

# Southern Ideal Home Show

## 2014 Show in Review

August 22 – 24, 2014

### 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.



# DEMOGRAPHICS



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.

**“Southern Shows  
always puts on the  
best shows in town  
and the ROI is well  
worth it every time.”**

**Darin Brockelbank,  
Metro-Greenscape**



# DEMOGRAPHICS



## Our Guest Survey revealed:

- The average household income was \$121,366; Up from last year's \$89,750
- 85% are planning to make home improvements
- 32% of show guests visited the show for the first time
- 100% of show guests would recommend the Southern Ideal Home Show to a friend, family member or co-worker

**“Bath Fitter has been participating in the Southern Ideal Show since 2010 and we have always had great success. We were very pleased with the turnout at the 2014 Southern Ideal Home Show. We had a steady flow of people visiting our booth each day. The set up & breakdown ran smoothly as always and the employees of Southern Shows are always friendly and polite.”**

**Melanie Johnson, Bath Fitter**



# FEATURES & ACTIVITIES



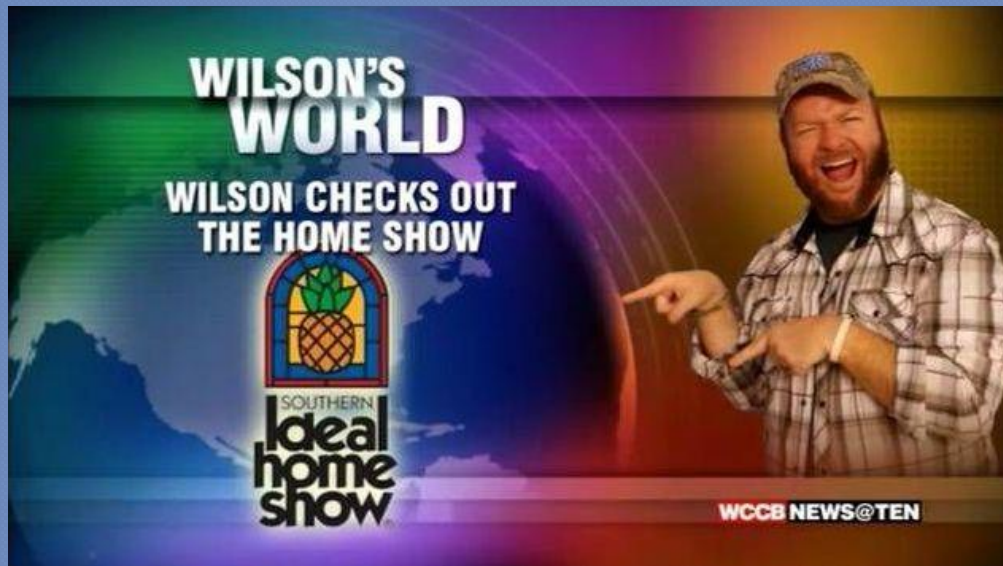
Continuous activities on Stage, special features, celebrity guests and interactive promotions captivated and attracted the target audience.



# 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.



- Total Ad Campaign: \$418,198
- PR Impressions: 20,728,458



# TELEVISION 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.

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



- Number of Stations: 4
- Number of TV Spots: 182
- Total TV Campaign: \$32,206

# RADIO ADVERTISEMENT



Five radio stations promoted the show to listeners of all formats, from adult, contemporary, jazz, 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: 5
- Number of Radio Spots: 312
- Total Campaign: \$57,275





# NEWSPAPER & MAGAZINES



## CHARLOTTE LIVING

THE LIFESTYLE MAGAZINE OF THE CAROLINAS

**CHARLOTTE'S LARGEST EVENT FOR home improvement**  
**August 22-24**  
 The Park Expo and Conference Center • 2600 E. Independence Blvd., Charlotte, NC  
 Discount Tickets and IDEAL Cooking Stage Schedule Online  
 Discount tickets available for \$5000 shopping spree  
 www.SouthernIdealHomeShow.com

**CHARLOTTE'S LARGEST EVENT FOR home improvement**  
**Aug. 22-24**  
 The Park Expo and Conference Center • 2600 E. Independence Blvd., Charlotte, NC 28203  
 Friday -10 a.m. to 5 p.m. • Saturday -10 a.m. to 7 p.m. • Sunday -11 a.m. to 5 p.m.

**SPECIAL ADVERTISING SECTION • THE CHARLOTTE OBSERVER • SUNDAY, AUGUST 17, 2014**

**Third Annual:**  
 100 Top Home Improvement Products  
 100 Top Home Improvement Companies  
 100 Top Home Improvement Professionals

**SPECIAL ADVERTISING SECTION • THE CHARLOTTE OBSERVER • SUNDAY, AUGUST 17, 2014**

**IDEAL Shopping & Build**  
 IDEAL Remodel & Bath  
 IDEAL Kitchens & Bath  
 IDEAL Interiors  
 IDEAL Experts

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**REMODEL**  
**OUTDOOR LIVING**  
**TWIGGY THE WATER KING OF SQUIRRELS**  
**ANTHONY SYLVANI POOLS**

**IDEAL Home Stage Schedule**

**FRIDAY, AUG. 22**  
 10:30 a.m. - Curb Appeal: Working Trades and Material Cost Savings  
 11:30 a.m. - Kitchen & Bath: The Heart of Your Home, Redesigning Your Kitchen  
 12:30 p.m. - Shopping: Shop Your Way to Stone  
 1:30 p.m. - Kitchen & Bath: Kitchen & Bath: Current Trends in Kitchen Design  
 2:30 p.m. - Curb Appeal: Light Up Your Landscape

**SATURDAY, AUG. 23**  
 10:30 a.m. - Outdoor Living: Create Your Own Oasis  
 11:30 a.m. - Shopping: Shopping Your Way to Stone  
 12:30 p.m. - Shopping: Shop Your Way to Stone  
 1:30 p.m. - Kitchen & Bath: Kitchen & Bath: Current Trends in Kitchen Design  
 2:30 p.m. - Curb Appeal: Light Up Your Landscape

**SUNDAY, AUG. 24**  
 10:30 a.m. - Shopping: Shopping Your Way to Stone  
 11:30 a.m. - Kitchen & Bath: Kitchen & Bath: Current Trends in Kitchen Design  
 12:30 p.m. - Curb Appeal: Light Up Your Landscape

**IDEAL Shopping & Build**  
**IDEAL Remodel & Bath**  
**IDEAL Kitchens & Bath**  
**IDEAL Interiors**  
**IDEAL Experts**

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

- Show Program Distribution: 169,500
- Number of Print Ads: 31
- Total Print Schedule: \$328,717

**The Charlotte Observer**  
 charlotteobserver.com

# PR IMPRESSIONS



The screenshot shows a news article on the goCAROLINAS.com website. The article is titled "Southern Ideal Home Show combines expert advice with tons of fun" and is dated August 8, 2014. The article includes a photo of people at a home show and a sidebar with a Novant Health advertisement. Below the article, there is a "Related" section and a "go This Week" list. At the bottom right, there is a COIT advertisement for a "SUMMER CLEAN SPECIAL" with a 30% off discount.

Follow us on [social media icons] Wednesday, Aug. 13, 2014 | 2:40 p.m. Sign In | Register

Charlotte 82°  
Scattered Clouds 83° 80°

6 PM 8 PM 5-Day Forecast  
Parochial Forecast  
Interactive Radar

HOME FEATURE EVENTS RESTAURANTS ARTS ENTERTAINMENT WEATHER ABOUT US

Care Now. Call free 24/7.  
Care Now 704-384-CARE(2273) NOVANT HEALTH

HOME > EVENTS > OTHER RSS Feeds Mobile

Posted: 4:42 p.m. Friday, Aug. 8, 2014

Southern Ideal Home Show combines expert advice with tons of fun

Email Share Tweet Share This New

Southern Ideal Home Show

Share this story with friends who would like it.  
We recommend which of your friends would enjoy this story. Log in with Facebook

Related

When it comes to home improvements, we all know that "good enough" just won't do. Homeowners, including the do-it-yourselfers, want the best for what is likely their biggest investment. You want to know that what you're doing – whether it's retiling a bathroom, buying the right plants or insulating your attic – is going to add value. Getting advice from experts is essential!

For three decades, homeowners have relied on the Southern

go This Week

- Sink your teeth into Shark Week at Discovery Place
- She will out you! Son Qui Qui comedian takes the stage
- Aliens land at Discovery Place
- Like After Five brings weekly party

COIT CLEANING & RESTORATION SERVICES  
SUMMER CLEAN SPECIAL  
Carpet Upholstery HVAC Ducts Draperies, Tile, Grout, More  
USE PROMO CODE WSD0 FOR 30% OFF!  
Click for COIT!

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

- Impact: 20,728,458 Impressions



# SOCIAL MEDIA



**SOUTHERN Ideal Home Show Charlotte**  
The Park Expo and Conference Center  
August 22 - 24, 2014

What's Happening | Directions | Exhibitors | Discount Coupons | Register to Win! | Buy Tickets

**Meet-n-Greet with Your Local News Anchors**  
Daily star-studded Meet some of Charlotte's favorite local news anchors as they stop to celebrate the Southern Ideal Home Show's 30th birthday on Friday night, August 22!

Don't Miss!  
2014-2014

**SOUTHERN Ideal Home Show Charlotte**  
The Park Expo and Conference Center  
August 22 - 24, 2014

What's Happening | Directions | Exhibitors | Discount Coupons | Register to Win! | Buy Tickets

**Breathtaking Outdoor Living Features**  
Dreaming of your very own outdoor living area? Talk with landscape architects as they answer questions about lighting, irrigation, lawn & garden equipment, stone, decorative concrete and more your dreams come true.

**Relive Your Youth**  
You will be infused into a world of wonder as you tour the House of Psychomorphs sponsored by NABD. Relive your youth as you see these psychomorphs, designed and created by NABD members. Discover which one of these magnificent psychomorphs will be donated to a local charity.

**IDEAL Prizes**  
Feeling Lucky? Travel the show and **WIN BIG!** more than \$14,200 in prizes! It's all up to you! Win an iPad Air from Quark QW Appliances.

**Have Fun with Cruise One**  
Presented by The Cruise One  
Presented at Quaker Steak 'n Beer

**The IDEAL Cooking Stage: Calling All Meat Lovers**  
Presented by Quaker Steak 'n Beer  
Presented at Quaker Steak 'n Beer

**ids**  
The Official Show of the Southern Ideal Home Show

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

**PHOTOS**

GOODBYE!!!

Southern Ideal Home Show - Charlotte North Carolina  
August 22 '14

Its after 5:00pm and the birthday party has started! Were celebrating 30 years of the Southern Ideal Home show with free cupcakes and a meet-n-greet with the WCCB Charlotte Team!! (4 photos)

**POSTS TO PAGE**

Amber S. Wallace Photography  
August 22 at 9:55am '14

12 Thank you for allowing me to photograph the show today! Had a great... See More

Karen Shahrir  
August 22 at 9:25am '14

Twice! The King square! The most see in the world!

Like Comment Share

Hague Quality Water / North Carolina Water Consultants  
August 22 at 11:25am '14

Have you heard of Aquatec Water.....We have that! Do you like Chlor..... See More

Like Comment Share

**REVIEWS**

Walecia Sills  
8/22/2014  
Parking attendant made me park in a back lot because my car is unapproved. My car is unapproved with completely unapproved music... See More

Linda Aglietti Silbert  
8/22/2014

Daisy Stankovich  
8/18/2014

**PEOPLE ALSO LIKE**

The Fabulous Event People  
Event Planning

- 6,626 E-Newsletters subscribers
- 1,508 Facebook fans
- 54,204 Unique page views
- \$262,392 value

# OUTSTANDING EXHIBITORS



A Touch of Purple  
AAA Window Cleaning -WindoSolutions  
Abbey Lane Cabinetry  
ADT Security  
AdvantaClean of Charlotte  
Air Purifier: Prestige Products  
All American Decorative Concrete  
All Natural Dips  
American Basement & Crawl  
American Gas Lamp Works  
American Insulation Solutions  
American Sun and Shade  
American Wood Reface  
Ameriprise Financial  
Angie's List  
Anthony & Sylvan Pools  
ARC Electric Company  
Archadeck of Charlotte  
Artistic Contractors  
ASG Security  
Baker Home Products  
Bamboo Pillows  
Bank of North Carolina  
Bath Fitter  
Bath Planet  
Black Pest Prevention, Inc  
Buck Stove Corporation  
Captain Clutter  
Carolina Ceiling  
Carolina Custom Countertops LLC  
Carolina Dreams  
Carolina Home Remodeling Bath  
Carolina Home Remodeling  
Carolina Murphy Wallbeds

Carolina Shutter & Blinds of Charlotte  
Case Remodeling  
Cellular Sales of North Carolina  
Champion Window & Patio Rooms  
Charlotte Awnings Unlimited  
Charlotte Sides with Vinyl  
Charlotte Woodturners  
Clark Hall Doors by Design  
CPI Security  
Crown Builders Inc.  
Cruise One  
Culligan Water Conditioning  
Cutco Cutlery  
Dennis Vineyards Winery  
DeRhodes Construction  
Direct Buy of Fort Mill  
Dry Pro Basement Systems  
Duplin Wine Cellars  
Eagle Industrial Group - SafeRacks  
Earth Graphics  
Easy Living Products-Power Steam Pro  
Energy Conservation Solutions  
Fan Man  
Floor Coverings International  
Fresh Air Technologies, LLC.  
Fun Outdoor Living  
Garage Experts of Greater Charlotte  
Goodwill Industries -Southern Piedmont  
Grandview Peaks LLC  
Granite Seekers  
Granite Transformations  
Grapes & Olives On Tap  
Gutter Glove of North Carolina, LLC  
Gutterdome Mid-Atlantic, Inc.

Hammer Stahl  
Harkey Tile & Stone  
Hawaiian Moon  
Horizons Ltd.  
Humane Society of Charlotte  
In2Feet LLC  
Invisible Fence of The Carolinas  
James Hardie Building Products  
JCB Entertainment LLC - DirecTV  
Joyce Factory Direct  
Killingsworth Environmental  
Kitchen Craft  
Kitchen Solvers  
Landscape Lighting Resources  
LeafFilter Gutter Protection  
Leafguard  
Leisure Pools Factory Direct Inc.  
Leonard Buildings & Truck Accessories  
Lighthouse Construction of NC  
LKN Cabinets  
Lowe's Home Improvement  
Maid Right of Greater Charlotte  
Makeover My Yard  
Mary Kay Cosmetics 8  
Massanutten  
Masterbuilder Fellowship Inc.  
MasterCraft Creations, LLC  
MasterShield  
Mattress 4 You  
MC's Sweet Roasted Nuts  
Medusa LLC  
Metro GreenScape, Inc  
Miche  
Modern Firepits



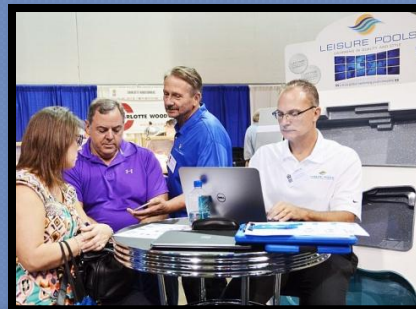


# OUTSTANDING EXHIBITORS

Mr. Rogers Windows Renewal By Anderson  
NARI  
Nationwide Insurance  
Natural Home Lite  
NC Radon Program  
New Mulch in a Bottle LLC  
New South Remodelers  
Nice Touch Massage  
Nitelites Of Charlotte  
North Carolina Water Consultants  
Oakdale Greenhouses, LLC  
OHM Glass & Showers  
Overhead Door Company of Charlotte  
Palmetto Exterminators  
Paradise Home Improvement  
Park Signs  
Passanante's Home Food Services  
PeachSkinSheets  
Pella Window & Door Co.  
Power Source Electrical  
PRP Wine International  
Queen City Appliances  
Rainbow Home Cleaning Systems

Redneck Brands LLC  
Richard Laney Landscaping  
Royal Building Products  
Royal Prestige  
RSVP Publications  
Safe Bathing Walk in Tubs NC LLC  
Scentsy  
Schneider Tree Care  
Sears Home Services  
Serpaco Painting  
Shea Custom  
ShelfGenie of Charlotte  
Sleep Number  
Softub Inc.  
Solartyme by AAPCO  
South Hill Designs  
Southeast Grout Restoration  
Southern Foods at Home  
Southern Lightscapes  
Stow-A-Ways  
Stretch Lids: Prestige Products Direct  
Superior Pools  
T.Y. Cooper LLC/IronArboretum.com  
The Charlotte Observer

The Flooring Pro's Inc.  
The Grid: Powered by Goodwill  
The GutterShutter Company  
The Hot Tub Loft  
The Kohler Experience Tour by Ferguson Kitchen & Bath  
The Solar Shop  
The Stone Man  
TheHomeMag  
Thirty One Gifts  
Today's Audio/Video, Inc.  
Traeger Grills  
TruGuard Construction Group  
Two Men and A Truck  
Union Church Millworks  
Universal Windows Direct  
Value Remodelers a division of Archadeck  
WAC Contracting, Inc.  
Walker Woodworking  
Webster Landscaping  
Wells Fargo Advisors  
Whole Body Vibration: Prestige Products  
Wilcox Bros. Lawn Sprinklers  
Wild Tree



# SUMMARY



The 2014 Southern Ideal Home Show in Charlotte was a success. Plans are under way for next year's event and response is already exceptional.

**Southern Ideal Home Show in Charlotte**

**September 11 -13, 2015**

**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**

"We have participated in the show for about 17 years in a row. We do have show specials and we have 53 locations that track the success of the show. So far we have already reached sales all the way into Roanoke, VA . There are special prices that the retail stores offer in order to help us track the sales. Obviously this show is one of our best and we thank you."

**Tammy Humphries,  
Leonard Buildings**

To Register for the 2015 Southern Ideal Home Show: [Apply Here](#)