

Southern Ideal Home Show 2015 Show in Review September 11-13, 2015 The Park Expo & Conference Center



OVERVIEW



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

- Total Marketing Campaign: \$127,684
- PR Impressions: 7,462,752
- Guests: 8,000+



TELEVISION AD CAMPAIGN



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

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.

- Number of Stations: 5
- Number of TV Spots: 376



DEMOGRAPHICS



The Southern Ideal Home Show attracted thousands of loyal guests throughout the weekend. Guests between the ages of 34-65 packed the aisles enjoying all the show had to offer.



We had very good traffic this weekend with lots of qualified leads. Many of the people that came through had already educated themselves as to who would be here and they knew in advance who they were here to see. This show is beneficial to our marketing campaign. We've been exhibiting for the past 6 years and we will continue in the future.

Blake Fox, LKN Cabinets & Remodeling

FEATURES & ACTIVITIES

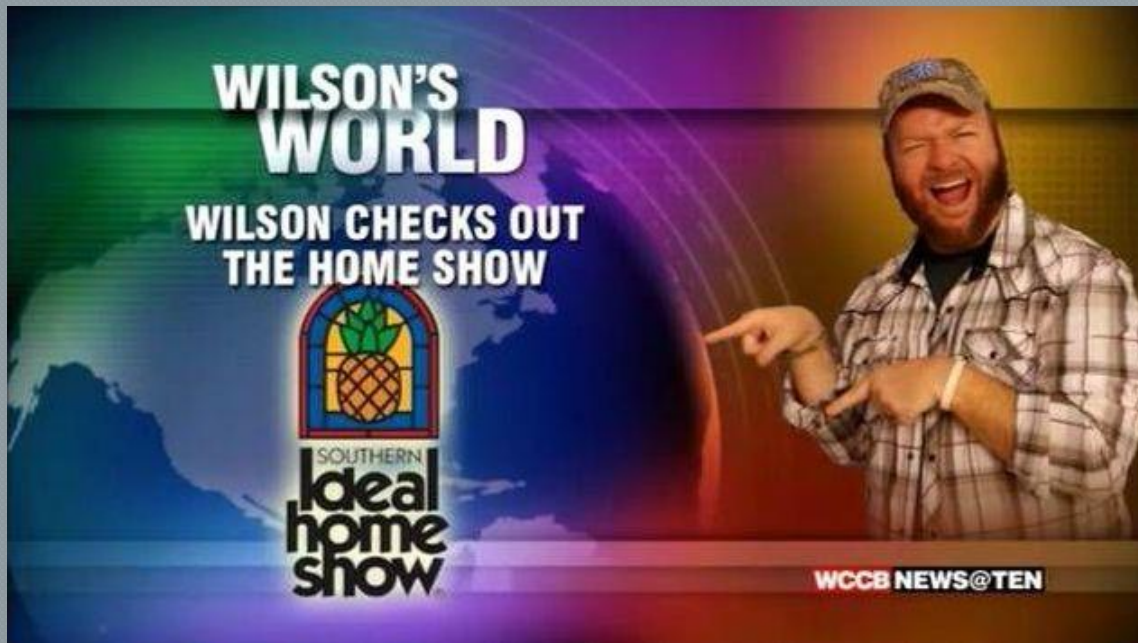
Continuous activities on Stage, special features, celebrity guests and interactive promotions are designed to captivate and attract the target audience.



ADVERTISING EXPOSURE



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



The Southern Ideal Home Show has always been a great benefit to Harkey Tile & Stone. We get serious leads and it is always worth the time spent at the show for the business we receive from the show.

Jeff Harkey, Harkey Tile & Stone

RADIO ADVERTISEMENT



[Click here for Radio Spot](#)

Six 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: 6
- Number of Radio Spots: 1,785

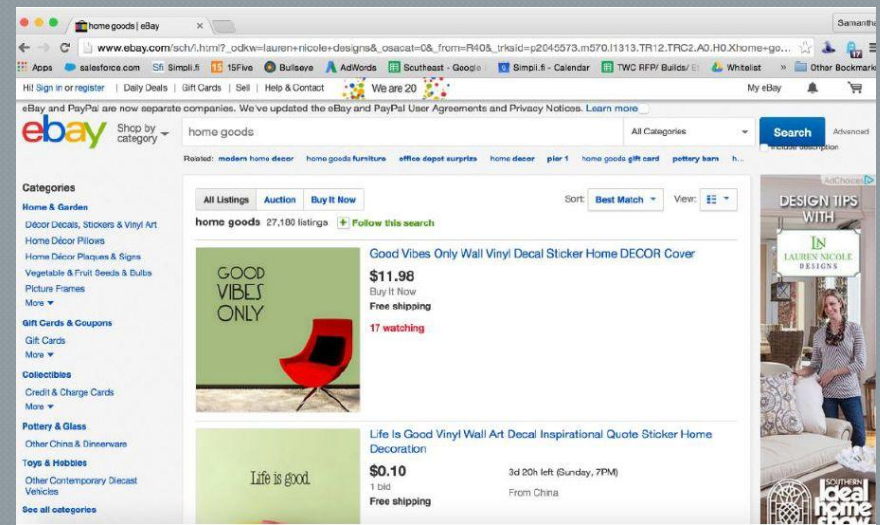
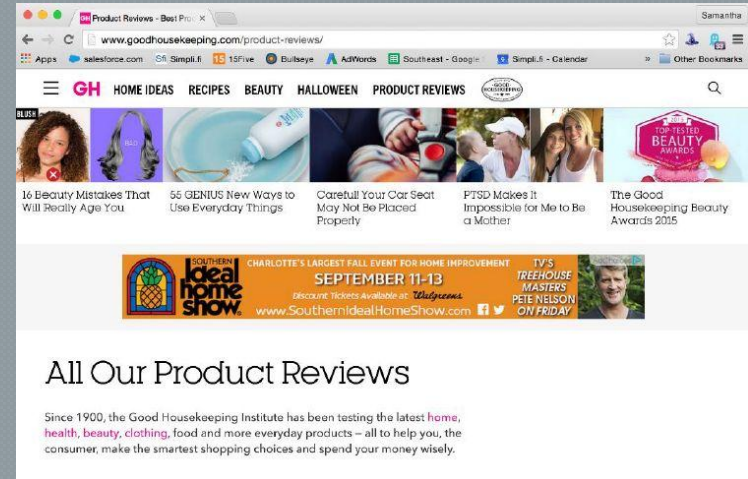


DIGITAL ADVERTISING



A digital media campaign was integrated into the marketing plan to reach women on-the-go and target a younger demographic (25-40 years) and included advertising through **FACEBOOK**, **DIGITAL BILLBOARDS** and geo-targeting ads through various platforms.

IMPRESSIONS: 1,752,752



DIGITAL ADVERTISING



Platform	Impressions	Total Clicks
Pandora	193,124	730
Pandora Everywhere		950
Charlotte Observer	1,089,456	1,286
WCNC Display	812,024	690
WBTV Behavioral Targeting	350,382	417
Display	166,652	128
Mobile	106,124	533
SouthPark Magazine	86,040	210
Charlotte Living Magazine Display	3,780	253
E-News	34,626	

SOCIAL MEDIA



A social media campaign was integrated into the marketing plan to reach busy homeowners through Facebook updates, promotions on Groupon, and through the Official Show Website.

- 6,718 E-Newsletters Subscribers
- 2,050 Facebook Fans
- 40,659 Unique Pageviews
- \$356,700 Value

The Southern Ideal Home Show staff is a great team. Very friendly and always there to help if needed. We totally appreciate that. Thank you.

Jorge Galindo, J&P Metal Arts, Inc.

Southern Ideal Home Show - Charlotte North Carolina shared Lauren Nicole Designs's photo August 21 · 📍

Lauren Nicole Designs August 21 · 📍

Have you checked out our portfolio on the new website? We've got hundreds of images, sorted by room or by project. Take a moment and explore. www.laurennicolin.com

Makeover Magic
Looking for answers to your design dilemma? Bring pictures on your phone or tablet, floor plans and architectural drawings as well as a welcome too. Meet with design and remodeling experts ready to help create magic at your home.

Pete Nelson from Animal Planet's Treehouse Masters
Here's your chance to meet Pete tomorrow at the GCSC Home Stages 100 gm. Pete will stick around and sign autographs at the Treehouse Village exhibit. You're invited to join the fun and as Pete would say, "It's THE TRUSS!"

IDEAL Food Trucks
Leave your table manners at home and indulge with delicious eats from GCSC Food Trucks at the show. Check the show website for a complete menu.

IDEAL Selfie Stop
Are you a fan of TV's "The Voice"? Do you get at home and grab the contestants? Then here's your chance to look like a celebrity judge on "The Voice". Our Photo Service will bring THE Voice Chair to the show. Don't miss an opportunity to impress your friends with your official photo in THE Voice Chair!

Calling All DIY'ers
Expect to see professional grade products of the trade, new and unused, ready to enhance your home and home improvement projects. Examples of goods and products: appliances, bathroom and ceiling fans, cabinets, lumber, trim, windows, doors, plumbing fixtures, roof shingles and landscaping materials.

NARI
NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY
GREATER CHARLOTTE CHAPTER
SURPLUS SALE

pride sponsored by
Charlotte Chapter
NARI

When
September 11-13, 2015

Where
The Park Ridge & Conference Center
2025 S. Independence Blvd.
Charlotte, NC 28205

Hours
Friday: 10am-5pm
Saturday: 10am-7pm
Sunday: 11am-5pm

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

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SAVE \$3.00
discount tickets at [Wagyu.com](#)

CHARLOTTE LIVING
THE LIFESTYLE MAGAZINE OF THE CAROLINAS
What's Happening

Charlotte Culinary Expert Heidi Bilotto And Friends Present 2015 IDEAL COOKING STAGE

Charlotte Chefs cook up a storm with Charlotte Culinary Expert Heidi Bilotto on the Ideal Cooking Stage - cooking demos, samples and more every hour on the hour this weekend. Click here for more information. [JENN-AIR](#) CHARLOTTE LIVING

IDEAL Home Stages 100

SAVE \$3.00
discount tickets at [Wagyu.com](#)

CHARLOTTE'S LARGEST FALL EVENT FOR home improvement
September 11-13
The Park Ridge and Conference Center
2025 S. Independence Blvd. Charlotte, NC 28205
www.SouthernIdealHomeShow.com

CHARLOTTE LIVING
THE LIFESTYLE MAGAZINE OF THE CAROLINAS

Use us on Facebook for sneak peeks of upcoming stories.

OUTSTANDING EXHIBITORS



\$39 Granite
50 Floor
A Kitchen Must
AAA Tree Experts
AAA Window Cleaning & Window Solutions
Abernethy Properties at
Keller Williams Realty
ADT Security
Ageing In Place, LLC.
Alegria Shoe Shop
All American Decorative Concrete
Amazing Exteriors
Ameriprise Financial
Angie's List
Anthony & Sylvan Pools
Archadeck of Charlotte
Artistic Contractors
Audio Advice
Bath Fitter
Bath Planet
Belk Builders
Black Pest Prevention, Inc.
Brewpublik
Buck Stove Corporation
Budget Blinds
Builders 7 Kitchen & Bath
Camo Corner
Carefree Boat Club
Carolina Custom Countertops LLC
Carolina Custom Garages

Carolina Energy Water & Air
Carolina Fitness Equipment
Carolina Grout Works
Carolina Home Remodeling Bath
Carolina Home Remodeling Exteriors
& Windows
Carolina Pool Consultants, LLC
Carolina Rustica
Carolina Shutter & Blinds of Charlotte
Carolinas Finest Plumbing
Carolinas Home Pros
Case Remodeling
Castle The Window People
Cellular Sales of North Carolina
Champion Window & Patio Rooms
Charleston Peninsula Tours and Attractions
Charlotte Tent & Awning Company
Clark Hall Doors by Design
CMA Mechanical
Cookies by Design
Costa Rica Teak Hammocks
Cougar Run Winery
Country Cottons
CPI Security
Crown Builders Inc.
CruiseOne
CTS Custom Cabinets
Culligan Water Conditioning
Cutco Cutlery
Diamond Resorts International

Dry Otter Waterproofing
Dry Pro Basement Systems
Duplin Wine Cellars
Earth Graphics
Easy Living Products-Power Steam Pro
Emila Jewelry
Energy Conservation Solutions
Euroshine USA, Inc.- Bamboo Pillow
Fireplace & Granite Distributors
Flags Over America
Fresh Air Technologies, LLC.
Fun Outdoor Living
Fun Outdoor Living Hot Tubs and Spas
Garage Experts of Greater Charlotte
Global Efficient Energy
Granite Transformations
Grapes & Olives On Tap
Gutter Helmet Piedmont
Gutterdome Mid-Atlantic, Inc.
Halo Dips
Harkey Tile & Stone
Hawaiian Moon
Heidi Billotto and Friends
Hi-Dow Professional Series
Home Paramount Pest Control, Inc.
HydroShield NC
InStyle Charlotte
Invisible Fence of The Carolinas
J&P Metal Arts, Inc.
Jamberry Nails

OUTSTANDING EXHIBITORS



James Hardie
JCB Entertainment LLC-DirecTV
Joni's Apparel
Joyce Factory Direct
Juice Plus Tower Garden
Killingsworth Environmental
Kim's Curtains & Interiors
Kitchen Craft
LACE Construction, Inc.
Landscape Lighting Resources
LeafFilter Gutter Protection
Leafguard
Leonard Buildings
Liberty Mutual
Life Sanity, LLC
Lighthouse Residential Remodeling
LKN Cabinets
Lowe's Home Improvement
Mallory's Candles
Masterbuilder Fellowship Inc.
MasterCraft Creations, LLC
Mattress 4 You
MC's Sweet Roasted Nuts
Metro GreenScape, Inc.
Miracle Method of Charlotte
Mirror Mate Frames
Move Loot
Mr. Rogers Windows Renewal By Anderson
Muse Residential Inc.
NARI

Natural Home Lite
NaturalStreams.com
North Carolina 811, Inc.
North Carolina Building Performance Assoc.
Nothing Bundt Cakes
Oakdale Greenhouses, LLC
Overhead Door Company of Charlotte
Palmetto Exterminators
Paradise Home Improvement
Passanante's Home Food Services
PeachSkin Sheets
Pella Window & Door Co.
Piedmont StairWorks
Pools and Play
Porch Conversions
Power Source Electrical
Prestige Products Direct/Shower Head
Prestige Products Direct/Steam Mop
Prestige Products Direct/Air Purifier
Prestige Products Direct/TV Box
Prestige Products Direct: Whole Body
Vibration
Queen City Appliances
Quick'n Brite
Rainbow Home Cleaning Systems
(Johnson Distributors, Inc.)
Raleigh Door Center
Redneck Brands LLC
Renu Energy Solutions
Revolution Home Design

Rhinland Cutlery
Richard Laney Landscaping
RSVP Publications
SCC Interiors
Scentsy Wickless Candles
Screenmobile of Charlotte
Sears Home Services
Serpaco Painting
Service Experts Heating &
Air Conditioning, LLC
ShelfGenie of Charlotte
Sidewalk Levelers, Inc.
Sleep Number
Softub
Southern Lightscapes
Southern Traditions
Sunburst Shutters
Super Sod of Charlotte
Superior Pools
Tayflower
The Charlotte Observer
The Flooring Pro's Inc.
The GutterShutter Company
The Hot Tub Loft
The Pampered Chef
TheHomeMag
Thirty One Gifts
TimelyFilters, LLC
Today's Audio/Video, Inc.
Treehouse Vineyards Inc.

OUTSTANDING EXHIBITORS



TruGuard Construction Group
Truly Nolen
Union Church Millworks
United Flooring Group

Universal Windows Direct
USA Insulation
Value Remodelers a division of Archadeck

WAC Contracting, Inc.
Walker Woodworking
Wells Fargo Advisors



SUMMARY



The 2015 Southern Ideal Home Show in Charlotte was a success. Plans are under way for next year's event and response is already strong. Reserve your space today.

**Southern Ideal Home Show in
Charlotte**

September 9 -11, 2016

The Park Expo & Conference Center

Mardee Woodward

Executive Show Manager

800-849-0248 ext. 109

mwoodward@southernshows.com

Carl Zimmerman

Assistant Show Manager

800-849-0248 ext 128

czimmerman@southernshows.com

The show provides a good look at our company and a great marketing opportunity for those that want to be in front of the right people. The fall home show is great.

Mark Perez, 50 Floor