



SOUTHERN

Ideal Home

SHOW

THE PARK EXPO AND
CONFERENCE CENTER
Charlotte, NC



The Charlotte Observer
charlotteobserver.com

www.SouthernIdealHomeShow.com

WELCOME

to the Fall home improvement season, and to Charlotte's premier show for bringing together quality companies and quality homeowners.

The Southern Ideal Home Show is your opportunity to meet face-to-face with qualified homeowners ready to build, remodel, landscape and decorate. Show guests can see, sample and connect, creating immediate, and future sales. As the quotes from exhibitors below attest, it's the best investment you will make this year.

The Southern Ideal Home Show is the best Show in the Southeast for finding the Right Consumer for the Right Product. I have worked this show both on a Retail and Manufacturing Level and I have never gone home disappointed! This show never ceases to amaze me with the amount and quality of the leads I always receive. If you are worried about the economy and your business, get up and do something about it. Be a part of the Southern Ideal Home Show and watch your business recover!

Lora T. Donoghue, CKD, CBD
NKBA Carolina
Chapter President
Jenn Air Market Manager

Being small and independent, we do not have an enormous marketing budget, so our primary marketing is participating in Southern Shows events in Charlotte, Greensboro and Raleigh. It is the ideal setting to meet and qualify true prospects one-on-one in a non-threatening environment. While some prospects are anxious to start the process immediately, many are 12, 15, and 18 months out. These contacts keep their information from the show and contact you when they are ready. The shows are very professionally done and receive much advance advertising to get consumers to the show. Exhibiting at the Southern Shows has and will continue to be a huge part of our annual marketing plan.

David A. Curry
ADI Pool & Spa

I've been in the garage door business in Charlotte for over 20 years and the Southern Ideal Home Shows have always been an integral part of my marketing plans. The shows are a great place for us to display our products, and our salespeople are able to establish relationships with potential customers, set appointments and close the sales. The show is advertised well and the staff at Southern Shows is available to help from start to finish.

Randy Burris
Overhead Door Company
of Charlotte

"The best way to demonstrate our product to potential customers is for them to see and touch our product and to meet our design team in person. We learned that the Southern Spring Home & Garden Show was a great way for us to accomplish this as the show delivered the highest potential Charlotte Metro clients. We were able to meet with show guests and show them what SpartaCraft Custom Woodworks can do for them. Because of our tremendous success both at and after the show, we've decided to participate in the Southern Ideal Home Show in August."

Elizabeth Favilla, CKD
Spartacraft Custom
Woodworks
NKBA Member

The show covers the home,
inside and out.

KITCHEN & BATH

Appliances, cabinets, hardware, fixtures, granite, tile and tubs.
Everything for creating the ideal kitchen and bath.

OUTDOOR KITCHENS

Grills, outdoor appliances, designs, cabinets and accessories.
Ideas for every lifestyle and budget.

COOKING STAGE

Learn how to be a Gourmet Chef. Watch cooking demonstrations
and see the newest ideas and recipes for healthy cooking and living.

BUILDING & HOME IMPROVEMENT

Everything to build, remodel, renew and improve the home.

INTERIORS

Accessories, furniture, flooring, lighting, window treatments, luxuries
and accents that personalize a home.

OUTDOOR LIVING

Landscape professionals, lighting, irrigation, tools, power equipment,
outdoor furniture, decorative concrete, horticulture for sale and more.

TASTE & TRAVEL

Food and wine to sample and buy, plus destination information.

INDUSTRY SPONSOR

The National Association of the Remodeling Industry
brings together people who work in and with the
remodeling industry. As professionals, NARI creates an
exceptional experience for the remodeling consumer.
The organization educates, trains and offers programs
to the region's most respected remodelers.



Join the hundreds of companies and professionals
that make this show an important part of their
ongoing marketing strategy.

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Meet your market face to face.
Call today and reserve your exhibit space.

800.849.0248



Quality Shows Since 1961

SOUTHERN SPRING HOME & GARDEN SHOW
Charlotte NC

SOUTHERN CHRISTMAS SHOW
Charlotte NC

SOUTHERN FARM SHOW
Raleigh NC

SOUTHERN IDEAL HOME SHOW
Charlotte NC
Greensboro NC
Raleigh NC (*spring and fall*)

WOMEN'S SHOW SERIES
Birmingham AL
Charlotte NC
Jacksonville FL
Memphis TN
Nashville TN
Novi/Detroit MI
Orlando FL
Raleigh NC
Richmond VA
Savannah GA

SouthernShowsSM

A 54-year history of producing quality consumer shows. Currently producing 17 shows in 11 cities, events include the Southern Christmas Show, the Women's Show series, the Southern Farm Show, and the Southern Ideal Home Show series.