

# About the Show

## SOUTHERN IDEAL HOME SHOW

Greensboro March 23-25, 2012. NC State Fairgrounds



### WHAT'S THE SHOW ABOUT?

The Southern Ideal Home Show is the Triad's premier and largest home and garden event. With hundreds of experts and thousands of ideas, the show has over 300 companies representing building, home improvement, kitchen and bath, outdoor living and interior décor. Show guests can discover everything they need for building and remodeling, see the latest kitchen and bath trends, shop for home and garden accessories and products, all while getting ideas, information and advice from professionals. It's convenient one-stop shopping for all home and garden needs.

### WHY PARTICIPATE?

- Meet your customers face-to-face.
- Set appointments & close sales.
- Introduce new products & 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!

### WHO ATTENDS?

- Upper-Income homeowners ready to make major purchasing decisions.
- 35% of show guests have a household income of over \$100,000.
- 81% plan to make major renovations to their home
- Major purchases planned in the near future include: Landscaping & Outdoor Living, Flooring/Floor Coverings, Bathroom Fixtures, Furniture for Indoor and Outdoor, Interior Home Furnishings/Accessories, Appliances, Cabinetry, and Windows and Doors.

### WHO PARTICIPATES?

*Add your name to the list!*

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

Here is a sampling of Exhibitors:

- Belgard Hardscapes
- Carolina Pondscapes
- Champion Window, Siding & Patio Room Co.
- Ferguson
- Greensboro Shrub Nursery
- James Hardie Building Products
- Kohler
- Leonard Buildings
- Marsh Kitchens
- Overhead Door Company of Greensboro
- Pella Window & Door
- Pine Hall Brick
- Re-Bath of the Triad
- Seegars Fence
- Sleep Number
- The Stone Resource
- Weeks Hardwood Flooring
- Plus many more!

### WHY THIS SHOW?

With more than 50 years of experience, Southern Shows, Inc. is recognized as an industry leader in producing quality consumer home and garden shows.

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

**FEATURES** for show guests – Center Stage, special guests, presentations and more!

**FREE** informative exhibitor workshop to help you make the most of your participation.

**FREE** listing in the Show Program circulated to readership of The News & Record.

**EXHIBITOR SPECIAL GUEST TICKETS** available at a discounted rate to send to clients & prospects.

### HOW DO WE ADVERTISE?

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

### SPONSORS:

National Home & Garden Show Series  
Presented by Dish Network

Greensboro Builders Associations

News & Record

WFMY News 2

### FOR MORE INFORMATION:

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