



SHOW IN REVIEW

SOUTHERN IDEAL HOME SHOW
MARCH 22 - 24, 2013
GREENSBORO, NC

THOUSANDS ATTENDED

2

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



AUDIENCE PROFILE

3

Household Income	%
\$50,000 - \$75,000	21%
\$75,000 - \$100,000	23%
\$100,000 - \$150,000	17%
\$150,000 - \$250,000	7%
\$250,000+	4%

Age	%
18 – 24	2%
25 – 34	8%
35 – 44	16%
45 – 54	36%
55 – 64	23%
65+	15%

Planned Purchases	%
Landscaping / Outdoor Living	39%
Floor Coverings	29%
General Remodeling	18%
Bathroom Fixtures	18%
Furniture	18%
Appliances	16%
Interior Décor / Accessories	15%
Windows / Doors	14%
Countertops	13%
Outdoor Lighting	13%
Cabinetry	13%
Pools / Spas	10%

POWERFUL PARTNERSHIPS

4

The Southern Ideal Home 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.



SCENES FROM THE SHOW

5



Chris & Peyton Lambton,
HGTV's *Going Yard*



Belgard Gardens



Designer Rooms



Local Artists



Building & Home Improvement



Outdoor Living

MILLIONS OF IMPRESSIONS

6

The Southern Ideal Home Show was promoted through an extensive paid and promotional advertising campaign 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.



MILLIONS OF IMPRESSIONS

7

	Impressions
Television Advertising	14,672,843
Radio Advertising	1,876,700
Newspaper Advertising	789,818
Official Show Program	59,203
Specialty Publications	823,752
Public Relations	926,267
Official Show Website	38,664
E-Newsletters	5,100
Direct Mail	100,000
Billboards	<u>920,013</u>
Total Impressions	20,212,360

TELEVISION ADVERTISING

8

The following television partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in **14,672,843 impressions!**



276 Spots
4,227,942 Impressions



216 Spots
630,901 Impressions



33 Spots
355,000 Impressions



22 Spots
9,459,000 Impressions

RADIO ADVERTISING

9

The following radio partners promoted the show through paid and promotional spots, interviews, website advertisements, E-Newsletters, Facebook, Twitter, and onsite promotions resulting in **1,876,700 impressions!**



288 Spots
1,441,200 Impressions



207 Spots
369,500 Impressions



22 Spots
66,000 Impressions

PRINT ADVERTISING

10

30 paid, promotional and online advertisements in the *News & Record* promoted the show throughout a three week campaign, generating **789,818 impressions**. The paper also produced and distributed the Official Show Program to their full circulation of **59,203 subscribers** on Saturday, March 17. An additional 5,000 copies were overprinted for distribution at the show.

The show was also advertised in *O'Henry Magazine*, *Triad Living Magazine*, *Carolina Gardener Magazine*, *Burlington Times-News*, *Winston Salem Journal*, *Highpoint Enterprise*, *Northwest Observer*, *Yes! Weekly*, *Jamestown News* and the *GBA Membership Directory* to a potential reach of **823,752 readers**.

RETHINK. REMODEL. RESTYLE.
The Triad's Premier Home & Garden Event

Chris & Peyton Lambire
HOTV's Crazy Mom
Friday & Saturday

Kitchens & Bath

Outdoor Living

MARCH 22-24
Greensboro Coliseum Complex

Friday: 10am to 8pm
Saturday: 10am to 8pm
Sunday: 11am to 5pm

Featuring

- Belgard Landscaped Gardens
- AIDP Designer Rooms
- Building & Home Improvement
- Kitchen & Bath
- Outdoor Living
- Interiors Showplace
- Showcase of Local Artists
- Taste & Travel

OPENS TOMORROW

Follow us on Twitter
@IdealHomeShw

**SOUTHERN
Ideal
home
show**

www.SouthernIdealHomeShow.com

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A Southern Spaces Inc. Production

OFFICIAL SHOW PROGRAM

RETHINK. REMODEL. RESTYLE.
The Triad's Premier Home & Garden Event

Southern Ideal Home Show
 March 22-24
 Greensboro Coliseum Complex
 www.SouthernIdealHomeShow.com

800.649.5242
 A Southern Show Inc. Production

Be inspired by the Triad's top landscapers

Looking for inspiration for your outdoor space? Visit the Southern Ideal Home Show, where spring has officially arrived. Get inspired by your favorite Triad-area landscapers through 1,000 square feet of carefully designed and colorfully landscaped gardens.

Three days of exciting, fun, and educational landscaping ideas are on tap for the weekend. The Budget Gardens, located in the Triad's top area landscapers, all have to discover the smart ways to landscape, and creating the perfect outdoor space to suit your needs.

Admission: Free. No tickets. No cash. No food or drink. No parking. No alcohol. No smoking. No pets. No strollers. No photography. No video. No flash. No tripods. No selfie sticks. No tripods. No selfie sticks. No tripods. No selfie sticks.

Exhibitor List

Exhibitor Name	Address	Phone
Adrienne's Interiors	2400 N. Glen Ridge Ave., Suite 100	336.481.1111
Atlanta Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Bella Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Brighton Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Charlotte Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Concord Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Davidson Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Dawson Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Delaware Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Elizabeth Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Emily Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Frances Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Gabriela Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Grace Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Greene Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Harriet Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Heather Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Helen Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Isabella Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Jade Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Jane Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Jessica Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Jillian Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Jordan Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Joyce Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Katherine Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Kathleen Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Kayla Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Kendra Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Kenneth Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Kristen Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Kylee Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laila Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lana Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Larissa Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Leah Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Leona Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Letitia Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Leticia Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lia Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Liliana Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lina Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Linda Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lindsay Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lisa Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Louise Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lucy Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Luz Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lydia Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lyla Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lyn Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lynne Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Lynn Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Ann Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Marie Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Rose Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Lynn Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Elizabeth Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Anne Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Marie Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Rose Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
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Laura Elizabeth Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111
Laura Anne Interiors	1000 N. Salisbury Ave., Suite 100	336.481.1111

Home isn't just inside of four walls ...

Belgard

What does your yard say about you? According to the experts, it tells a story. And it's one you don't want to ignore.

Quick fixes B difference

Forget the rose, will you accept ... this yard?

GO YARD

Don't let your yard be just a yard. Make it a statement. With the right landscaping, you can create a beautiful outdoor space that is both functional and beautiful.

\$5 after 5 p.m. on Friday and Saturday

RADIO & PRINT TRADE

12

To generate additional media exposure, radio stations throughout the region 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: \$632

Print Trade Value: \$4,635

RETHINK. REMODEL. RESTYLE.

The Triad's Premier Home & Garden Event

Chris Lambton
HGTV's *Going West*
Friday & Saturday

Kitchen & Bath

Outdoor Living

MARCH 22-24
Greensboro Coliseum Complex

Friday: 10am to 8pm
Saturday: 10am to 8pm
Sunday: 11am to 5pm

Register online to win a \$1000 Shopping Spree!

Follow us on Twitter @IdealHomeShw


SOUTHERN Ideal home show

www.SouthernIdealHomeShow.com

PUBLIC RELATIONS

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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 **926,267 impressions**.

 Mark Franklin
FILED UNDER
Community News

Greensboro, NC -- It is spring and that gets most of us in the spring cleaning and home makeover mood.

And just as the season changes, the Southern Ideal Home Show rolls into town.

Organizers and participants spent the day setting up at the Greensboro Coliseum Complex. Doors open to the public on Friday, March 22nd thru March 24th.

WFMY News 2 caught up with crews installing a 6,000 foot garden. It features stone walkways and waterfalls.

The home improvement and interior design show is considered the premier home show of the Triad.

Show times:
Friday 10a - 8p
Sunday 11a-5p

Admission is \$9.00, free for children under 15. People 55 and older the cost is \$7.00 to get in.

WFMY News 2


Photo Gallery: Southern Ideal Home Show

 GoTriad's place for events, arts & what's going on

Monday April 22, 2013

The Triad Region's Guide to Arts, Culture & Entertainment

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Search by keyword: (advanced search)
Events, blogs, venues, more

Search by date: Start date End date GO

Search by date range: Triad | Tomorrow | Next 7 | 14 | 30 days

GENERAL

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 Southern Ideal Home Show
Presented by Southern Shows Inc. at Greensboro Coliseum Complex
March 22-March 24, 2013
Add Review/Comment

The Southern Ideal Home Show returns to the Greensboro Coliseum Complex with three jam-packed days of activity designed to inform, entertain and educate show guests.

As one of the largest Home and Garden shows in the Triad, the show brings more than 300 experts with the latest in home improvement products, services and values, and secrets to home and garden success. Show latest in home improvement products, services and values, and secrets to home and garden success. Show latest in home improvement products, services and values, and secrets to home and garden success. Show latest in home improvement products, services and values, and secrets to home and garden success.

check out the hottest products for kitchen and bath and get exclusive show-only specials to help save money.


This year's show has features to entertain the entire family. Special guest Chris Lambton from HGTV's new show "Going Yard" and ABC's "The Bachelor" along with wife Peyton brought help lucky homeowners transform their outdoor living spaces. On stage Friday and Saturday, they will be giving tips, offering help and

Official Website
Buy Tickets
Add to My Favorites

FEATURED SECTIONS

- GoTriad.com For all your Triad news, reviews & more
- United Arts Council Investing in Our Creative Community
- Greensboro CVB Your source for local travel & tourism
- Have Reviews Hear what SCENE visitors have to say
- E-mail Newsletter Get weekly information on things to do
- Video Central Video previews and profiles of the arts
- Submit an Event Put your events in SCENE

Southern Ideal Home Show inspires home improvement projects
By Amanda McFarlane



GREENSBORO -- The Southern Ideal Home Show brings together more than 300 experts with the latest trends in home improvement, gardening and design. The whole idea is for homeowners to get inspired.

Officials said homeowners have been saving their money for the past few years, but now they're ready to spend it and spend it wisely. They're increasing the values of their homes through home improvements and landscaping.

"What they're really spending their money on are the kitchens and baths." David Zimmerman, president of Southern Shows, said. "Getting those in shape and getting those ready to sell their house or just for their own use."

With so many experts on hand to offer advice, homeowners can kick start their projects.

Chris and Peyton Lambton have their own show on HGTV called, "Going Yard," where they specialize in making backyards beautiful.

"We're trying to inspire people to get outside and to use their backyard and turn it into a functional outdoor space," Chris Lambton said.

"We want people to use the outdoors as an extension of their home," Peyton Lambton said.

But they said not all yards have to be a labor of love.

"You can use pea stone, a lot of paved stone, so that you don't have to be out there weeding and mowing the lawn and taking care of everything," Chris Lambton said.

"Just mulching, doing little things like that will spruce up your yard," Peyton Lambton said. "Make it look fresh and clean."

And experts said having some curb appeal can make all of the difference in the long run.

"The street view for your house is very important, especially for folks who are maybe looking to sell," Zimmerman said.

So whether your project is for the home or garden, officials said this trade show has it all.

For more information on admission and hours, visit www.southernidealthomeshow.com

WEB, FACEBOOK & E-NEWS

14

The show connected with thousands of fans through the website, Facebook Page and E-Newsletter campaign.

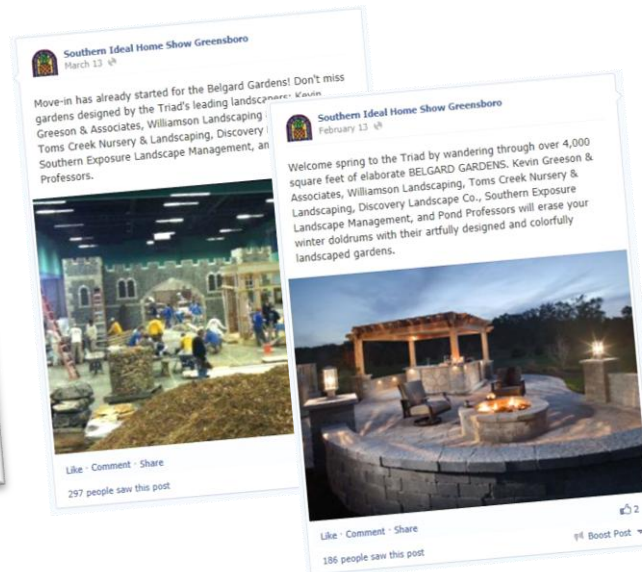
- ❖ **38,664 web impressions**
- ❖ Weekly status updates to over **550 Facebook fans**
- ❖ Five E-Newsletters to over **1,000 subscribers**



Belgard Gardens
Welcome spring to the Triad by wandering through over 4,000 square feet of elaborate BELGARD GARDENS. The Triad's leading landscapers and nurserymen will erase your winter doldrums with their artfully designed and colorfully landscaped gardens.

Participating Landscapers:
Kevin Greeson Landscaping
Williamson Landscaping
Tom's Creek Nursery
Discovery Landscape Co.
Southern Exposure Landscape Management
Pond Professors

Sponsored by:
BELGARD
LANDSCAPES



Southern Ideal Home Show Greensboro
March 13 · 4h

Move-in has already started for the Belgard Gardens! Don't miss gardens designed by the Triad's leading landscapers: Kevin Greeson & Associates, Williamson Landscaping, Tom's Creek Nursery & Landscaping, Discovery Landscape Co., Southern Exposure Landscape Management, and Pond Professors.

Southern Ideal Home Show Greensboro
February 13 · 4h

Welcome spring to the Triad by wandering through over 4,000 square feet of elaborate BELGARD GARDENS. Kevin Greeson & Associates, Williamson Landscaping, Tom's Creek Nursery & Associates, Williamson Landscaping, Tom's Creek Nursery & Landscaping, Discovery Landscape Co., Southern Exposure Landscape Management, and Pond Professors will erase your winter doldrums with their artfully designed and colorfully landscaped gardens.

Like · Comment · Share
297 people saw this post

Like · Comment · Share
186 people saw this post



Southern Ideal Home Show
Friday, March 22 - Sunday, March 24, 2013
Greensboro Coliseum Complex, Greensboro North Carolina

SOUTHERN Ideal home show

RETHINK. REMODEL. RESTYLE.

The Southern Ideal Home Show is this weekend March 22-24

In addition to the over 300 home and garden experts, here are the top 10 **must-see features:**

- 1. Going Yard:** Chris & Peyton Lambton, hosts of HGTV's new series *Going Yard*, will be on stage Friday & Saturday sharing their secrets and answering your questions on how to transform your outdoor space.
- 2. Gardens Galore:** The Belgard Gardens cover over 4,000 square feet right inside the coliseum complex.
- 3. Avocados From Mexico:** Load up on samples, nutritional information and recipes on how to include this yummy fruit into your diet.
- 4. The Art of Design:** The Association of Interior Design Professionals will provide you with inspiration on how to spruce up your home.
- 5. Triad's Coupon Queens:** Learn how to slash your grocery bills with easy, proven tips from the local coupon experts. They will share their secrets on the Center Stage daily.
- 6. Shop, Compare & Save:** Shop, compare and save on items ranging from stovetop grills to birdhouses, florals, candles, stationary, wall art, wine, and so much more!
- 7. Designer Deals:** Local designers contribute their overstock "nice but didn't work" purchases for show guests to nab at a fabulous deal.
- 8. Your cable bill is good for something:** Bring your cable bill to the DISH space for an admission refund. Supplies are limited and valid for non-DISH customers only, one per household.
- 9. Local Art:** Local artists return to showcase their handcrafted, one-of-a-kind pieces of art.
- 10. Going Green:** Live life a little greener with eco-friendly products and services.

CLICK HERE TO REGISTER TO WIN!
www.SouthernIdealHomeShow.com

NR GREENSBORO BUILDERS ASSOCIATION **WFMY NEWS 2 HD**
dish
Follow us on Twitter | Find us on Facebook

COUPONS & TICKETS

15

Money saving coupon and ticket offers drove attendance. Electronic coupons were available through the show website, and **100,000 direct mail postcards** were mailed to targeted zip codes in the triad. In addition, thousands of complimentary admission tickets were distributed to sponsors, media partners and exhibitors to share with customers and boost show traffic.



BILLBOARDS

16

Billboards attracted attention. Three billboards located at key intersections in Greensboro were displayed for four weeks prior to the show, generating an estimated **920,013 impressions**.



SCENES FROM THE SHOW

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OUTSTANDING EXHIBITORS

A & J Designs Unlimited
A Kitchen Must
Advanced Tech Systems, Inc.
AEK Interior Design/Gilchrist Cabinet Co.
Aerus Electrolux
Affordable Waterproofing & Foundation Repair
Aggrand -Triad One Enterprises
Air Accuracy, Inc.
AKR Builders, Inc
All of Us
Amanzi Marble & Granite
American Aquascapes Watergardening Inc.
American Basement & Crawl
American Central Vacuums
American Wood Reface
Amish Trading Post
Andersen Windows, Renewal by Andersen
Angie's List
Arndt's Fudgery, LLC
ARS of Greensboro
ASG Security
Avocados from Mexico
Baker Roofing Company
Bassett Gutters and More
Bath Fitter
Beco Inc.
Bees N Things.com
Beeson Hardware
Belgard Hardscapes
Blue Haven Pools & Spa
Bobby's Concrete Inc.
Brytons Home Improvement

Budget Blinds
Cabinet Concepts
Carden Farms
Cardinal Curbing, Inc.
Carolina Candy Company
Carolina Gardener Magazine
Carolina Grout Works
Carolina Mosquito Systems, LLC
Carolina Shutter & Blinds
Carpet One By Henry
Carpets By Direct, Inc.
Castlelights, Inc. Your Outdoor Lighting Experts!
Casual Furniture World
Cellular Sales of North Carolina
CertaPro Painters of the Triad
Champion Window Co.
Charlotte Tent & Awning Company
CHIC Advanced Coating System
Choice Pool & Spa
Clearwater Construction Group
Clegg's Termite & Pest Control LLC
Closet Curves
Concrete Solutions of Carolina
Concrete Surface Alternatives
Cornich Woodworks
Country Junction
CPI Security Systems
Crabbe Service Company
Custom Landscape Lighting
Cutco Cutlery
D & B Sales, Inc.
Davey Tree and Lawn Co.

Dennis Vineyards Winery
Designer Sample Sale
Designer's Attic of NC, Inc.
Dick Crowder Woodwork and Stone Etching
Discovery Landscape Company
DISH
Distinctive Designs Inc
Dixon Custom Cabinetry, LLC
Dougherty Equipment Co.
Dream Closets, Inc
Duplin Gourmet Foods
Duplin Wine Cellars
Earth Graphics
Earthstone Products
Elite Aquarium Services
Elite Doors, LLC.
Entrance Upgrades LLC
Exquisite Granite and Marble
EZ Hang Chairs
FCI
Ferguson Enterprises
Fibrenew of The Piedmont
First Call Cleaning & Restoration, Inc.
Furniture Medic by Tom DeVecchio
Garden Genesis Residential Landscape Design
General Shale Brick
German Roasted Nuts
Golding Farms Foods
Great Day Improvements & Patio Enclosures
Green Valley Landscaping
Green Visions Landscape
Greensboro Builders Association

OUTSTANDING EXHIBITORS

Greensboro Shrub Nursery
GripStic
GrowinGreen Inc.
Guilford Pools
Gutter Glove of North Carolina, LLC
Hassle Free Home Improvement
Heartridge Builders
Home Paramount Pest Control, Inc.
Horizons Ltd.Com
Impressions Hardwood Collection
Innovative Product Sales International
Insulating Inc. / Foam Works Insulators, LLC
Integrity Marble & Granite, Inc.
Interior Design Solutions by Maria, Inc.
Invisible Fence of the Triad
J. Douglas Millican
J.A.M. Sales
James Hardie Building Products
John Budd's Chimney Service
Jollay Design Center
Kevin Greeson and Associates Inc.
Kitchen Craft
Landplus Landscape Design Inc.
Le Bleu Bottled Water
LeafFilter Gutter Protection
Leisure Time Decking, Inc.
Leonard Buildings & Truck Accessories
Liberty Mutual Insurance
Little Giant Ladder Systems
Living Waterscapes
Lowe's Home Improvement
Mac Garage Door Co. Inc.

Malave Granite
Marsh Kitchens
Marshall Stone
Massanutten
Mathis Home Improvements, Inc.
Mattress Firm
Mattress4you
Monkey Bars Garage Storage Systems
Mosaic Tile Company
Mosquito Squad of the Triad
Mosquito Terminators
Mustard Seed Nursery, Inc.
My Kitchen My Way –
Personalized Kitchen Remodeling
My Pillow
Natural Home Lite
NC Solar Now
Nectar of the Vine
Ned R. Eldridge, Inc.
News & Record
Oakdale Greenhouses, LLC
OHM Glass & Showers
Oldcastle Surfaces
Oreck & Miele Vacuums
Outdoor Space Redefined, LLC
Overhead Door Co. of Greensboro
Pace-Stone, Inc.
Pella Window & Door Co.
Perfection Plus Concrete Polishing Systems
Pest Management Systems, Inc.
Phantom Screens & DuraSol Awnings
Phoenix Trading

Piedmont Natural Gas Co.
Piedmont Personal Builders, LLC
Piedmont Stone Inc.
Piedmont Water Purification
Pine Hall Brick
Pond Lake Management
Pond Professors
Precision Door Service
Pro-Image Painting & Decorating
PRP Wine Int'l
Quality Home Products - Infinity Lights & Solar
Tables
R. Hedgecock's Framing Studio
Rain Line Products
Rainbow Distributors / B&B Myers
Rainbow Play Systems of Georgia Carolina
Rand Hill/Darby Creek
Re-Bath of the Triad
Redneck Brands LLC
Reece Builders
Richs Hand Carved Root Baskets
Rising Concepts, Inc.
Rocky Tops, Inc.
Roofing, Inc.
RSVP Publications
S&S Siding, Inc.
Salem Windows & Doors, Inc.
Saniflo
Scentsy Wickless Candles
ScreenMobile
Sears Home Services
Secure One, Inc

OUTSTANDING EXHIBITORS

Seegars Fence
ShadeTree Retractable
Shelf Genie
Simplicity Sound Solutions
Sleep Number
Slices of Heaven Bakery, Inc.
Softub
Solar Innovations
SolarTek Energy
Southern Custom Shutters
Southern Exposure Landscape Management
Southern Exposure Sunrooms
Southern Foods at Home
Southern Home Spas
Super Sod of The Triad
Superior Mechanical, Inc.
Superior Pools of Charlotte Inc.
Talley Water Treatment Company Inc.
Tarheel Basement Systems
Tastefully Simple
Terminix
The Closet Bee
The Grout Medic of the Triad
The Louver Shop
The Pampered Chef, Ltd.
The Stone Resource, Inc.
The Tin Man
The Tint Wizard 3M
The Winery at Iron Gate Farm
Thirty-One Gifts
Thomas Carpentry & Construction, Inc.
Time Warner Cable
TLC Custom Exteriors

Tom's Creek Nursery & Landscaping
Total Bliss
Tower Garden
Triad Dog Fence
Triad Green Build Council
Triad Orchid Society
Triad Porch Conversions
TURFworthy
Two Men and A Truck
Ultimate Edge Inc. / Triad Curb Appeal
Unique Bulbs
Unique Lawn Service
US Home Exteriors
Vida pour Tea
Vinyl Exteriors
VitaMix
Webster Enterprises-Bon Air Sprayer
Webster Enterprises-Boom Box
Webster Enterprises-Eurosteam Iron
Webster Enterprises-Garlic Grater
Webster Enterprises-Miracle Grill Mat
Webster Enterprises-O So Sharp
Webster Enterprises-PowerStep Exercise
Webster Enterprises-Steam Mop
Webster Enterprises-Thunderhead Showerhead
Webster Enterprises-XHose
Weeks Hardwood Flooring, Inc.
WF Waterscapes
Williamson Landscaping
Wind Designs - The Flag Shop
Window Works Studio, Inc.
Window World Of The Triad
Wittmann Home Renewal

SCENES FROM THE SHOW

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EXHIBITORS SAY IT BEST

22

The wonderful people in charge of the show were so nice to work with. I can't thank you enough for giving our brand new, local business a shot. We made lifelong contacts and the support that Southern Shows gave Vida pour Tea was outstanding. – **Sarah Chapman, Vida pour Tea**

I am so excited about the interest that we received as a first time vendor, it is overwhelming! I did not go into the show with a lot of expectations, we just thought if we get one or two appointments / leads then we were doing well. We have 19 booked appointments all from the attendees at the show, and to win the Best of the Show just topped the cake! We are already planning our booth for next year. - **Angie Kearns, AEK Interior Design**

The Southern Ideal Home Show is always a great event for us. We receive a lot of work from the leads we gather and it's a great way to continue brand awareness. - **Lee Williams, Cabinet Concepts**

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 28 - 30, 2014**

Mark your calendar now!

For more information:

Katie Debnam
Show Manager
800.849.0248 x 105
kdebnam@southernshows.com

[Click here to apply for the 2014 Southern Ideal Home Show!](#)