

# Benefits of Participation

SOUTHERN IDEAL HOME SHOW

Charlotte September 9-11, 2016. The Park Expo and Conference Center



## WHAT'S THE SHOW ABOUT?

The Southern Ideal Home Show is Charlotte's premier home improvement event that gives welcome to the fall and the busy season of home improvements. We invite homeowners to join us for this three day event packed with ideas and inspiration, new products, demonstrations, evaluating, planning and buying. We are committed to bringing the region's top industry professionals to showcase their products and services. If you are looking to reach today's homeowners, then we invite you to look closely at the Southern Ideal Home Show.

## WHY PARTICIPATE?

- Generate sales and qualified leads
- Meet your customers face-to-face
- Set appointments and close sales
- Introduce new products and services
- Create an effective database
- Promote your name, products, services, and locations
- Establish a relationship with your prospect
- Capitalize on the show's extensive media campaign
- It's the most cost effective marketing available

## HOW DO WE ADVERTISE?

Spreading the word is our #1 goal. To reach homeowners in the Charlotte area, Southern Shows, Inc. is committed to covering all bases. Marketing efforts include radio, television, local publications, daily newspaper, online exposure, cable and direct mail. The advertising campaign is comprehensive, complete and thorough, exceeding \$100,000 in exposure.

## WHO ATTENDS?

- Upper income homeowners ready to make major purchasing decisions
- 66% of Show Guests have a household income greater than \$50,000/year.
- More than 34% plan to fix up their current home within the next year
- 67% female and 34% male
- Major purchases planned for the near future include appliances, bathroom fixtures, flooring, decks, landscaping, furniture, kitchen cabinets, windows and doors along with a special interest in energy saving products and services

## WHO PARTICIPATES?

Companies large and small use the show to meet homeowners and make sales.

*Add your name to the list*

- Archadeck of Charlotte
- Bath Fitter
- Champion Window & Patio Rooms
- Cutco Cutlery
- Home Paramount Pest Control
- Invisible Fence of The Carolinas
- James Hardie Building Products
- Killingsworth Environmental
- Kitchen Craft International
- Leonard Buildings
- Mattress Firm
- Metro-Greenscape
- Overhead Door Company of Charlotte
- Pella Window & Door
- Sleep Number
- Today's Audio Video
- Union Church Millworks
- Universal Windows Direct
- Walker Woodworking
- Wells Fargo Advisors
- Plus many more!

## INCLUDED IN YOUR PARTICIPATION:

- FREE exhibitor listing on show website
- FREE exhibitor hyperlink to your website
- FREE web coupons to draw people to your exhibit
- FREE informative exhibitor workshops to help you make the most of your participation.
- FREE listing in the show program (time sensitive)
- FREE exhibitor parking in the six acre lot.
- FEATURES for show guests – Cooking Stage, special guests, presentations and more.
- WHY THIS SHOW?  
With more than half a century of experience, Southern Shows, Inc. is recognized as an industry leader in producing quality consumer events.

## SPONSOR:

*The Charlotte Observer*

## FOR MORE INFORMATION:

MARDEE WOODWARD  
Executive Show Manager  
704.376.4085  
[mwoodward@southernshows.com](mailto:mwoodward@southernshows.com)

Carl Zimmerman  
Assistant Show Manager  
704.494.7553  
[czimmerman@southernshows.com](mailto:czimmerman@southernshows.com)

**Southern Shows™**

810 Baxter Street Charlotte, NC 28202  
P.O. Box 36859 Charlotte, NC 28236  
T 704.376.6594 800.849.0248  
F 704.376.6345

[www.SouthernShows.com](http://www.SouthernShows.com)

Visit us online at [www.SouthernIdealHomeShow.com](http://www.SouthernIdealHomeShow.com) or [Facebook.com/sihscharlotte](https://www.facebook.com/sihscharlotte).