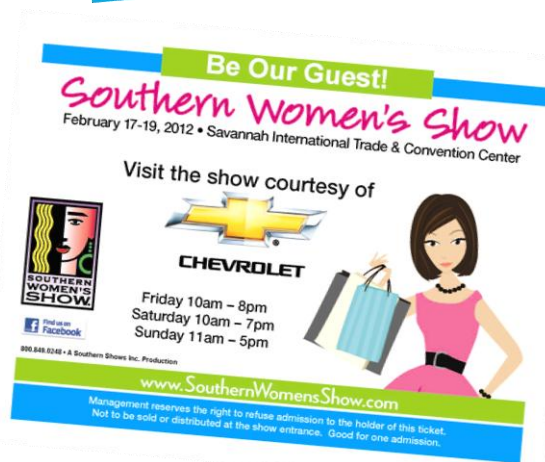
CLICK HERE TO BUY YOUR TICKETS

SouthernShows Find us on Facebook

COUPONS & TICKETS

Coupons and ticket offers drove attendance!

- ❖ Direct mail coupons sent to 60,000 recipients
- ❖ 2,500 coupons distributed at 6 Chick-fil-A locations
- ❖ Electronic coupons available through show website
- ❖ Thousands of complimentary admission tickets distributed to sponsors, exhibitors and media partners
- ❖ 350 tickets distributed at 14 local Chevrolet dealerships

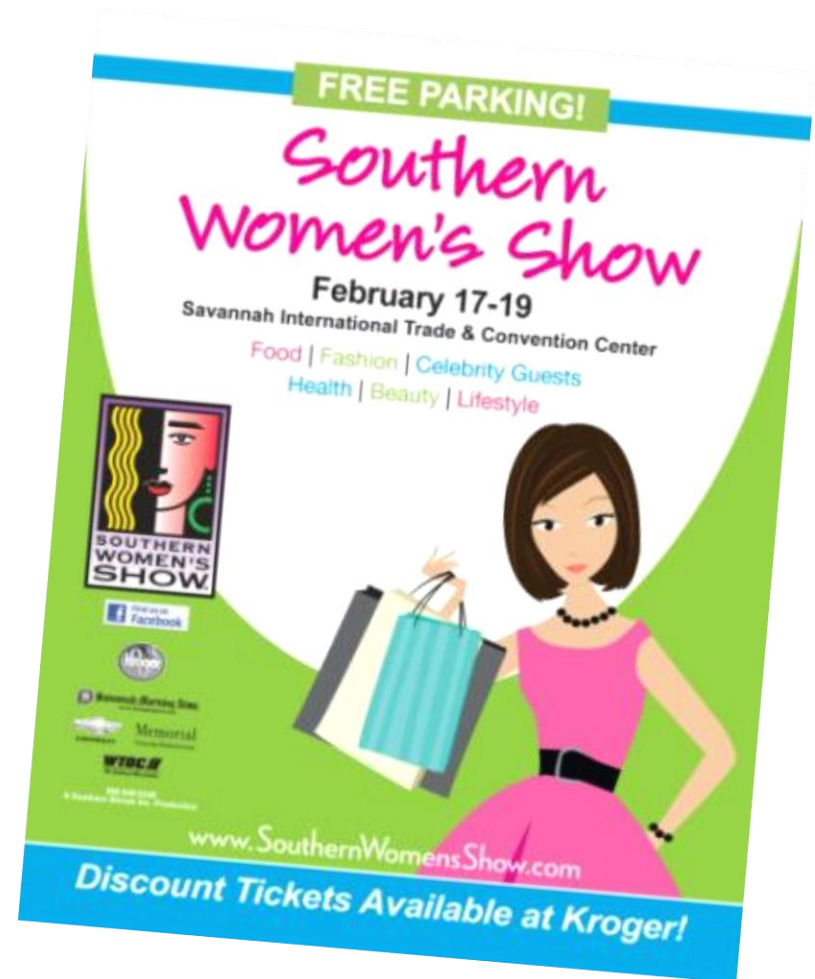


RETAIL EXPOSURE

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

Posters were displayed at:

- ❖ 6 Chick-fil-A locations
- ❖ 14 local Chevrolet dealerships
- ❖ 11 Kroger stores
- ❖ Oglethorpe Mall / Belk



EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

AAA Auto Club South
ADT
Anne's Old Fashioned Food Products
Advocare International
Altrient
Amazing Surface Transformations
Amish South
ArtWare! -Hilton Head
Avocados from Mexico
AWB Promotions
Bath Fitter
Balance Your Life Pavilion
Beau Ties
Beijo Bags
Belk
Better In Colour
Big Fish Games
Biltmore Inspirations - Be Inspired with Lisa
Bio-Oil
Blingy Boutique
Boresha International
Bopping Heads Entertainment
Brooke and Nicole
Buoylift Designs
C & L Travel Marketing Corp.
Cabeca Health
Cardio5000
Causey Foods & Lauri Jo's Southern Style Canning
Celebrity Chef Charles Mattocks
CellCountry.com

Cellular Sales Verizon
CeraVe
Chatham County Aquatic Center
Chattem, Inc.
Chevrolet
Chick-fil-A lobby
Cigma
Clean Sweep DBA Speedy Sweep
Click It Hot
Coastal Empire Plastic Surgery
Coastal Events Magazine
Cohen Dental Center
Columbus Georgia Convention & Visitors Bureau
Complete Chiropractic
Consumer Credit Counseling Services
Cookie Lee Jewelry
Creative Accents FL
Creative Embroidery
Crossroads Chiropractic and Wellness Center
Crystal Springs
Curlytails LLC
Cutco Cutlery
D & D Decorators
Dantes
Depree Rum Cakes
Designs of Elegance
Dip 'N Good Dips dba The DIPLOmats
Diva Daisies, LLC
Diversified Home Products
Dr. Sherry Blake

E93
E.J. Scandals
Eagles Wings
Easy Living Products - Go! Sticky
Easy Living Products - Power Steam Pro
Ecco Tees
Eggland's Best / Specialty Eggs
Elegant Accents, Inc.
Elite Cosmetics
Enable – Usa
Energy Armor, Inc
Essencia
Estrea
Etch N Sketch
Fathom It
Finger & Associates Plastic Surgery Center
First Come First Served
Fitmed Wellness, LLC
Fleet Feet Sports
Flip Flop Flowerpot
folieM
Georgia Beef Board
Girl Scouts of Historic Georgia
Girls on the Run
Go Green Pain Relief
Gold Buyers of America
Grass Roots Creations
Greener Grass Hair Color and Designs
Gro-Nails Naturally
Hailey Maes Boutique

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Harvest Hardware Jewelry
Hawaiian Moon
Health & Wellness Makeover
Hemophilia of Georgia
House-Autry Mills, Inc.
How Cute
hydrOtion, LLC
IV Pure Inc.
Innovative Concepts
Inventi Iced Coffee
Isagenix
It's A-Peeling
JAM Sales – Bravage
JAM Sales - Stove Top Grill
Jewelry on Ice
Jolin Jewels and Things
Kanzi: East African Crafts for a Cause
Kitchen Craft
Laga Handbags
Lemon – Aid
Lia Sophia Jewelry
Live Well MD
Lulu's Clothing Company
Lydene's Gifts
LyDeyz
MMTA-Magnolia Midlands Travel Association
Macon Bibb County Convention & Visitors Bureau
Mainstream Boutique
Marsha's Co.
Mary Kay

Massaging Insoles
MATTY
Meaningful Care
Melaleuca
Memorial University Medical Center
Metabolic Research Center
Miche Bag
Millie Lewis Models & Talent Charleston/Savannah
Milo's Tea Company
Mix It Up
Moonarj Jewelry & Accessories
Moonlight Diva Emporium
Mr. Rooter Plumbing
Mrs. Rogers White Chocolate Popcorn
Naturally Yours
Nikita Lynn Designs
Norburg Chiropractic & Wellness Center
Oil & Vinegar
Old Savannah Tours
Olive Affairs
Omada Nutrition
One Hot Mama's American Grille
Organo Gold
Ornaments4Orphans
PAWS of Effingham County
Pain-Less Therapeutic Solutions
Palmetto Mosquito Control & Palmetto Exterminators
Park Lane Jewelry Since 1955
Pearl Couture
Perfect Accents

Perfect Fit Toe Rings
Perfectly Posh
Phoenix Trading Co. 'Card Lady'
Pink Polkadots
Plexus Worldwide
Pockos, T/A Shabby Chic
PreCariious Designs
Premier Dental Designs
Premier Medical Weight Loss and Aesthetics
Pur Minerals
Pure Air Unlimited
Quality Home Products - Velvet Eye Liner
Quality Home Products/Boombox Music Sys
R. Riveter
RAAW Juices
Rainbow Play Systems Of Georgia Carolina
Rebecca Hair Products
Rewined Candles
RMC Jewelry
Rodan + Fields Dermatologists
SAS Shoemakers
Safe Touch Security Systems
Salena's Accessory Showcase
s.a.l.t. sisters
Sarkis
Savannah Baby Co.
Savannah Harley-Davidson
Savannah Morning News
Savannah Sand Gnats
Savannah Vascular & Cardiac Institute

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Scentsy Independent Consultant
SDC Nutrition
Select Marketing – MIGI
Select Marketing – thebestsheets
Sensational Smiles
Serendipity
Shelf Genie
Shower Niche Kit
Silpada Jewelry
Simplicity Gourmet
Simply Dawn LLC
SimplySkin Rx
Sinlicious Fudge
Sole-magic
Sole Survivor
South Bend Chocolate Company
SouthCoast Medical Group
Southern Alarm
Southern Bling
Southern Candle
Southern Peanut Growers
Southside Fire Department
Spa Bleu
Sparkle
State Farm - Meridth Lamas
Stella & Dot
Strayer University
Stunt Copters
Summer Breeze Senior Living
Superwhipper, Inc

Susan G. Komen for the Cure Coastal Georgia
SWIFT MICROFIBER Cleaning System
Tanger Factory Outlet Center Hilton Head
Tan-Tastic Tanning
Tech One Mobile/Cliphanger
The Charleston Soap Chef
The Eccentric Cat
The Gateway for Cancer Research
The Georgia Star
The Gift Box
The Gift of GAB
The Golden Touch
The Home Depot – East Victory Drive
The Laura Lynn Collection
The Leukemia & Lymphoma Society
The Pampered Chef
The Silver Link
Therapeutic Innovations/Hematite Jewelry
Thirty-One Gifts
Thomas Kinkade City Market Gallery
Traci Lynn Fashion Jewelry
Trades of Hope
Trebella Photography
True Balance MD
UGA Cooperative Extension - Chatham County
VEMMA - Liquid Nutrition / Weight Loss
Very Beautiful Things
VibaBody Slimmer
Vinyl Industries of Savannah
Visit Central Florida

Visit Gainesville
Vitamist
Wag N' Tag
Wings of Africa
Wonder Water Beads
WTOC 11 TV
Yates Astro
YMCA of Coastal Georgia
You Personalize It
Young Survival Coalition, Savannah

EXHIBITORS SAY IT BEST

This was our first show with Southern Shows and we had a great experience. The staff was top notch! I was impressed with the excellent attention to detail that was taken to make this show such a success. – **Connie Rogers, Mrs. Rogers' White Chocolate Popcorn**

We had an amazing experience! We booked almost 40 parties, and over half of those parties are starter shows for new advisors. We are extremely excited about growing our business in Savannah and surrounding areas, as well as participating in next year's show. - **Harriett Brawner, Lia Sophia Jewelry**

Southern Shows events are so well organized. You know going in it will be a class act. Hats off to Southern Shows for another great event. – **Cheryl Edwards, Phoenix Trading**



JOIN US IN 2013



Mark your calendar now!

Next year's show is scheduled for
February 15 – 17, 2013.

For more information:

Katie Cronin

Show Manager

800.849.0248 x 140

kcronin@southernshows.com

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