



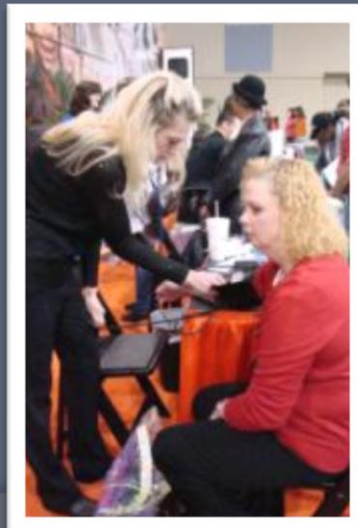
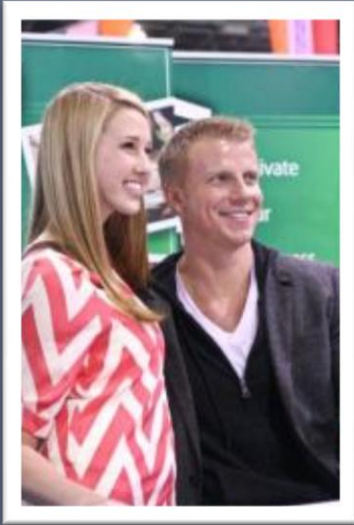
**Show in Review**  
**Southern Women's Show**  
**February 15 – 17, 2013**  
**Savannah, GA**

# THOUSANDS ATTENDED

The 10<sup>th</sup> annual Southern Women's Show attracted **thousands of guests** throughout the three day, action packed event. In addition to providing you with the opportunity to meet, sell and talk with thousands of women face to face, the show generated **millions of impressions** across the community before, during and after the show.

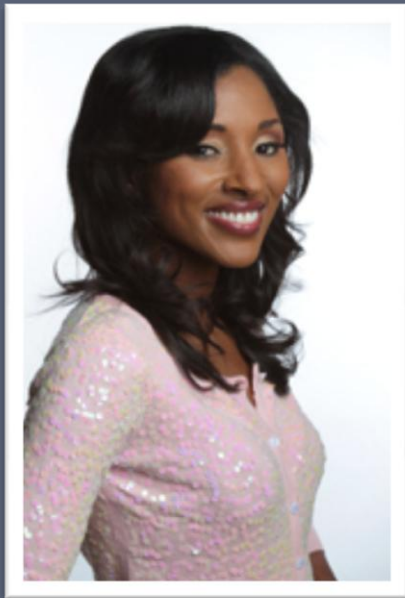


# SCENES FROM THE SHOW

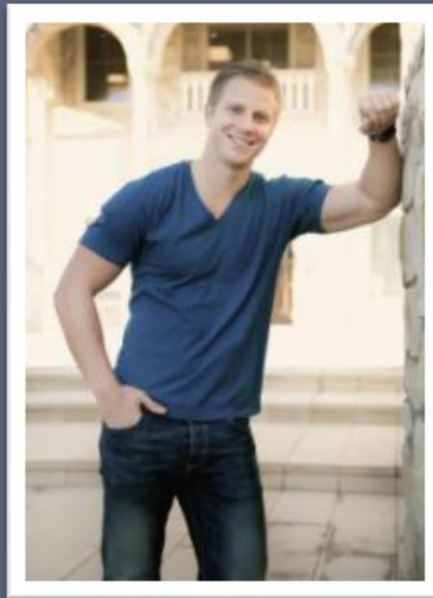


# SPECIAL GUESTS

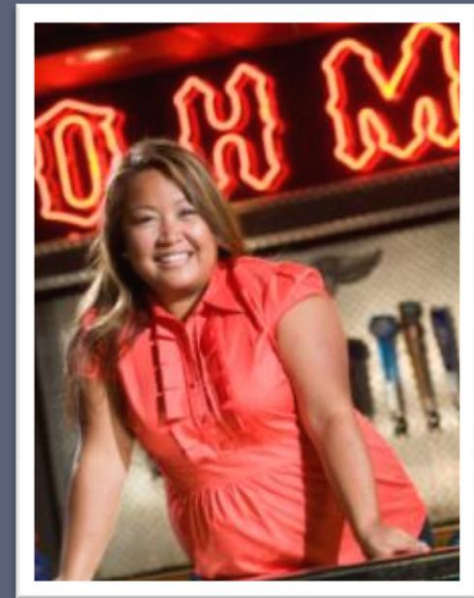
**Celebrity appearances attracted media attention and guests!** From Sean Lowe of *The Bachelor* and Danielle Knox of *The Balancing Act* on Lifetime Television, to top chefs, cookbook authors and Savannah's Savvy Shopper, a superior line-up of special guests inspired and entertained.



**Danielle Knox,**  
*The Balancing Act*  
on Lifetime TV



**Sean Lowe,**  
*The Bachelor*



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

# 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.



# MILLIONS OF IMPRESSIONS

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.

	Impressions
Television Advertising	1,229,999
Radio Advertising	1,572,800
Newspaper Advertising	1,312,500
Official Show Program	47,400
Specialty Publications	282,550
Public Relations	2,716,493
Official Show Website	57,604
E-Newsletters	<u>17,715</u>
<b>Total Impressions</b>	<b>7,237,061</b>

# 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 **1,229,999 impressions**.



**239 Spots, Coverage & Interviews**  
**1,177,555 Impressions**



**Coverage & Interviews**  
**42,444 Impressions**



**Coverage & Interviews**  
**10,000 Impressions**

# RADIO ADVERTISING

The following radio partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in **1,572,800 impressions**.



**139 Spots**  
**250,600 Impressions**



**139 Spots**  
**441,200 Impressions**



**142 Spots**  
**225,500 Impressions**



**133 Spots**  
**655,500 Impressions**



# NATIONAL TV EXPOSURE

*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](http://www.thebalancingact.com)
- ❖ E-Newsletters, Facebook, Twitter

**See the Southern Women's Show episode on April 2<sup>nd</sup> and April 22<sup>nd</sup>!**



# PRINT ADVERTISING

35 advertisements in the *Savannah Morning News* promoted the show throughout a three week campaign, generating over **1,312,500 impressions**. In addition, the paper also produced and distributed the Official Show Program to their full circulation of **47,400 subscribers** on Sunday, February 10. An additional 5,000 copies were overprinted for distribution at the show. The show was also advertised in *The Beaufort Gazette*, *The Georgia Star*, *The Island Packet*, *Savannah Magazine*, *Savannah Scene* and *Savannah Tribune* to a potential reach of **282,550 readers**.



# PUBLIC RELATIONS

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 **2,716,493 impressions**.

## Southern Women's Show

Friday, February 15, through Sunday, February 17, Savannah International Trade & Convention Center, One International Drive, Savannah Memorial Health is once again the health care sponsor for the Southern Women's Show. Memorial will offer information on bone and joint health, spine surgery, surgery techniques, heart and vascular health, stroke awareness, and cancer awareness. Free screenings include cholesterol and blood sugar screens, blood pressure checks, oral cancer screens, foot evaluations, and more.

## Glory Foods Features Canned Goodness at 2013 Southern Women's Show



Shirley Welch, Manager of Grade A Staffing and David Francis, Event Coordinator

The Southern Women's Show, which kicked off its spring series Feb. 15-17 in Savannah, is a grand exhibition where women can get information for everyday living, sample food, shop, watch fashion shows, meet celebrity guests and enjoy other fun activities.

At this year's show in Savannah, Glory Foods Executive Chef David E. Francis served the following Glory Foods Seasoned Southern Style canned vegetables: green beans with potatoes, nump greens, butter beans and skillet corn.

Francis also served Seasoned New Orleans Style Red Beans and Rice, Glory Foods Sensibly Seasoned Tomatoes, Okra & Corn and

Glory Foods Sweet Potato Casserole.

Glory Foods also gave away coupons and provided all attendees a chance to register to win a Kindle Fire HD - downloaded with popular Southern cookbooks - with an 8.9-inch screen, high-definition technology, Wi-Fi and more.

"The Southern Women's Show allows Glory Foods to have unique experiences with consumers beyond the aisles," said Dan Charms, vice president of operations for Glory Foods. "We get to interact with them on a personal level and get valuable feedback about our brand. At every show, Glory Foods will have a venue for intimately promoting our commitment to serving nutritious food that is delicious straight out of the can."

## New Bachelor Sean



On the heels of Valentine's Day, reality TV's most eligible man will be in Savannah at the Southern Women's Show. Sean Love,

from the popular Bachelor, heads when the South Show returns to International Convention Center 15-17, 2013.

Sean Love, the Bachelor, heads when the South Show returns to International Convention Center 15-17, 2013.

In addition to Sean Love, the show features non-stop cooking classes on the Cooking Stage, fashion shows and more. Here's the scoop: Iron Chef Challenge. Watch Savannah's top culinary talents battle it out. Iron Chef-style at the show on Sunday February 17, presented by Eat It and Live It.

Non-Stop Cooking

Read-the-recipes secrets from the show and set talkback rumors straight during his appearance on Friday, February 15.

It's Getting Hot in Here. The hot and hunky heroes of the Southside Plus Department return to heat up the runway for the popular Playfighter Fashion Show on Friday and Saturday evenings - with a score family-friendly version on Sunday.

New Year, New You. Queens of the Southern Women Show will find one-stop shopping and passporting services from salons.



# WEB, FACEBOOK, E-NEWS

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

- ❖ 57,604 web impressions
- ❖ Weekly status updates to over 2,700 Facebook fans
- ❖ Six E-Newsletters to 17,715 subscribers

Have You Always Wanted to be a Model or Perhaps Just Look Like One?

The Millie Lewis Modeling and Development Center was established in 1980. The Savannah Center is owned by Grace & Robert Merritt and the Charleston Modeling Agency is owned by Suzanne Green; both provide specialized training through their development centers and international recognition through their agencies. Both agencies will be at the show scouting for new models and talent for their upcoming ARTS Modeling Convention. Visit their exhibit!

It's Party Time!

Head on over to the Savannah Morning News exhibit daily at 12:00pm to celebrate the Southern Women's Shows 10th birthday. Join the Savannah Arts Boys Quartet and the Children's Choir in singing happy birthday and don't forget to get a piece of cake.



Shop. Taste. Learn. Live!

Southern Women's Show  
February 15-17, 2013  
Savannah, GA  
Savannah Int. Trade & Convention Center

Meet Sean Lowe, *The Bachelor*

Meet Sean on the Fashion & Entertainment Stage at 1:30pm on Friday, February 15. He will greet fans and sign autographs until 5pm. [Click here](#) to register to win VIP access to meet Sean before he goes on stage and get front row seats, courtesy of Savannah Morning News!

It Pays to Drive a Chevy

Test drive a Chevrolet at the show and receive a \$10 Visa gift card. Hit the pavement, enjoy the road, and find the Chevy that drives you.

*The Balancing Act* Returns

The *Balancing Act* on Lifetime Television returns to the Southern Women's Show. Visit *The Balancing Act* Pavilion to meet host *Bonnie Rios*, attend educational and informative workshops at *The Balancing Act* Stage, be a part of the taping for the show, enjoy interactive exhibits, register for prizes and more.

Enter to Win \$250 to Shop the Show!

Shop the Show Sweepstakes

[Click here](#) to register to win \$250 in show tickets to shop the show. Like our Facebook page first and share with your friends for extra entries.

Insider Tip!

To avoid parking issues, take the free water ferry from Downtown to the show or grab a ride with your girlfriends and head to the show together! That way you can stash all your show goodies on the ride home!

Click here to buy your tickets

Proudly Sponsored By:

Meridian, The Savannah Morning News, The Balancing Act, WYCF, Savannah Morning News, etc.

We are now on Twitter, Facebook, and LinkedIn

# COUPONS & TICKETS

Money saving coupon and ticket offers drove attendance! Electronic coupons were available through the show website, and thousands of printed coupons were distributed at 5 local Panera Bread restaurants. Discount tickets were sold at 11 Kroger stores to provide guests with special savings and stimulate show traffic. In addition, thousands of complimentary admission tickets were distributed to sponsors, media partners and exhibitors.



**DISCOUNT COUPON**

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

February 15-17  
Savannah International Trade & Convention Center  
Friday 10am-8pm | Saturday 10am-7pm  
Sunday 11am-5pm  
Adults \$9 at the Door (\$8 with Coupon)  
Youth (6-12) \$5  
Under 6 FREE with Paying Adult

**SAVE \$100\***

\*One adult show line admission with this coupon. Not valid with any other discount. Coupon must be present.

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



**COMPLIMENTARY TICKET**

**Southern Women's Show**  
February 15-17  
Savannah International Trade & Convention Center  
Friday 10am-8pm  
Saturday 10am-7pm  
Sunday 11am-5pm  
Adults \$9 | Youth (6-12) \$5  
Under 6 FREE with Paying Adult

Management reserves the right to refuse admission to the holder of this ticket. Not to be used in conjunction with any other admission. Good for one admission.



Food | Fashion | Celebrity Guests  
Health | Beauty | Lifestyle

Meet **Sean Lowe**  
from **The Bachelor**  
on Friday

800.542.0296 | A Southern Women's Show Production  
[www.SouthernWomensShow.com](http://www.SouthernWomensShow.com)



**BE OUR GUEST**

**Southern Women's Show**  
February 15-17  
Savannah International Trade & Convention Center  
Visit the show courtesy of

**CHEVROLET**

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

Management reserves the right to refuse admission to the holder of this ticket. Not to be used in conjunction with any other admission. Good for one admission.

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

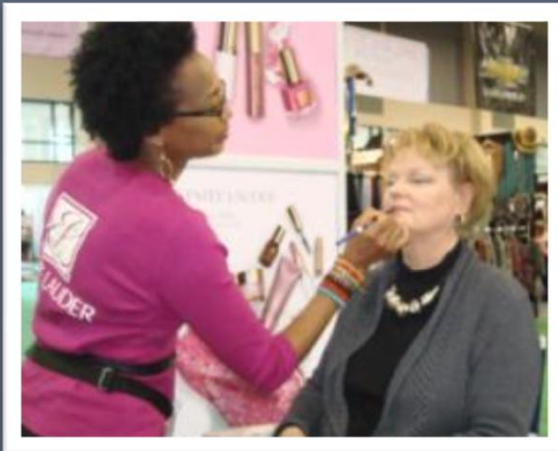
# RETAIL EXPOSURE

**Hundreds of posters, table tents and register cards decorated the city and built awareness locally!**

Signage was displayed at Oglethorpe Mall, 10 Chevrolet dealerships, 11 Kroger stores and 5 Panera Bread restaurants to promote the show and attract show guests. In addition, a local ambassador was hired to distribute posters and show information to local boutiques, restaurants, salons, etc. to generate excitement throughout the city.



# SCENES FROM THE SHOW



# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

Adjective  
ADT Security  
Alimtox LLC  
America's Second Harvest of Coastal Georgia  
American Cancer Society  
American Income Life  
Angie's List  
Annabella's Closet  
Arbonne International  
Artistic Collage  
Asset Natural Blends  
Athena  
Author & Speaker Jenny Lynn Anderson  
The Auto Group  
Autumn Teneyl Designs  
Avon  
AWB Promotions  
The Balancing Act  
Baptized in Sweet Tea  
Bargenes' Chic Boutique  
Bath Fitter  
Beach Mint  
Beau Ties  
Beijo - The Bag Ladies, Inc.  
Better In Colour  
Big Frog Custom T-Shirts & More  
Bio-Oil  
Bodin's Tropicals  
Brooke and Nicole  
Buoylift Designs  
C & L Travel Marketing Corp.  
Cabeca Health

Brooke and Nicole  
Buoylift Designs  
C & L Travel Marketing Corp.  
Cabeca Health  
The Cake Pop Shop  
CaptionCall  
Cellular Sales Verizon  
Chatham County Parks & Recreation  
Cheval Rouge  
Chevrolet  
Chocolat by Adam Turoni  
Chocolate Shop Wine  
Christian Tours  
Cigma - Hair Tools  
Click It Hot  
Coastal Allergy & Asthma PC  
Coconut Kiss Signs and Gifts  
Complete Chiropractic  
The Corset Boutique  
Cotz Skincare  
Creative Accents FL  
Crossroads Chiropractic and Wellness  
Center  
Cruise Planners  
Crystal Springs  
Culligan Water Services  
Cumulus Broadcasting  
Cutco Cutlery  
Danielle Gunn Enterprises  
Dantes  
Darn Good Seasoning  
DenTek

Dillard's  
Dip 'N Good Dips dba The "DIP"lomats  
Diva Daisies, LLC  
Domino Foods, Inc.  
Easy Living Products - Boom Box  
Easy Living Products - Go! Sticky  
Easy Living Products - Power Steam Pro  
Eat It and Like It  
Eggland's Best/Specialty Eggs  
Electronic Boutique  
Elegant Accents, Inc.  
Elegant Capes by Dallas  
The Elegant Elephant  
Elite Cosmetics  
Emila Jewelry  
En Masse Marketing Corporation  
Essencia  
Fathom It  
Finger & Associates Plastic Surgery Center  
First Come, First Served...In Savannah, St. Andrew's  
Fleet Feet Sports  
Fresh Batch Jams & More  
Garlic Expressions  
Gastroenterology Consultants of Savannah, P.C.  
Georgia Beef Board  
Georgia Connections Academy  
Georgia Lottery  
The Georgia Star  
Girl Scouts of Historic Georgia  
Glory Foods  
The Golden Touch  
Grace Adele



# EXHIBITORS

A very special **THANK YOU** to our outstanding exhibitors.

Grapes & Olives On Tap  
Greener Grass Hair Color and Designs  
Hailey Maes Boutique  
Hair Doozy  
Hair Solutions  
Happy Feet  
Heaven's Essence Boutique  
Heavenly Spa by Westin  
Hemophilia of Georgia  
The Home Depot  
How Cute  
I Flew the Nest  
Ideal Products USA - Moon Glow Jewelry  
Infinity Lamp  
InfinityBelt, LLC  
Isagenix  
it Tastes RAAW® Juices  
It Works  
IV Pure Inc.  
J & J Lulas  
JAM Sales - Bravage  
JAM Sales - Stove Top Grill  
Juice Plus  
Jus Us Jewelry  
Klinker Closet  
L & C Products  
La Bella Vita  
The Laura Lynn Collection  
Lemon - Aid  
Linda's Place  
LipSense by SeneGence  
Local Organic Moms

Lydene's Gifts  
LyDeyz Jewelry & Accessories  
Mainstream Boutique  
Map Pendants, LLC  
Martha's Mix  
Mary Kay  
Massage Envy  
Massaging Insoles by Laughing Feet  
MD Jewelry Design  
Memorial University Medical Center  
Mia Independence Corp  
Microfiber Cleaning System  
Mighty Cold Towel  
Millie Lewis International  
Milo's Tea Company  
Mix It Up  
molas4u.com  
Moonlight Diva Emporium  
Morgin's Soapworks, Inc.  
Mr. Rooter Plumbing  
Mrs. Rogers White Chocolate Popcorn  
Murphy's Cinnamon Roasted Nuts  
NAG Enterprises  
Nancy Jo's Homemade  
Naturally Yours  
Nerium  
Norburg Chiropractic & Wellness Center  
NuBarter of Greater Savannah  
Old Savannah Tours  
One Hot Mama's American Grille  
Optimum Products - Bed Linens  
Origami Owl

Pain-Less Therapeutic Solutions  
Pamper Me Escentuals  
The Pampered Chef  
Panera Bread  
Paparazzi By Melissa Wilson  
Park Lane Jewelry  
PAWS of Effingham County  
Perfect Accents  
Perfect Fit Toe Rings  
Perfectly Posh  
Phoenix Trading Co. "Card Lady"  
Pink Polkadots  
Plexus Slim All Natural Health and Weight Loss  
Pockos, T/A Shabby Chic  
Premier Medical Weight Loss, Med Spa & Laser Center  
Prestige Products Direct / Migi Nail Art  
Prestige Products Direct / Velvet Eyeliner  
Psychic Center  
Pure Romance  
Rainbow  
Rainbow Play Systems of Georgia Carolina  
Redneck Chefs  
The Ribbon Print Company  
Rodan & Fields  
Safe Touch Security Systems  
Salacia Salts  
Salena's Accessory Showcase  
Sally B's Skin Yummies  
Sarkis  
SAS Shoemakers  
Savannah Fine Arts  
Savannah Harley-Davidson

# EXHIBITORS

A very special THANK YOU to our outstanding exhibitors.

Savannah Morning News  
Savannah Sand Gnats  
Savannah Technical College  
Savannah Vascular Institute  
Scentsy Wickless Candles  
Sensational Smiles  
Serendipity  
Shelf Genie  
Shine a Light on Breast Cancer Awareness  
The Silver Link  
Slumber Parties  
Solemagic  
SouthCoast Medical Group  
Southern Fried Chics  
Southern Peanut Growers  
Southside Fire Department  
Spa Crest Mfg  
Springfield Armory  
State Farm - Meridith Lamas  
Strayer University  
StriVectin  
Surprise Parties  
Survivor Glam Squad  
Susan G. Komen for the Cure Coastal Georgia  
T-Mobile  
Table for Two Cookbooks  
Tan-Tastic Tanning  
Tanger Outlet Center Hilton Head  
Tastefully Simple Independent Consultants  
That's My Style - Miche Handbags  
Therapeutic Innovations / Hematite Jewelry  
Thirty-One Gifts

Traci Lynn Fashion Jewelry  
Travel Indiana  
True Balance MD  
Tumblers by Signature  
Twinings Tea  
UGA Cooperative Extension  
Velata - DELICIOUS fondue  
VEMMA / VERVE - Helping People Live Better  
Verizon Wireless  
VibaBody Slimmer  
Visalus Sciences / Body By Vi 90 Day Challenge  
Visit Central Florida  
Visit Gainesville  
Volcanic Origins  
Western Union  
Will Randall Designs  
Williams Enterprises LLC  
Wolfpack Merchandise  
Wonder Water Beads  
WTOC 11 TV  
Yates Astro Termite & Pest Control  
YMCA of Coastal Georgia  
Your Inspiration At Home

# 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  
February 21 – 23, 2014

Mark your calendar now!

For more information:

**Katie Cronin**  
Show Manager  
800.849.0248 x 140  
kcronin@southernshows.com

**Sara Hiegel**  
Assistant Show Manager  
800.849.0248 x 135  
shiegel@southernshows.com

[Click here to apply for the 2014 Southern Women's Show Savannah!](#)