



POST SHOW REPORT

SOUTHERN SPRING HOME & GARDEN SHOW
FEBRUARY 29 – MARCH 4, 2012
CHARLOTTE, NC

THOUSANDS ATTENDED

2

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



AUDIENCE PROFILE

3

The show delivered the right customers, at the right place, at the right time!

Age Range	%
18 – 24	12%
25 – 34	10%
35 – 44	21%
45 – 54	22%
55 – 64	23%
65+	12%

Sex	%
Female	63%
Male	37%

Household Income	%
Up to \$50,000	30%
\$50,000 - \$100,000	34%
\$100,000 - \$150,000	28%
\$150,000+	9%

Residence	%
Mecklenburg Co.	47%
Other	53%

POWERFUL PARTNERSHIPS

4

The Southern Spring Home & Garden 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 Charlotte Observer
charlotteobserver.com



WSOC-TV



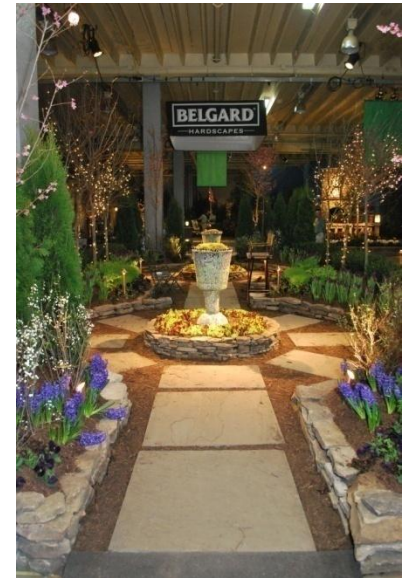
TV64



presented by
national home & garden
Show Series™ | **dish**

SCENES FROM THE SHOW

5



SPECIAL FEATURES

6



Belgard Gardens



Designer Rooms



Musical Performance by Country Sensation, Craig Morgan



Garden Stage



Cooking Stage

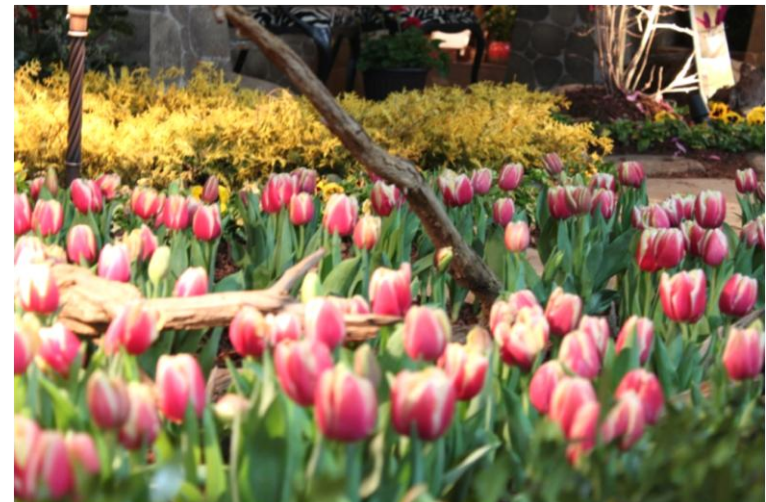


Home Ideas Stage

MEDIA EXPOSURE

7

	Value
Electronic Advertising	\$129,433
Print Advertising	\$201,062
Public Relations	\$715,887
Website Exposure	\$3,777
Social Media	\$5,400
E-Newsletters	\$1,749
Direct Mail, Coupons, Tickets	\$24,600
Retail Exposure	<u>\$18,750</u>
Grand Total	\$1,100,658



ELECTRONIC ADVERTISING

8

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



Radio Partners



PRINT ADVERTISING

9

Show promoted through extensive print advertising campaign!

Paid and promotional newspaper ads in *The Charlotte Observer* promoted the show throughout a 15 day campaign.

The show was also advertised in *Carolina Gardener*, *Charlotte Living Magazine*, *Charlotte Magazine*, *Lake Norman Currents*, *Lake Norman Magazine*, *Little Ones Magazine*, *Senior Living Magazine*, *SouthPark Magazine*, and *Urban Home Magazine*.



IMAGINE CREATE INSPIRE SAVE LEARN
Belgard Gardens | Outdoor Living | Green Market | Decorative Arts & Crafts | Interiors | Kitchen & Bath
Building & Home Improvement | Living Green | Taste & Travel | Marketplace Shopping

WHERE SPRING HAPPENS FIRST®

The South's largest home & garden show

FEBRUARY 29-MARCH 4
The Park Expo and Conference Center
2500 East Independence Blvd.

Show Hours: Wednesday/Thursday/Sunday 10am to 6pm
Friday 10am to 9pm | Saturday 10am to 8pm
Adults \$10 | Under 15 free with paying adult
Advance Tickets \$7.50 Harris Theater with VIC Card
Seniors Day (55+) Wednesday \$7 (no coupons)

Register online for \$1000 Shopping Spree!

Find us on Facebook

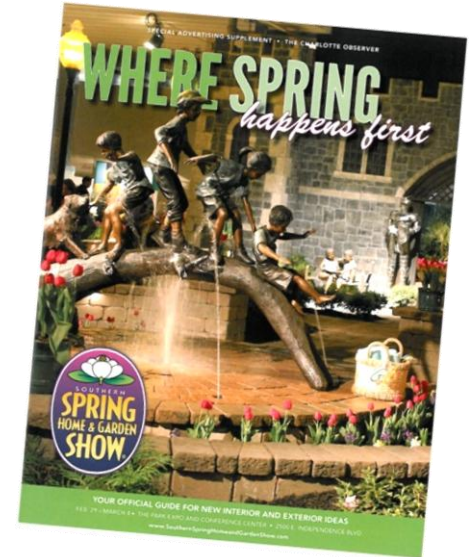
national home & garden Show Series **dish** **BELGARD** **The Charlotte Observer** **64**
www.SouthernSpringHomeandGardenShow.com

704.376.6994 A Southern Shows Inc. Production

PRINT ADVERTISING

10

In addition to ads, the show was also promoted through the Official Show Program, a 36 page full color, glossy magazine. 110,000 copies of the program were distributed through *SouthPark Magazine*, *Lake Norman Magazine* and *The Charlotte Observer* (University Area). An additional 20,000 copies were overprinted for distribution at the show.



the perfect garden

BELGARD
HANDSCAPES

Welcome from Belgard

The Belgard Garden Show is guaranteed to fill your senses with terrific activities, a plethora of 20 garden and landscape ideas, and a host of other terrific benefits and subject matter. The garden show is the show! It's fun to see all the ideas, the gardeners, the landscapers, and the Belgard gardeners. The garden show is the show! It's fun to see all the ideas, the gardeners, the landscapers, and the Belgard gardeners. The garden show is the show! It's fun to see all the ideas, the gardeners, the landscapers, and the Belgard gardeners.

Charlotte Bridge Home
Charlotte Bridge Home is a beautiful, modern home with a large deck and a swimming pool. It's a perfect home for anyone looking for a new place to live.

AMERICAN HOME

Showcase Garden 1
"Sixteen Going On Seventeen": Richard Rodgers & Oscar Hammerstein II
Landscape and design: [Company Name]

Showcase Garden 2
"The Devil Went Down to Georgia": The Charlie Daniels Band
Landscape and design: [Company Name]

Showcase Garden 3
"America the Beautiful": Ray Charles
Landscape and design: [Company Name]

Showcase Garden 4
"We Will Rock You": Queen
Landscape and design: [Company Name]

Belgard is a leader in the industry, providing a wide range of products and services for residential and commercial landscapes. Our products are made from recycled plastic and are designed to last for many years.

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each look more captivating than the next

Belgard Handscapes Inc. is a leader in the industry, providing a wide range of products and services for residential and commercial landscapes. Our products are made from recycled plastic and are designed to last for many years.

BELGARD

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PUBLIC RELATIONS

Public relations campaign generated millions of impressions!

The show's PR campaign generated 39,406,977 impressions through press releases, clippings, articles and interviews.

Students exercise their green thumb

Caldwell gardening students do community service

Joe DePriest

Some students come to the landscape and gardening classes with "green thumbs" already perfected. For others, it's a totally new subject. Whatever the level of experience, the program at Caldwell Community College & Technical Institute sends graduates off in new directions.

Career possibilities include such things as running a landscaping company, doing landscape design for public greenways, working for a horticulture nursery or municipal landscaping.

During the two-year course, students also get involved in community service. "Ninety percent of our classes are in the real world," said Landscape Gardening Director Debbie Mitchell. "It's problem-based or project-based learning. All hands-on. It's more than just something out of books."

Students also take part in events such as the annual **Southern Spring Home and Garden Show** in Charlotte. This year, students received a first place award for creativity and a second-place award for horticulture.

Students used the iconic rock album "Dark Side of the Moon" by Pink Floyd as a rainbow of flower colors and strategically placed prisms, along with a variety of live plants, brick pavers, rock walls and special lighting.

The latest award makes a total of 12 students have earned over the last nine years. Mitchell, who is the program's first director, said taking part in events like the Home and Garden show exposes students to opportunities they wouldn't have on campus.

Courses varied

A Taylorville native, Mitchell's family moved to the Tampa, Fla., area in the 1960s.



The landscape was entirely different from the Realy Mountain section she'd known in Caldwell County. In the tropical setting, Mitchell could see orange groves from her backyard. "Dad was laidback about his lawn," she said.

From left, Tracy Rabb, Sheila Mikell and Cynthia Lettner make beds for tomato seedlings in the greenhouse at Caldwell Community College in Hudson.

SEE MORE PHOTOS ONLINE charlotteobserver.com/728

"And mother had a green thumb. I guess I got it from her."

Mitchell earned a degree in biology and environmental education from Appalachian State University and did special studies in landscape design at Clemson. She owns a horticulture consulting and landscape design business.

At Caldwell Community College, the landscape program has two full-time in-

Charlotte WPCC hosts space at garden show

Special to The News Herald

Western Piedmont Community College will have a garden space at the Southern Spring Home & Garden Show in Charlotte.

The garden's theme, Birds Do It, Bees Do It...Let's Fall in Love, is inspired by the classic Cole Porter song and was constructed by students and faculty representing the engineering and applied technology department.

The college's garden design features a 1940s vintage-inspired courtyard garden with herbs; fruit trees; edible landscaping; traditional garden shrubs like flowering quince, bridal wreath spirea, and forsythia; a beehive; a small chicken coop with live heritage breed chickens; wooden rain barrel, and flag stone patio. The garden includes a house

facade of rough-cut board and batten siding, as well as a pressed tin roof and laurel fence, all typical of 1940s western North Carolina farmsteads.

Faculty and students from the college's horticulture technology and sustainable agriculture programs will be on site to discuss the program and best practices in sustainable landscaping, beneficial insects and plants, self-sufficiency, and material re-purposing.

To experience the college's garden space, visit the show at the Park Expo and Conference Center in Charlotte from Wednesday to Sunday. Adult admission is \$10; those younger than 15 enter with a paying adult may attend at no charge. To learn more, visit www.southernshows.com.

HOME & GARDEN CALENDAR

Send items for the home and garden calendar to Bruce Steele at BSteele@CitizenTimes.com two weeks before the event. Or mail to Bruce Steele, Asheville Citizen-Times, P.O. Box 2090, Asheville, NC 28802.

SHOWS & TOURS

SOUTHERN SPRING HOME & GARDEN SHOW

Feb. 29-March 4, Park Expo and Independence Blvd. (U.S. 74), Charlotte. The theme for the South's largest flower, landscaping, remodeling and home-improvement show this year is "Rhythm in Bloom." Opens 10 a.m. daily, closes at 6 p.m. Feb. 29-March 1, 9 p.m.; March 2, 8 p.m.; March 3 and 6 p.m.; March 4, 10; age 14 and younger free with paying adult. Some discounts available; learn more at www.southernshows.com/ssa.

NC PIEDMONT ORCHID SOCIETY SHOW & SALE

Feb. 24-26. Begins at noon Feb. 24. Daniel Stove Botanical Garden, Belmont (outside Charlotte), open 9 a.m.-5 p.m. daily. Special orchid photo session 9-11 a.m. Feb. 26. Part of the Stove garden's Orchid Spectacular, Jan. 20-March 18. For prices and directions, visit www.DSBG.org or call 704-825-4490.

WORKSHOPS & EVENTS

TERRARIUM WORKSHOP: 10 a.m.-noon Jan. 26, Bullington Center, 33 Upper Red Oak Trail, Hendersonville. All materials provided. \$25. 698-6104 or www.bullingtoncenter.org.

GROWING AND CARING FOR ORCHIDS: 3:45-5 p.m. Jan. 31, Bullington Center, 33 Upper Red Oak Trail, Hendersonville. \$15. 698-6104 or www.bullingtoncenter.org.

MEN'S GARDEN CLUB OF ASHEVILLE

February luncheon, 11:30 a.m. Feb. 7 in the dining room of First Baptist Church, 5 Oak St., Asheville. Hunter Stubbs, owner of BB Barns Landscape Co., will speak on "Structure in Your Garden: Attributes that Make the Design Show Through." Lunch reservations (\$12) are required by Feb. 2; call 329-8577.

RESTORING AMERICAN CHESTNUTS

3:45-5 p.m. Feb. 9, Bullington Center, 33 Upper Red Oak Trail, Hendersonville. Mita Kirkland of the American Chestnut Foundation will speak. \$5. 698-6104 or www.bullingtoncenter.org.

GARDENING 101

3:45-5 p.m. on the second Monday of the month, February-October, Bullington Center, 33 Upper Red Oak Trail, Hendersonville. Learn the basics of vegetable and ornamental gardening throughout the growing season. \$70. 698-6104 or www.bullingtoncenter.org.

ONGOING

RAIN BARREL SALE: The Buncombe County Cooperative Extension, 94 Cove Ave., has rain barrels available for \$110, plus tax. The 80-gallon barrels come complete with fittings and installation instructions. Visit the office or call 295-9322.

GARDEN GUIDES: "A Gardening Guide for Our Mountains," an updated version of the Gardeners' Almanac, is a great gift any time of year, whether new to N.C. or veteran gardeners. Available for \$10 at Buncombe County Extension Office, 94 Cove Ave. For delivery, send a check for \$12 made out to BCMG Enhancement Fund, c/o NC Cooperative Extension, 94 Cove Ave., Asheville, NC 28801. Order online at www.buncombemastergardener.org.

LEICESTER GARDEN CLUB

Meets at 1 p.m. fourth Saturday of the month at the Leicester Library, 683-7159.

HANU BAMBOO NURSERY

Closed December-February. Walking tours resume in March. 468 Rhodes Mountain Road, Hendersonville. Groups of 5-20 can schedule private tours. Email steffanichoshna@hotmail.com or join mailing list. To learn more, call 685-3053 Monday-Friday, or visit www.oshinabamboo.com.

From staff reports. For the full home and garden calendar, visit CITIZENTIMES.com/homegarden.

Polk Extension offers bus trip to Spring Home and Garden show

The Polk County Center of the N.C. Cooperative Extension Service will sponsor a bus trip to the Southern Spring Home and Garden Show on March 1 in Charlotte.

Organizers say the trip offers participants a day of flowers, exotic plants, display gardens

Want to go?

What: Southern Spring Home and Garden Show

When: March 1

Where: Charlotte, N.C.

and the latest in home furnishings.

Space is limited on the bus and pre-reservations are required. For more information or to reserve your seat, call Polk County center at 828-894-8218.

— article submitted by Jimmi Buell

WEB, FACEBOOK, E-NEWS

12

Show connected with thousands of loyal guests!

- ❖ 151,093 web impressions
- ❖ Weekly status updates to over 1,500 Facebook fans
- ❖ Five E-Newsletters to 6,995 subscribers

Southern Spring Home & Garden Show

Wednesday, February 29 - Sunday, March 4, 2012
The Park Expo and Conference Center, Charlotte, NC



Imagine | Create | Inspire | Save | Learn

SAVE THE DATE!



Mark your calendar now and make plans to join us for this year's Southern Spring Home & Garden Show. For 52 years... Where Spring Happens First!

The show is the most convenient one stop shop for all your home improvement needs. Start your trip with 28 musically inspired gardens, designer rooms, tablescape and floral designs. Then make your way through the rest of the show to find professionals ready to share information and provide solutions for outdoor living, landscaping, kitchen and bath... ALL your home improvement needs. Don't miss daily cooking, gardening, landscaping and design seminars from top chefs, leading horticultural, and home design experts. And if that's not enough check out exclusive show-only specials to help save you money and time.

We look forward to seeing you soon.

www.SouthernSpringShow.com

national home & garden
Show Series



The Charlotte Observer
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SouthernShows

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To subscribe to this newsletter, please [click here](#)



COUPONS & TICKETS

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Coupons and ticket offers drove attendance!

- ❖ Direct mail coupons sent to 110,000 recipients
- ❖ 10,000 postcards distributed to guests at the 2011 Southern Christmas Show
- ❖ Thousands of special admission tickets distributed to sponsors, exhibitors and media partners



RETAIL EXPOSURE

Hundreds of posters and table tents built awareness locally!

6 posters and 150 table tents were displayed at North Lake Mall for three weeks prior to show opening.

IMAGINE CREATE INSPIRE SAVE LEARN



WHERE SPRING HAPPENS FIRST®

The South's largest home & garden show

FEBRUARY 29-MARCH 4
 The Park Expo and Conference Center
 2500 East Independence Blvd., Charlotte, NC

Wednesday-Thursday-Sunday 10:00am-6:00pm
 Friday 10am-9pm | Saturday 10am-8pm
 Adults \$10 | Under 15 FREE with paying adult
 ADVANCE TICKETS \$7.50 (Harris) | Better with VIC card
 (55+) Wednesday \$7 (no coupons)

www.SouthernSpringHomeandGardenShow.com

104.28.884 A Southern Shows Inc. Production

Meet hundreds of experts ready to provide information, ideas and advice for your home and garden.

Belgard Gardens, with 28 musically inspired gardens complete with entertainment.

Outdoor Living
 Fur Flying Fun with the Soccer Collies
 Decorative Arts & Crafts
 Plants for Sale - Green Market
 Bonsai, Orchids & Ikebana
 Local Florist Displays
 IDS Designer Rooms
 Interiors

Taste, Travel & NC Wines
 Gardening Expert and TV Host, Melinda Myers
 Living Green
 Marketplace Shopping
 Kitchen & Bath
 Building & Home Improvement
 Recording Artist Craig Morgan

Cooking Stage, Gardening Stage and Home Ideas Stage
 THREE stages, each with a different area of interest with an amazing array of topics!
 Check the show website for schedules.



MELINDA MYERS
 Wednesday and Thursday
 10:37
 BIRDS & BLOOMS



CRAG MORGAN
 Saturday
 10:37

Find us on Facebook

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Register online for \$1000 Shopping Spree!
www.SouthernSpringHomeandGardenShow.com
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Belgard Gardens | Outdoor Living | Green Market | Decorative Arts & Crafts | Interiors | Kitchen & Bath
 Building & Home Improvement | Living Green | Taste & Travel | Marketplace Shopping



WHERE SPRING HAPPENS FIRST®

The South's largest home & garden show

FEBRUARY 29-MARCH 4
 The Park Expo and Conference Center
 2500 East Independence Blvd., Charlotte, NC

Discover stage schedules AND register online for \$1000 shopping spree!
 Great fun for the whole family and children under 15 are free with paying adult.

powered by national home & garden Show Series **dish** BELGARD The Charlotte Observer charlotteobserver.com

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Cooking Up a Storm:
 Heidi Billoto
 CHARLOTTE LIVING



Fur Flying Fun:
 Soccer Collies



Recording Artist:
 Craig Morgan
 10:37



"Rhythm in Bloom":
 Musically Inspired Gardens

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

2 Happy Feet
A & J Designs
A Deck Above
A Kitchen Must
A Spice Above
AA Hardwood Flooring, Inc.
AAA Tree Experts, Inc.
Abike Natural Body Care
AWB Promotions
Abbott Builders
Ace Roofing
ADT Security
Affordable Home Designs
Affordable Kitchens, Inc.
Air Today, LLC
Alert Construction Remodeling & Repair Inc.
Alia Kitchen & Bath
All American Decorative Concrete
All Natural Streams Landscaping
All Weather Construction Co.
Amazing Water Pearls
Amelia's Chowda Shack
American Wood Reface
Amish South
Anchor Hardwoods, LLC
Andrews Art
Angie's List
Anna Stowe
Anthony & Sylvan Pools
Archadeck Awnings

Archadeck of Charlotte
Artificial Turf Products, Inc.
Artisan Shutter
Artistic Hardscape, Inc.
Artistry Florals, Inc.
ASG Security
Ashley Furniture Home Store
Award Pools and Spas, Inc.
Acessorize
Azek Building Products
BA Eldridge Interiors LLC
Backyard Inspirations
Ballantyne Wealth Management Group
Balusters Direct
Barnyard Utility Buildings
Bath Fitter
Bathcrest of Charlotte, LLC
Bavarian Roasted Nuts
Beau Ties
Belgard
Better Living of Carolinas Sunroom
Betterliving with Graham Construction
Beyond Jewelry
Biltmore Inspirations
Blackhawk Hardware, Inc.
Blind & Shutter Depot
Blue Ridge & Great Smoky Mountains
Bobcat of Charlotte
Bonsai Society of the Carolinas
Boom Box by Webster Enterprises

Box of Beans
Bud's Nursery & Garden
Burg Watch Phone
Byrum's Florist
CPI Security Systems
Caldwell Community College
Carolina Brick and Materials, Inc.
Carolina Cabinet Refacing
Carolina Countertop and Stone
Carolina Custom Countertops, LLC
Carolina Custom Spaces
Carolina Exteriors
Carolina Gardener
Carolina Home Improvement Professionals
Carolina Home Remodeling
Carolina Home Services
Carolina Pool King
Carolina Premier Window Films, Inc.
Carolina Quality Flooring & Cabinets
Carolina Roof Consultants
Castle Doors
Castlelights, Inc. Your Outdoor Lighting
Catawba Valley Community College
Certa Pro Painters
Champion Window & Patio Rooms
Charlotte Awnings Unlimited
Charlotte Flooring & Design, LLC.
Charlotte Meck Police-Lake Enforcement
Charlotte Pergolas
Charlotte Shoe Company

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Charlotte Tent & Awning Company

Charlotte Woodturners

Christian Tours

Chris Pinard/European Gardens

Clark Hall Doors by Design

Climb's Roast

Closet & Storage Concepts

Closet Pro

Company's Comin

Cornerstone Builders Group

Country Junction

Country Road Cabins

Courtyard Gardens

Crafting with Susie

Creative Embroidery

Creative Sewing & Embroidery

Crown Builders Inc.

Crystal Clear Pools of Charlotte

Culligan Water of Charlotte

Curb Appeal of North Carolina

Curo Creative

Curtains & Company

Cutco Cutlery

D & B Sales Amazing Tile and Glass Cutter

Dakota Glass Custom Glass Specialties

Davey Tree Experts

DISH Network

DeSignia

DeSignia Residential Services

Decksapes

Decorating Den Interiors

Decorating Den Interiors / Hawkins Design

Dennis Vineyards Winery

Depree Rum Cakes

Designer Sense

Dirtworks Pottery

Dixie Home Crafters

Donahue Design, Inc.

Dragonfly Designs, LLC

Dragonfly Enterprises

Dream Home Builders and Remodelers

Dream Spaces

Dulin Mechanical Services, Inc.

Duplin Wine Cellars

ER Vending

EZ Hang Chairs

Eagle Industrial Group – SafeRack

Eagle Pro-Wash

Earth Farms Soils & Compos, LLC.

Earth Graphics

Easy Living Products - Go! Sticky

Easy Living Products - Power Steam Pro

Eco Mechanical Solutions

Edgewater Pools, LLC

Elaine's Slices of Heaven

Elegant Accents, Inc.

Elite Roofing & Construction

Elizabeth House Flowers

Energy Armor

Energy Conservation Solutions

Energy One America

Eric Moore Designs

eSaleRugs.com

eShield of VA

European Gardens

Eurosteam Iron

Fairway Green Lawn Care

Fairway Lawn Buildings Inc.

Fan Man Romano, Inc.

Felton Design Studio

Festival of Tables

Findlay Roofing

Findlay Roofing Renovations

Fixtures and More

Flags Over America

Florida Lawn Art/Tiki Treasures

Flowers of Charlotte

ForeverLawn SW

Fun Outdoor Living

Fun Outdoor Living

G & S Contracting Inc.

GFR Custom Cabinet

GPI Sustainable Design & Construction, LLC.

GSM Services

GT 3000

Garden Armour, Inc.

Garden Grove Nursery & Landscape

Garden Stage

Garlic Grater by Webster Enterprises

Gecko's Toes of the Midwest

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Gianni's Fine Foods
Girl Scouts Hornets' Nest Council
Granite Transformations
Great Day Improvements & Patio Enclosures
Greenspring Energy South
Grout Works of Charlotte
Gutter Helmet Piedmont
H & H International
Harmony Acres Soap Company
Harrisburg Florist, Inc.
Hawaiian Moon
Health Mate Sauna
Heartwood Tree Service LLC
Helmut's Strudel
Herbiepac.com
HHI Home Improvements
higginscustomfurniture.com
Hinnant Family Vineyards and Winery
Home Decorative Accents
Home-Tek Handyman, LLC.
Horizons Ltd
Horticultural Institute of Southern CA
Hudson River Inlay
Hughes Floor Covering, Inc.
Humane Society of Charlotte
Hunt Country Iron
IDS Designer Showcase
Ikebana Charlotte Chapter No. 49
Inca Sons
In The Beginning

Indeed!
Instyle Charlotte
Instant Organic Garden
Interiors by ReDesign
Invisible Fence of The Carolinas
IronArboretum.com
Ironwood Estate Orchids
JD's Salsa Mix
James Hardie Building Products
Jean's Flowers
Jesse Brown's Outdoors
Judy's Gifts & Jewelry, LLC
K&C Distributing LLC
Kathryn's Cottage Dressings and Sauces
Katie's Backyard
Kevin James Landscape, Inc.
KickAss WoodWorks
Kids Play
Killingsworth Environmental of the Carolinas
King Green Lawn Care
Kitchen Craft
Kitchen Tune-up
Kool Ties Body Coolers
KS Audio Video
LKN Cabinets and Remodeling
Lake Norman Glass & Custom Closets
Larry's Dried & Silk Flowers
LeafFilter Gutter Protection
LeafGuard of Charlotte
Leonard Buildings & Truck Accessories

Let It Fly Backyard Living
Lifetime Cookware
Lighthouse Landscape Lighting of Charlotte
Lighthouse Residential Remodeling
Linwood Homes
Little Giant Ladder Systems
Little River Vineyard and Winery
Logo Studio
Lowe's Home Improvement
Lowe's Home Improvement Kitchen & Bath
Lundberg Windows & Siding
Maggie Elliott Interiors
Masons Forge
Masterbuilder Fellowship Inc.
Mattress 4 You
Mattress Firm
Maui Carolina Pools
Max Howard Sculpture Studio
Maxwell Landscaping, Inc.
Mayberry Beverage Co.
Meck County Government-Waste Reduction
Medi Mall, Inc.
Metro Stone & Granite
Metro-GreenScape, Inc.
Metropolitan Builders - Roofing Division
Miche Bags
Michigan Made Metal
Midwestern Solutions
Midwood Flower Shop
Miracle Method of Charlotte

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Morozko
Mosquito Squad of Charlotte
Mr. Rogers Windows Renewal By Anderson
NC Cooperative Extension Service
NC Cooperative Ext Service Digital Café
NC Piedmont Orchid Society
Name in the Frame NC
Natural Home Lite
Naturally Yours
Nature's Footprint Inc.
Nectar of the Vine
Newell Enterprises
New Life Radio 91.9 with Gardening Gals
New South Remodelers
No Streaks
North Carolina Water Consultants
Oakdale Greenhouses, LLC.
Off Leash Dog Training.com
One Step Mud Mat
Organic Solutions
Organo Gold
Ornamental Specialties, Inc.
Overhead Door Company of Charlotte
Palmetto Exterminators
Palmetto Supreme Organic Compost
Panther Heating & Cooling, Inc.
Paradise Outdoor Living
Peaceful Ponds
Pella Window & Door Company
Phoenix Trading

Piedmont Flowers & Gifts
Pine Lake Nursery & Landscaping
Pinnacle Rubber Mulch
Pondscapes of Charlotte
Pony O Hair Accessories
Porch Enclosures of Charlotte
Powerstep Pro
Precision Painting, LLC.
Primland
Purple Palmetto Gourmet Goods
QPR
Quick'n Brite, Inc.
Quicksilver
RSVP Publications
RainScape Solutions
Rainbow Home Cleaning Systems
Rand Hill/Darby Creek
Re-Bath of the Carolinas
reelbarrels.com
Relax The Back
Richard Laney Landscaping
Richs Hand Carved Root Baskets
Rita's Special T's
Rocky River Vineyards
RoofRoof Charlotte/Findlay Roofing
Rooster Hill Farms Manufacturing
Rowan Custom Cabinets
STI Turf Care Equipment Pavilion
Salena's Accessory Showcase
Scentsy Wickless Candles

Schneider Tree Care Inc.
Schultz Custom Homes and Remodeling
Screenmobile of Charlotte, LLC.
Sears Home Services
Select Comfort
Serpaco Painting
ShelfGenie
Showtime Collections
Shutter Revolution
Sierra Stone
Simplicity Gourmet
Simply7
Smart Systems
Softub Inc.
SolarTEK Energy of Charlotte, Inc.
Southeast Grout Restoration
Southern Custom Shutters
Southern Energy Management
Southern Foods at Home
Southern Lightscapes
Southern Showplace Landscapes
Southern Stonescapes
Southpaw Industries, LLC.
Southscape Landscape
SowMuchGood.org
Sparklewash
SteamMop by Webster Enterprises
StoneMaster Inc.
Stony Mountain Vineyards
Stove Top Grill

EXHIBITORS

A very special THANK YOU to our outstanding exhibitors!

Strawberries Charlotte
Super Sod of Charlotte
Superior Pools
T. Pennington Art Gallery
Tech One Mobile/Cliphanger
TekGuard Solutions
Terminix Service
Terra Green Landscapes
The Art Institute of Charlotte
The Benton Group
The Blossom Shop
The Charlotte Observer
The Eccentric Cat
The Golden Touch
The GutterShutter Company
The Iron Petunia Design Company
The Landscape Corporation Inc.
The Looking Glass
The Mosquito Authority
The Plantation Shutter Co. Inc.
The Rose Gardener
The Shoe Guys, LLC.
The Southern Stamper
The Sportula
The Stone Man
The Stone Man
The Tin Man
The Tin Shed
The Vertical Garden
TheHomeMag

Theodore Thompson
Thirty-One Gifts
Three-Way Plumbing-Green Energy Dept
Thunderhead Showerhead by Webster Enterprises
Time Warner Cable
Today's Audio/Video, Inc.
Total Garage
Tower Garden By Juice Plus
Trans World Satellites and Home Entertainment
Treasures Refinished
Undercover Systems of Central NC
Union Church Millworks
Universal Stone, LLC
Value Remodelers a division of Archadeck
Verizon Wireless - Cellular Sales of NC
Virginia Tourism
Visit Charlotte
Vitamix
Wag N' Tag
Walker Woodworking
Watkins Quality Products
Wayne Simanovich Trained Dogs
Wells Fargo Advisors
West Virginia State Parks
Western Piedmont Community College
Whispering Woods Gifts
Wicked Cool Home & Garden
Wilsons Natural Landscaping, Inc.
Window Depot USA of the Carolinas
Window Genie

Witherspoon Rose Culture
WoodMill Winery, Inc.
WV Association of CVB's
YOGIBO
ZEKO SHOES
www.earringholders.com

SCENES FROM THE SHOW

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EXHIBITORS SAY IT BEST

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The show puts us in front of many of our old clients and potential new clients. It offers a chance for us to present our business face to face. **Bill Bartee, Jesse Brown's**

I launched Elite Roofing & Construction this February and was looking for ways to promote the company. I was able to jump start the company much faster than I ever thought possible with leads brought in from the show. The entire process of being a part of this fantastic event was simple and straight forward as your preparation and execution were flawless. I truly appreciate your comments and directions while we were setting up, hosting the exhibit and breaking down. Your staff was available, helpful and encouraging. I would strongly advise any business to participate in the show if they want to be successful in showcasing their business or product. **Scott Himler, Elite Roofing & Construction**

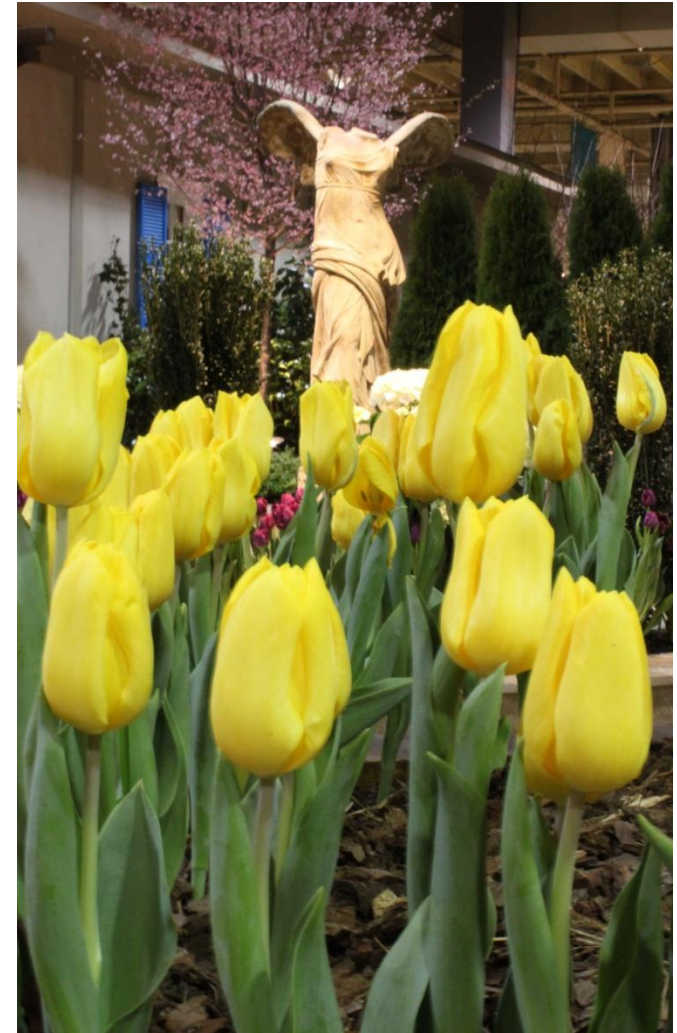
Great show! We have scheduled over 25 appointments and want to thank you for allowing us to show the public what awesome cabinet prices we have. **Teresa Campbell, Carolina Quality Flooring & Cabinets**

EXHIBITORS SAY IT BEST

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Fantastic recognition for our brand and product. The show continues to provide us with a mix of publicity that we just don't get anywhere else. **George Crump, The Stone Man**

As a new business, we have found that consumer shows are the most effective way of generating leads and business and promoting our company. We generated a huge rate of return on our investment at the show. Southern Shows events are the most professionally managed of all consumer shows we do. **Eric and Laura Hendrix, Carolina Grout Works**



JOIN US IN 2013

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Mark your calendar now!

Next year's show is scheduled for
February 28 – March 3, 2013.

For more information:

Mardee Woodward

Executive Show Manager

800.849.0248 x 109

mwoodward@southernshows.com