Southern Ideal Home Show 2015 Show in Review September 25-27, 2015 North Carolina State Fairgrounds





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

■ Total Marketing Campaign: \$207,123

■ PR Impressions: 15,431,837

Results: 21,000+ Guests





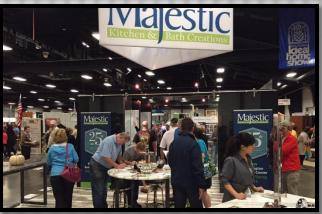


FEATURES & ACTIVITIES

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











ADVERTISING EXPOSURE





WE'VE DONE THE WORK FOR YOU.





THE TRIANGLE'S LARGEST EVENT FOR home & garden September 25-27

NC State Fairgrounds / Free Parking

Friday Ham-7pm | Saturday 10am-8pm | Sunday Ham-5pm Discount Tickets Available at Telagreems

www.SouthernIdealHomeShow.com f



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















September 25-27

TV 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 Spot





"We celebrated our company's 25th anniversary at the Southern Ideal Home Show with a \$10,000 giveaway. Their partnership and promotion helped attract over 25,000 entries, several hundred direct leads, and a lot of positive press. It's hard to imagine not doing the show every season."

Kyle Held, Majestic Kitchen & Bath Creations

- Number of Stations: 2
- Number of TV Spots: 82

RADIO ADVERTSIMENT





Three 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.

Click here for link to Radio Spot







Number of Stations: 3

Number of Radio Spots: 217

Total Campaign: \$53,373



NEWSPAPER & MAGAZINES















THE TRIANGLE'S LARGEST EVENT FOR home & garden September 25-27



The Bath was Just the Beginning

Simplify Your Plumbing Project with

the Help of Hughes Kitchen and Bath

The new KOHLER Bold Experience Tour hit the road in April and has been traveling across the United States offering a hands-on experience with a selection of showcase bathroon products from its showering and toilet collections. The KOHLER toilet

equipped section of the

Hughes Kitchen and Bath

destination for the most beau-

toilets undergo, as well as a hands-on experience of the innovative technologies and forwardthinking designs of Kohler

through the door of the newly

Yonkers Road, you find 4000

square feet of the most stylish

trailer simulates the company's toilet test lab, hathroom space fresh and clean. The showering area and gives visitors a behindthe-scenes view of the showcases Kohler's cutting rigorous quality edge DTV+ and testing all KOHLER KOHLER DTV Prompt digital

valving platforms, and Kohler's advanced spray technologies through functioning showerheads and handshowers It

Choreograph showering wal and accessory collection, and HydroRail showering column solution. Several of these products have been recent launches and for many professionals, it is the first time seeing the new products in action

from numerous name-brand manufacturers. These displays include several suites of Kallista Kohler's own designer luxury When you start a home imtake a look.

provement project, it's important to work with people who take the time to listen to you. Wheth er you are building your dream home or adapting space for a changing lifestyle, starting with the right selections can make all he difference. For over 75 years, he culture of Hughes has been o make the oustomer the number one priority. This has never

be bit intimidating, the staff is erver inced in taking the mys-

are different, and help you find creative solutions to your situa-tion. If you want to get a head start on ideas, visit the website www.hughesraleigh.com and

In an industry where service is often taken for granted, Hughes takes pride in developing lasting relationships. Appointments are recommended, so that you can receive the attentive Hughes service upon which they pride themselves. Most of all, they want to insure that your par-ticular needs are met and your experience is as comfortable. and satisfying as possible. Stop by and see how they can

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

Universal Design is Smart Design for the Long-Term

safety equipment.

Members of the Council for Ageless Residential Environments (CARF) are at the show again this year (look for the CARE logo sticker on the floor throughout the show!) to answer your questions about increasing the long-term livability of your nome. As industry leaders in ageless design. CARE members recommend these and other improvements:

1. Innovative Beauty Install cabinets of varying heights; buy front-controlled appliances Remove barriers in the bath with a curbless shower, seat, and hand-held sprayer;

Pre-wire for the latest in communication and

Incorporate a no-step entrance and non-slip

durable flooring; Utilize open floor plans and wider doorways. Include pull-out shelves and adjustable

Make light fixtures and outlets easy to reach; 4. Future savings Ageless features may add 5% upfront cost

now, but could mean a 35-40% savings if you have to renovate later.

5. Re-sale that works By 2035, 20% of our population will be over

65 years of age, so the demand for accessible homes will outweigh the supply, so marketability increases when you incorporate univer

We're More Than Just Sod



Super-Sort is one of the south's Israest producers of quality turfgrass sod and seed. Our quality sod and timely delivery sets the standard for the industry. Strategically placed farms and outlets around the Southeast allow Super-Sod to provide fresh and superior sod to ach customer at competitive prices.

Did you know we can help you have the nost beautiful lawn in the neighborhood? How s that you might ask? We carry an extensive line of fertilizer, seed, mulch, pinestraw, stone,

homelessness, crisis or disasters and have

Gardening? We got that ook bed kits and you will be on you way to reaping the benefits of successful gardening! Just

Soil3 humus compost, tools, weed control products and much more!

add seed and water to our Doc's raised garden Bag of Dirt in the Jim Graham Building.



car wash service in 15 minutes or sess. Autocleis warranties a clean car, or they will rewash it free. Visit the Autobell exhibit for e-offers and to register to win a FREE Full Service Car Wash, a \$15.99 Value, with a drawing every 30 minutes.

The Green Chair Project: From Can Openers t Couches, Furnishing Homes with Dignity



Project exhibit ham Building and learn how your

in their showroom in a way that promotes dis nity and respect. Families, working with case managers from partnering agencies, can select furniture, bed and bath linens, cookware and accessories to outfit their new homes. "We all have stuff we can share, "says Executive Director Jackie Craig, "The Green Chair provides a way for people in our con munity to help their neighbors by donating furnishings they no longer need to others who are starting over." In flue years. Green Chair volunteers and

donors have helped more than 1,000 families begin again, www.TheGreenChair.org

Show Program Distribution: 123,290

Number of Print Ads: 51

PR IMPRESSIONS











This year's special guest is Hilary Farr from HCTV's _____ if w_cut = ____ the show has been filmed in Canada for soveral years, but has been in production on 26 opicedes in Raleigh since fast fall. It's the first time the show has been filmed outside its home base of Toronta.



Tickets are available and at the door for \$8, and children under 15 are free with a paying adu.

Finday is 55+ Day (bickets are \$7 for anyone 55 and elder) and Horo Day (free admission for those water we and valid military, police, fire or EMT identification). Porking is available and free of cost.



But wall I love some good never You don't have to buy a tricket because I'm partnering with the Southern folial letters than to glow away 2 free passes, good for any time September 25-27. Who knows...wa might just bump into each other!

Official rules: Simply foliaw the instructions below to order. This glocaway will run until Sunday.

Official rules: Simply follow the instructions below to creat. This givenaway will not until Sunday, Experience With at 8.58 pm. The window will be announced Manday, Experience Halt. Notice To order, you must be sure that you can attend the Southern Mada Hanna Show in Ralingh, MC on Sperience 18-19, 25.88. Good societ



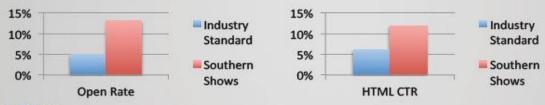
A dedicated PR firm generated buzz with women in the market, scheduled live interviews and delivered extensive media coverage through print, television, radio and online.

Impact: 15,690,938 Impressions





Deployment Date Campaign	9/17/15 Southern Ideal Home Show Raleigh
Email Volume	70,809
Total Opens	9,256
Open Percentage	13.07%
Total Clicks	1,089
Click Percentage	1.54%
HTML Click Through Rate (CTR)	11.77%



definitions

Email Volume: The total amount of emails that were deployed during the campaign.

Total Opens: The total amount of emails that were opened by recipients.

Open %: The number of Total Opens divided by the Email Volume.

Total Clicks: Total number of clicks on the HTML email creative by recipients.

Click %: The number of Total Clicks divided by the Email Volume.

HTML Click Through Rate (CTR): The number of Total Clicks divided by Total Opens.

industry standards

Open % and HTML Click Through Rate % are metrics that are used throughout the industry to indicate the strength of a campaign.

The average Open % for Prospect Email Campaigns throughout the industry is 5%.

The average Click Through Rate % for Prospect Email Campaigns throughout the industry is 6%.









PR IMPRESSIONS

Southern Shows - Ideal Home Show

Deployment Dates Campaign	9/21-9/25 Southern Ideal Home Shows Raleigh
Total Impressions Goal	163,000
Bonus Impressions Delivered	2,502
Total Impressions Delivered	165,502
Clicks	69
Average Click Through Rate (CTR)	0.04%

definitions

Impressions: The amount of ads delivered during a specific period.

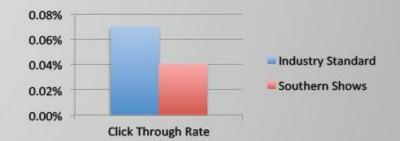
Clicks: The number of times ads were clicked on during a specific interval

Click Through Rate: The rate at which consumers click on ads, determined by the number of clicks divided by impressions

industry standards

The average Click Through Rate % for Standard Media (Image and Flash) is 0.07%. Source: DoubleClick by Google







SOCIAL MEDIA





Southern Ideal Home Show, Raleigh

September 26 · @

Hilary Farr is holding her noon Q&A session as we speak! If you are missing out, make sure to come to the 3:30 session! She will be holding a meet and greet for 30 minutes afterwards.

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



Like Comment A Share

Ann Burdette, Beverly Smith, Gretchen Mcnair and 4 others like this.

- 7,126 E-Newsletters
 Subscribers
- 4,914 Facebook Fans
- 54,586 Unique Pageviews
- \$855,036 Value

"The Southern Ideal Home Show was a welcome boost to our exposure in our market. The contacts we made and the information we were able to share with customers was something we would not be able to do in any other setting. The staff was accommodating and made doing the show an easy transition from our normal work week."

Andy Warner, Hughes Supply Company



Southern Ideal Home Show, Raleigh shared Hilary

Farr's post.

September 27 at 3:10pm - @



OUTSTANDING EXHIBITORS

Carolina Home Improvement Center

Carolina Outdoor Lighting Professionals, Inc.

1-800-GOT-JUNK?

360 Painting

A & J Designs

A Kitchen Must

A New Look Refinishing & Remodeling

A Plus Tree & Crane Services, Inc.

A. Maynor Heating & A/C, Inc.

ACoffee

Advanced Water Systems-Kinetico

AFC Upholstery

Allen Kelly & Company Allied Spray Foams Inc.

American Quality Remodeling

Angie's List **ASG Security**

Atlas General Contractors

Audio Advice

Autobell

B & T HVAC Services Inc. b.good Raleigh at North Hills

Baker Roofing Company

Bath Fitter

Beavers Construction

Blue Ribbon Residential Construction. Inc.

Brentwood Carpets & Flooring America

Brewpublik

Brytons Home Improvement Buck Stove Corporation

Budget Blinds & Inspired Drapes

Bull City Ciderworks

Cabinet Cures of the Triangle Capitol Financial Solutions

Carolina Custom Countertops LLC

Carolina Custom Garages Carolina Groutseal

Carolina Roofing and Vinyl Siding

Carolina Solar Control Inc.

Carolina Plumbing Supply

Carolina Yard Barns

Cellular Sales of North Carolina

central vacuum experts

CertaPro Painters

Champion Windows of Raleigh

Choice Pool & Spa

Cindy McMorris Photography

CityRock Inc. 2221

Clear Choice Water Solutions. Inc.

Clear Choice Windows

Closet Factory Closets By Design

Coldwell Banker Howard Perry and Walston

Comfort Master Heating and Air Inc.

Compass Rose Brewery Cornerstone Kitchens

Council for Ageless Residential Environments

Country Cable

Covenant Roofing & Construction

COVIS **CPI Security**

Creative Renovations, Inc.

Custom Door & Gate

Cut-N-Crown **Cutco Cutlery**

Deep River Brewing Company

Desi Dabbawallas

Diamond Resorts International

Dr. Energy Saver **Dream Spaces**

Duke Energy Progress

Duplin Wine Cellars Duraxo Distribution

Dylanev Kitchen and Bath

E & W Electrical LLC

Earth Graphics

Easy Living Products-Power Steam Pro

Enhanced Heating & Air Conditioning, LLC

Fan Man

Floor Coverings International

Floury Apron LLC

Flowers Plantation Information & Sales

Foawood Food LLC

Garage Experts of the Triangle

Garaginize

Genesis Construction LLC **Granite Transformations**

Grass Masters Landscape Services, LLC

Gutter Cutter

Gutter Glove of NC. LLC & The Window Glove Co.

Habitat Wake ReStore

Halo Dips

Handy Helpers, Inc. Hawaiian Moon Heartridge Builders

Hi-Dow Professional Series Hidden Creek Artisans Highland Roofing Company

Home Paramount Pest Control, Inc.

Intex Design James Hardie JDS ProEnergy **Just Pondering** JW Distributors. Inc. Kamado Grille



OUTSTANDING EXHIBITORS

Kingsford Siding, Windows & Patio Rooms

Kitchen Craft

KJ Natural Stone

Kohler Bold Experience/Hughes Supply

KPS Lawn Care and Landscaping

Lacy Seagroves LazerEdge Designs

LeafFilter North of North Carolina, Inc.

Leafguard of the Southeast Carolinas

Leaves Out

Leonard Buildings & Truck Accessories

Lifetime Cookware

Lighthouse Garage Doors Lowe's Home Improvement

Luxury Baths & Kitchens & HomeCraft Windows Outdoor Provisions

Made in the Shade Blinds & More Majestic Kitchen & Bath Creations

Majestic Outdoors

Marketplace By: Gifts With a Heart MasterShield Gutter Protection-Central

Carolina Remodeling

Mattress 4 You

MC's Sweet Roasted Nuts McCarthy Metal Roofing

McJunk

Metro Public Adjustment Michael and Son Services

Milton & Miles

Mitchell Heating & Cooling, Inc.

Mosquito Authority Mother Earth Brewing My Guys Remodeling

My Pillow

Natures Breeze Mattress

NC Dept. of State Treasurer,

Unclaimed Property Program

NC Falun Dafa Association NC Homeowners Alliance

NC Solar Now

New Homes & Ideas Magazine

Newcomb and Company

News & Observer

Nite Lites, Inc.

North Carolina Building Performance Assoc.

North Carolina Cooperative Extension Service

Norwex - Kris Carlson NRG Home Solar Omni Security Systems

Oval Park Grille
Pack Purchase

Paradise Found Construction Paradise Grilling Systems

Partners in Design

Passanante's Home Food Services Patio Enclosures, Inc. of Raleigh

PeachSkin Sheets

Pella Window & Door Co.

PNC Bank

Poole's Plumbing, Inc. Porch Conversion Port City Elevator, Inc. Portofino Tile, LLC

Prestige Products Direct/Air Purifier
Prestige Products Direct /Bamboo Pillows
Prestige Products Direct /Shower Head

Prestige Products Direct /Whole Body Vibration

Prestige Products Direct /Steam Mop

Prestige Products Direct/TV Box

Printa Systems, LLC PRP Wine International

PSNC Energy

Purologix Water Services, Inc. Quality Design & Construction

Quality Equipment, LLC

Quick'n Brite

R&S Mechanical Heating and Air Rainbow Home Cleaning System

Rainbow Home Interiors

Raleigh Brewing Company & Atlantic Brew Supply

Raleigh Door Center
Rapid Repair Experts
Re-Bath of the Triangle
Regional Waterproofing Inc.
Remodeling Solutions LLC
Renew Crew of The Triangle

Renewal by Andersen of Central NC

Rescue Roofing Specialists

Rising Sun Pools Roofing, Inc. RSVP Raleigh S&A Construction Sadler Construction Saladmaster

Scentsy Wickless Candles

Sears Home Improvement Services

Serpaco Painting Shelf Genie

Simple Play Integration/DISH Network

Sit Means Sit - Dog Training

Sleep Number Socaz Painting Softub Inc. Solar Innovations



OUTSTANDING EXHIBITORS

SolarTyme
Southern Views Window & Siding Co.
Standard Construction & Landscaping, Inc.
Stanley Martin Homes
State Board of Examiners Plbg., Htg. & F.S Contractors
Structurally Speaking, LLC
Sunset LightScapes
Super Sod of the Triangle
Superior Pools of Raleigh
Tailored Living
TC Artworks. Inc.

The Green Chair Project
The Olive Wagon
The Shutter Production Inc.
The Window Works Company
TheHomeMag - Raleigh
Traditions at Wake Forest
Triangle Gardener Magazine
Triangle Home Exteriors
Triangle Reconstruction
Triangle Veterinary Referral Hospitals
TriSmith Enterprises Inc.
TS Trading LLC
Two Lumps of Sugar
US Home Exteriors

Usborne Books & More
Vitamix
Waddell & Reed
Wallbeds'N'More
WD Smith Construction
White Street Brewing Co.
Whitley Furniture Galleries
Window Genie
Window World of Raleigh
Witherspoon Woodworks
Yelp.com
Zerorez
Zoes Kitchen
Zpizza



The Bath Shop

The Golden Touch

The Davey Tree Expert Co.





SUMMARY



The 2015 Southern Ideal Home Show in Raleigh was a success. Plans are under way for next year's event and response is already exceptional.

Southern Ideal Home Show in Raleigh September 23-25, 2016 NC State Fairgrounds

Debbie Ball Executive Show Manager 800-849-0248 ext. 134 dball@southernshows.com

Sarah-Butler Burdette
Assistant Show Manager
800-849-0248 ext 127
sbbutler@southernshows.com

