

Southern Ideal Home Show 2016 Show in Review April 1-3, 2016 Greensboro Coliseum Complex




OVERVIEW

The Southern Ideal Home Show was widely embraced by the Greensboro Market and received outstanding media coverage and exposure.

- Total Ad Campaign: \$47,000
- PR Impressions: 47,524,060
- Results: 18,000+ Guests



DEMOGRAPHICS

A large, diverse crowd of people is gathered at a booth for Greensboro Shrub Nursery. The booth features a large sign with the nursery's name and a tree logo. The background is decorated with various plants, including pink cherry blossoms. The crowd consists of people of various ages and ethnicities, all looking towards the booth.

The Southern Ideal Home Show attracted thousands of loyal guests throughout the weekend. Guests between the ages of 20-65 packed the aisles enjoying all the show had to offer.

“If you are not part of the Southern Ideal Home Show, you are missing out. Southern Shows is fantastic and they take care of their exhibitors. This is the only show that we participate in every year. The staff will help take your business to the next level, you do not want to miss this show! “

Travis Thomas, Leonard Buildings

FEATURES & ACTIVITIES

Continuous activities on Stage, special features, celebrity guests and interactive promotions are designed to captivate and attract the target audience.



SCENES FROM THE SHOW



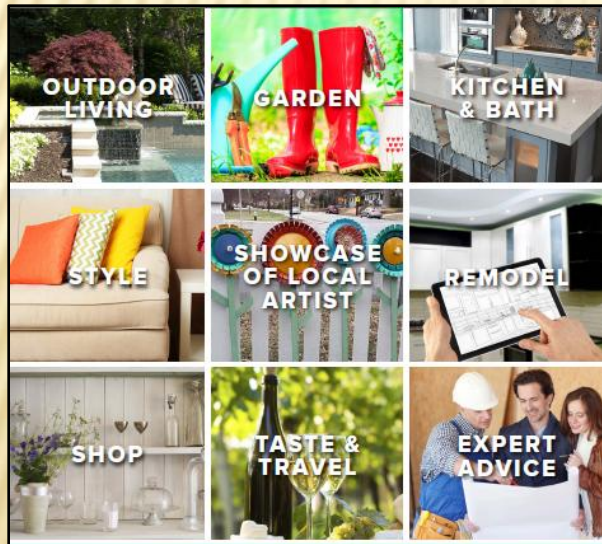
BELGARD GARDENS





ADVERTISING EXPOSURE

A comprehensive marketing and advertising campaign promoted the show for six weeks through television, radio and print as well as mobile, live remote and social media.



THE TRIAD'S LARGEST EVENT FOR HOME & GARDEN
APRIL 1-3 | Greensboro Coliseum

Discount tickets at *Walgreens*

GREENSBORO BUILDERS ASSOCIATION | NR News & Record greensboronews.com | WYMT NEWS 2

SouthernIdealHomeShow.com
 800.848.0248 | A Southern Shows Inc. Production



THE TRIAD'S LARGEST EVENT FOR HOME & GARDEN

APRIL 1-3
 Greensboro Coliseum



Discount tickets at *Walgreens* SouthernIdealHomeShow.com



BUY ONE GET ONE FREE*

THE TRIAD'S LARGEST EVENT FOR HOME & GARDEN
APRIL 1-3, 2016
 Greensboro Coliseum



SHOW HOURS
 Friday & Saturday 10am-8pm
 Sunday 11am-5pm

ADMISSION
 Adults \$10 at the door
 Under 15 free with paying adult

FIND IDEAS, INSPIRATION & ADVICE
 Balgard Gardens • Designer Rooms
 Kitchen & Bath • Taste & Travel
 Outdoor Living • Shopping
 Building & Home Improvement
 Showcase of Local Artists

MEET CHIP WADE
 HGTV carpenter and designer on Saturday & Sunday

MEET WHITNEY THORE
 from TLC's My Big Fat Fabulouz Life on Saturday

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TV AD CAMPAIGN

The Southern Ideal Home Show received outstanding television coverage and exposure. Paid and promotional spots, on air promotions, online contests and live coverage were combined to reach millions of families and promote the show across the viewing market.



APRIL 1-3
GREENSBORO COLISEUM

Discount Tickets at
Walgreens

www.SouthernIdealHomeShow.com

“Buck Stove is always honored to be a part of the Southern Ideal Home Show. The marketing and promotion of this show is key to it's success. Show management does an exemplary job promoting this event, and providing a show that both consumers and exhibitors look forward to each year. The show attendance is fantastic, and full of consumers that are looking for quality products. The Southern Ideal Home in Greensboro is one that I would never consider taking off my calendar! Each year, our booth traffic increases, our sales increase, and our leads and prospects grow stronger in the Piedmont Triad area. “

Claudia Honeycutt , Buck Stove Corporation

[Click here for link to TV Spot](#)



- Number of Stations: 4
- Number of TV Spots: 381
- Total TV Campaign: \$21,200

RADIO ADVERTSIMENT



[Click here for link to Radio Spot](#)



Four Radio Stations promoted the show to listeners of all formats, from adult, contemporary, country, easy listening and talk.

Numerous spots were produced to highlight the show and ran in paid and promotional schedules across the region. Additional live spots and endorsements were run on key stations featuring sponsors and promotions.

- Number of Stations: 4
- Number of Radio Spots: 383
- Total Campaign: \$8,700

NEWSPAPER & MAGAZINES

THE TRIAD'S LARGEST EVENT FOR HOME & GARDEN

Early bird gets the bag!



The first 200 show guests each day will receive an exclusive Southern Ideal Home Show shopping bag.

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

With your admission on Friday night, you will now receive a coupon for a complimentary sandwich redeemable at local McDonald's locations. On Saturday night, you will receive a coupon for a complimentary business gift applicable to Joe's Kitchen Gardens. Bring your spouse, a friend, or make family night at the Southern Ideal Home Show!






THE SOUTHERN IDEAL HOME SHOW

DETAILS
Friday, April 1 – Sunday, April 3
Greenbarn Coliseum Complex,
1900 West Gate City Blvd.
Show Hours

THE TRIAD'S LARGEST EVENT FOR HOME & GARDEN

CENTER STAGE

Friday, April 1

12 p.m. – The Front Yard Landscape in 4 Dimensions. Presented by **Tim Hancock, Earth Graphics**

1 p.m. – Make Your House a Home for a Lifetime. Presented by **Greenwood Builders Association**

2 p.m. – Budget Blinds! Shutters. Presented by **Shutter**

3 p.m. – ColorSnap, Color Presented by **Sherwin**

4 p.m. – Make Your House Presented by **Greenwood**

Saturday, April 2

11 a.m. – Southern Living Tour. Presented by **M Living Designer Home**

12 p.m. – Make Your House Presented by **Greenwood**

1 p.m. – The Art of the Learned From Top Presented by **HTV'S**

2 p.m. – The Back Yard! Presented by **Timika**

3 p.m. – Meet TLC's **Farrah Fawcett**

4 p.m. – Make Your House Presented by **Greenwood**

5 p.m. – Where do I Get Coffee, High Point Presented by **Greenwood**

Sunday, April 3

12 p.m. – The Story Behind Reporter **Mitch Lewis**

1 p.m. – Lessons Learned from Presented by **HTV'S**

2 p.m. – Expert Tips on Summer: Hike! Presented by **HTV'S**

3 p.m. – The Latest Game Insights. Presented by **HTV'S**



HTV'S **TLC'S WHISKEY**



Make Outside
YOUR KIND OF BEAUTIFUL

When you combine your own personal style with the beauty of Belgard paving, the world outside your backdoor takes on an amazing new perspective.
Start creating your kind of beautiful.
Order your FREE Show Book today at belgard.com/Dream

BELGARD
Southern Ideal Home Show

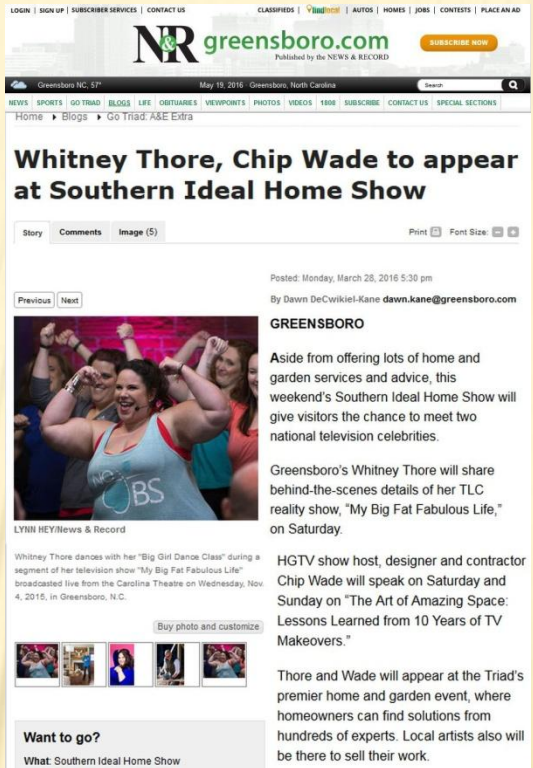
2 NEWS & RECORD, Saturday, March 26, 2016

12 NEWS & RECORD, Saturday, March 26, 2016

The Southern Ideal Home Show was advertised through an extensive print ad campaign with *The News and Record* as well as weekly and monthly regional publications in order to saturate the market.

- Show Program Distribution: 53,074
- Number of Print Ads: 18
- Total Print Schedule: \$17,100

PR IMPRESSIONS



A dedicated PR firm generated buzz across the market, scheduled live interviews and delivered extensive media coverage through print, television, radio and online.

- Impact: 47,524,060 Impressions

SOCIAL MEDIA

A social media campaign was integrated into the marketing plan to reach busy men and women through Facebook updates, Twitter, Instagram and through the Official Show Website.



The Southern Ideal Home Show Opens Tomorrow!

The Southern Ideal Home Show opens tomorrow, April 1, at the Greensboro Coliseum Complex featuring HGTV's Chip Wade, TLC Reality Star, Whitney Thore, Belgard gardens and AIDP designer rooms, a showcase of local artists, and tons of shopping for the entire family.

Show Hours: Friday 10 am - 8 pm; Saturday 10 am - 8 pm; Sunday 11 am - 5 pm

Admission:
Adults \$10 at the door; children under 15 free with paying adult.
Discount Tickets are available at local Walgreens stores. Tickets can also be purchased online at SouthernIdealHomeShow.com

proudly sponsored by:



When

April 1-3, 2016

Where

Greensboro Coliseum Complex
1921 West Gate City Blvd
Greensboro, NC 27403

What

An awesome event that you won't want to miss out on! [View More Info](#)

Hours

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

Quick Links

[Directions](#)
[Contact Info](#)

Stay Connected



Southern Ideal Home Show Greensboro

March 24 · 🌐

Stroll through over 5,000 square feet of elaborate Belgard Gardens at the Southern Ideal Home Show Greensboro. The Triad's leading landscapers and nurserymen will help you welcome spring to the Triad with their artfully designed and colorfully landscaped gardens.

<https://southernshows.com/hsg/happening/feature/988>



👍 Like 💬 Comment ➦ Share

Teresa Moore, Carla Shinn, Travis Thomas and 4 others like this.

- E-Newsletters Subscribers: 2,067
- Facebook Fans: 1,934
- Twitter Followers: 200
- Unique Pageviews: 30,927
- Value: \$336,516

“We have always had excellent results from the Southern Ideal Home Show! The show continues to be an appreciated expenditure for our company due to the ongoing business and exposure it generates for us!”

Daniel Whitaker, Heartridg Builders

OUTSTANDING EXHIBITORS



A & J Designs Unlimited
A Kitchen Must
A Shade Better
A Spice Above
ACP Security- Vector Authorized Dealer
ADT Security
Advanced Tech Systems Inc.
Affordable Waterproofing & Foundation Repair
All About Roofing Co LLC
All Natural Dips
Allegiant Air
Amanzi Marble & Granite
Amazing Exteriors
American Aquascapes Watergardening Inc.
American Central Vacuums
American Quality Remodeling
American Satellite Concepts
American Wood Reface
Angel Apron Etc.
Angie's List
Anything Metal Design
Aqua Pure Solutions
Arch Building Corp. Piedmont Rental Homes LLC
Arrow Gutter Covers
ARS / Rescue Rooter
Artistic Teak Traders
ASSA ABLOY Entrance Systems
Ayers Landscaping LLC
B&B Myers "Rainbow"
Back Metal Worx
Backyard Etc. LLC
Baker Roofing Company

Barefoot Cleaners LLC
Bath Fitter
BELGARD
Berico Heating & Cooling
Bison Compost
Blue Ridge & Great Smoky Mountains
Brytons Home Improvement
Buck Stove Corporation
Budget Blinds
Cardinal Curbing
Carolina Grout Works
Carolina Shutter and Blinds
Carpets By Direct Inc.
Case Landscaping
Caudill's
Cedar Grove Maintenance
Cellular Sales of North Carolina
CertaPro Painters of the Triad
Champion Windows of Greensboro
Choice Pool & Spa
Classic Creations & Renovations LLC
ClearCaptions
Colonial Wagon and Wheel
Country Cable/Carolina Connections
Country Cottons
CPI Security
Creative Motivation
Custom Landscape Lighting
Cut-N-Crown
Cutco Cutlery
CWSugarBearsLLC
Deck Specialist & Outdoor Living

Designer Sample Sale
Designing Kitchens and Baths Inc.
Diamond Resorts Int. Marketing Inc.
Distinctive Designs Inc.
Diversified Fence Builders Inc.
DogWatch Hidden Fence of the Triad
Dr Johns H
Dream Closets Inc.
Dream Home Design
Drury Hotels
Duplin Wine Cellars
Duraxo Distribution
Earth Graphics
Earthstone/Marshall stone
Edge Cleaning Products
Electronic Boutique
Euroshine USA Inc Bamboo Pillows
Everything Billiards & Spas
Exquisite Granite and Marble
EZ Hang Chairs
Floor Coverings Int. of the Piedmont Triad
Gate City Power Equipment
Grand Illusions
Green Valley Landscaping
Greensboro Builders Association
Greensboro Shrub Nursery
GreenStalk
Gutter Glove of North Carolina LLC
Gutterdome Mid-Atlantic Inc.
Haley Hahn Home Solutions Inc.
Handyman Pros of Greensboro
Hawaiian Moon

OUTSTANDING EXHIBITORS



Heartridge Custom Homes Inc.
Hi-Dow Professional Series
High Point Furniture Finds
Home Paramount Pest Control Inc.
Horizons Ltd./Ironwood Tools
House of Stars
Ideal Landscaping & Irrigation
iHeart Media
Invisible Fence of the Triad
JAM Sales - Stove Top Grill
James Hardie Building Products
JLB Remodeling & Custom Homes Inc.
John Budd's Chimney Service
Jose Madrid Salsa
KC's Improvement & Construction Co. Inc.
Kitchen Craft
Lawn Doctor
Le Bleu Ultra Pure Water
LeafFilter Gutter Protection
Leisure Time Decking
Leonard Buildings & Truck Accessories
Lifetime Stainless Steel Cookware
Lil Sweet Feeders
Living Waterscapes
Lowe's Home Improvement
Lund Works
Luxury Bath Usa LLC
Mac Garage Door Company Inc.
Mackie Brothers Inc
Marble Granite World
Maria Adams Designs
Marsh Kitchens

Mastershield Gutter Guards
Mathis Home Improvements Inc.
Mattressyou
Max Howard Sculpture
MC's Sweet Roasted Nuts
MG
Miracle Whisk
Mitchell's Piano Gallery
Modern Woodmen of America
Mosquito Joe
Mosquito Squad of the Triad & Burlington
My Kitchen My Way
My Pillow Inc
N-Hance
Nano Concepts
Natural Home Lite
NC Department of State Treasurer
NC Homeowners Alliance
NC Solar Now
Ned Eldridge General Contractor
Neublox
News & Record
Next to Nature Landscape Design Inc.
North State Bank Mortgage
Norwex; Blair & Dorrough
Oakdale Greenhouses LLC
Oreck of the Carolinas
Overhead Door Company of Greensboro
Pain Free Products
Pampered Chef
Paradise Home Improvement
Passanate's Home Food Services

PeachSkinSheets
Pella Window & Door Co.
Pest Management Systems Inc.
Phantom Screens
Piedmont Natural Gas Co.
Piedmont Personal Builders LLC
Piedmont Stone Inc.
Pine Hall Brick
Pink Zebra
Pond Professors Inc.
Prestige Products Direct/Air Purifier
Prestige Products/IQ Vacuum
Professional Tools
Protection Security
PRP Wines
QD Design Homes
Quick'n Brite
R F Enterprises
R. Hedgecock's Framing Studio
Rainbow Play Systems of Florida
Raleigh Door
Re-Bath of the Triad
Real Property Management of the Triad
Redneck Brands LLC
Reece Builders
Renewal by Andersen
Revolution
Rock of Ages Winery & Vineyard Inc.
RS Hopkins Construction Inc.
RSVP Triad
Salem Windows & Doors Inc.
Scentsy Wickless Candles

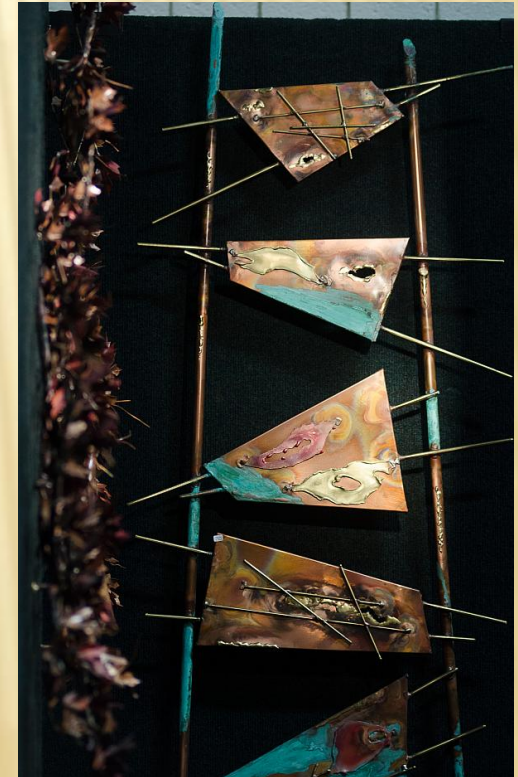
OUTSTANDING EXHIBITORS



Scott Stone Inc.
ScreenMobile of the Triad Inc.
Seal-All Coatings Company LLC
Sears Home Improvement Services
Servpro
ShelfGenie
Sleep Number
Snap Power
Soft Fun
Softub
Solar Innovations
SolarTyme by AAPCO
Southern Exposure Sunrooms
Southern Foods at Home
Southern Sodgrass and Landscape Supply
Stark Exterminators
State Board of Examiners
Storm Guard Restoration
Sunbelt Rentals
Talley Water Treatment Company Inc.
Tanner Built Homes
Tar Heel Basement Systems
Taste of Old Country
Tastefully Simple
Terminix
The Golden Touch
The Heavens Shower and Bath Co.
The Home Depot
The Hot Tub Loft
The Louver Shop
The Mosquito Authority
The Stone Resource

Thomasville Lawn & Garden
Tom's Creek Nursery and Landscaping
Travel Resorts of America
Triad Orchid Society
Triad Porch Conversions
True Traditions Windows & Doors
UNC-TV
Uncle Bob's Self Storage
Universal Windows Direct
US Home Exteriors
USA Insulation
Usborne Books and More
VitaMix
Webster Enterprise/Smart Living Ceramic Cookware
Webster Enterprises/DigiXstream
Webster Enterprises/Eurosteam Iron
Webster Enterprises/Microfiber Mop
Webster Enterprises/Steam Mop
Webster Enterprises/Thunderhead Showerhead
Webster Enterprises/Bon Air Sprayer
Webster Enterprises/Flat Stack
Webster Enterprises/Garlic Grater
Webster Enterprises/Mystic Firelights
Webster Enterprises/Rubber Brooms
Webster Enterprises/VibaBody
Wells Fargo Advisors LLC
Westgate Resorts
What A Chip
Window Genie of Greensboro
Window Works Studio Inc.
Window World Of The Triad
Wing Enterprises Inc/Little Giant Ladders

Wittmann Home Renewal
WoodMill Winery
York's Photography Studio



SUMMARY

The 2017 Southern Ideal Home Show in Greensboro was a success. Plans are under way for next year's event and response is already exceptional.

Southern Ideal Home Show
in Greensboro
March 24-26, 2017
Greensboro Coliseum Complex

Casey Harper
Show Manager
800-849-0248 ext. 105

