



Southern Ideal Home Show
2016 Show in Review
April 8-10, 2016
North Carolina State Fairgrounds

OVERVIEW



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

- Total Ad Campaign: \$144,181
- PR Impressions: 27,893,976
- Results: + Guests



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.

"The Southern Ideal Home Show allows us to meet many new potential clients. I have customers throughout the year commenting, "I saw you at the home show."

Saundra Springer, Triangle Pond Management



FEATURES & ACTIVITIES

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




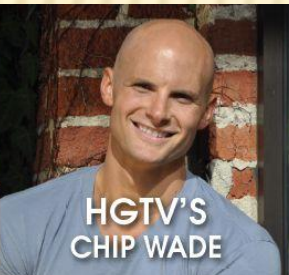

ADVERTISING EXPOSURE

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







THE TRIANGLE'S LARGEST EVENT FOR
home & garden
April 8-10
NC State Fairgrounds | Free Parking
Friday 11am-7pm | Saturday 10am-8pm | Sunday 11am-5pm
Adults \$9 at the door | Under 15 free
Discount Tickets Available at *Walgreens*
www.SouthernIdealHomeShow.com













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SHOW OPENS TOMORROW
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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.



“We enjoy participating in the Southern Ideal Home Show because it works. It is effective, honest marketing and the best way for us to meet potential customers.”

***Jeff Witherspoon, Witherspoon
Woodworks***

- Number of Stations: 3
- Number of TV Spots: 145
- Total TV Campaign: \$44,839

RADIO ADVERTSIMENT



[Click here for link to Radio Spot](#)

Three Radio Stations promoted the show to listeners of all formats, from adult contemporary, jazz, country, easy listening, talk, traffic and weather reports.

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: 3
- Number of Radio Spots: 341
- Total Campaign: \$26,123

NEWSPAPER & MAGAZINES



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.

- Show Program Distribution: 123,601
- Number of Print Ads: 30
- Total Print Schedule: \$99,342

PR IMPRESSIONS



TRIANGLE BUSINESS JOURNAL

5 questions with Chip Wade of HGTV's 'Elbow Room' and 'Curb Appeal: The Block'

Mar 1, 2016, 7:00am EST

Popular HGTV network star [Chip Wade](#) is coming to the Southern Ideal Home Show in Raleigh next month.

We asked him to share a few insights about his remodeling and design work on these shows.

What are some of the greatest challenges in making a perhaps-too-tight space work for growing families? I have found that the biggest challenges are 1) having too much furniture that doesn't fit the way you actually live and 2) misappropriated storage solutions. Consider consolidating furnishings and replacing with a more multi-national unit, like a table that doubles as a desk or work surface or seating that works for two different spaces. When it comes to storage, it helps to pull everything out and really see what you specifically want to store in a particular space. I recommend building your storage to fit perfectly what you want to store, rather than building generic storage like open shelves that tend to get overpacked when you start with no plan.

What are some of the most common features/rooms/add-ins requested by homeowners who say "there's not enough room!" Typically this request ends up with a remodel that joins the kitchen and living room. Oftentimes it is about finding one space where you can pool square footage together, removing items in that space and creating other storage solutions – leaving a larger gathering-spot free.

What are you most looking forward to about your visit to Raleigh? I love the people of North Carolina! Everyone is always so friendly; it makes it feel like home. It's also close to Atlanta, so I'll get to bring my family as well!

The Southern Ideal Home Show is April 8-10 at the N.C. State Fairgrounds in Raleigh. Wade will present "The Art of the Amazing Space: Lessons Learned from 10 Years of TV Makeovers" at 1:30 p.m. on April 9 and April 10.



Southern Ideal Home Show offers home improvement ideas



RALEIGH, N.C. (WNCN) - People hoping to do some home improvement and remodeling can find all the answers they need this weekend at the Southern Ideal Home Show, which runs through Sunday.

The expo returns to Raleigh to offer expertise remodeling advice.

"The Southern Ideal Home Show is the only place you can touch, feel, actually talk to an expert face-to-face you can't do that any place else," said Debbie Ball, the executive show manager.

More than 300 area companies set up displays at the North Carolina State Fairgrounds where people can shop and brainstorm new ideas for their homes.

This year's highlights include celebrity guests like HGTV host Chip Wade and a prize of a \$10,000 dream closet with the chance to win a \$1,000 shopping spree from the Crabtree Valley Mall.

Organizers say they know people are excited and have their minds on particular renovation area.

"The number one thing is landscaping and outdoor living," Ball explained. "Outdoor living is such a huge part of the home. They may still be remodeling their kitchen but the outdoor living is huge at the show."

For more information, visit [here](#).

The News & Observer

HOME & GARDEN MARCH 28, 2016 5:30 PM

Details on Raleigh's Southern Ideal Home Show



Southern Ideal Home Show is next weekend

The Southern Ideal Home Show is April 8-10 at the state fairgrounds in Raleigh. Here are a few of the show's highlights:

- Chip Wade, co-host of HGTV's newest show, "Wise Buys," will speak at 1:30 p.m. April 9 and 10. He will speak on "The Art of the Amazing Space: Lessons Learned from 10 Years of TV Makeovers." Wade also hosts HGTV's "Elbow Room" and often appears in the role of carpenter or contractor on HGTV shows such as "Curb Appeal: The Block" and "Designed to Sell." Following each talk, Wade will host a meet-and-greet session for fans to take pictures and get autographs.
- Experts and hosts from UNC-TV shows will take the Home Ideas Stage on April 10 to share home and garden tips. Brie Arthur, edible landscape design correspondent on "Growing A Greener World," will speak at 12:30 p.m. Heather Burgiss, host and producer of "My Home, NC," will speak at 2:30 p.m. Mike Gray, host and producer of the "Almanac Gardener," will speak at 3:30 p.m.
- Discount tickets are available. Tickets cost \$9. All runners participating in the Rock 'n' Roll Raleigh Marathon and Half Marathon can enter for \$5. Just bring race bib to the show to receive discount. On Friday, people who are 55 or older can attend for \$7. Also on Friday, active and former military, police, firefighter or EMT with valid identification can attend for free.

The show is 11 a.m.-7 p.m. April 8, 10 a.m.-8 p.m. April 9 and 11 a.m.-5 p.m. April 10.

Info: [SouthernIdealHomeShow.com](#)

A dedicated PR firm generated buzz with men and women in the market, scheduled live interviews and delivered extensive media coverage through print, television, radio and online.
Impact: 27,893,9762 Impressions

SOCIAL MEDIA

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



 **Southern Ideal Home Show, Raleigh**
March 31 · 🌐

Beverly Hurley, Editor of the *Triangle Gardener* magazine will appear on the Home Ideas Stage on Saturday, April 9 at noon to discuss "The Top 10 Landscape Mistakes." Here is a preview of the helpful tips she plans to share: Try growing your veggie garden in containers if you don't have space in the yard. Remember these need 6-8 hours of direct sun. Or, try mixing edibles in with your existing landscaping.



- 7,180 E-Newsletters Subscribers
- 46,285 Unique Pageviews
- 5,110 Facebook Fans
- \$889,140 Value

"We have been participating in the Southern Ideal Home Show for 20 years and always have success, so for us, it is worth it!"

Lydia Mayer, Solar Innovations

sponsored by:



OUTSTANDING EXHIBITORS



2SL Design Build
360 Painting of the Triangle
A & J Designs Unlimited
A Kitchen Must
A Plus Tree & Crane Services Inc.
A Spice Above
A. Maynor Heating & A/C, Inc.
Aaron's Crawl Space Care and B&T HVAC
ADT LLC
Advanced Water Systems
Affordable Closets
Alexander Exterminating Company, Inc.
Allen Kelly & Company
Allied Spray Foams Inc.
American Quality Remodeling
Andersen Window Dealer/Window Works Co.
Angie's List
Anything Metal Design
Art Builders
Audio Advice
Aunt Annie's Garden
Autobell Car Wash
b.good Raleigh at North Hills
Backsplashes Unlimited
Baker Roofing Company
Bath Fitter
Bath Planet of Raleigh
Beavers Construction Company
Bison Compost
BK Roofing & Seamless gutters
Blue Ribbon Residential Construction, Inc.
Blue Ridge & Great Smoky Mountains
Brentwood Carpets and Flooring, Inc.
Brewpublik
Brytons Home Improvement

Buck Stove Corporation
Budget Blinds of the Western Triangle
Builders of Hope/Ecological Community Builders
Butterfly Kisses HomeCare, LLC
Cabinet Cures of the Triangle
Capital City Chop House
Capital Pest Services, Inc.
Carolina Custom Countertops LLC
Carolina Custom Garages
Carolina Groutseal
Carolina Home Improvement Center
Carolina Outdoor Lighting Professionals, Inc.
Carolina Packers, Inc.
Carolina Pottery
Carolina Roofing and Vinyl Siding
Carolina Solar Control
Carolina Yard Barns
Carpenter Bee Coffin
Cellular Sales of North Carolina
Central Vacuum Experts
CertaPro Painters
Champion Window
Choice Pool & Spa
City BBQ Feature D Brews & Bites
City of Raleigh Yard Waste Center
CityRock by Vostone, Inc.
Clear Choice Water Solutions, Inc.
Clear Choice Windows
Closet Factory
Closets By Design
Coastal Screening
Coldwell Banker Howard Perry and Walston
Colonial Wagon and Wheel
Comfort Master Heating and Air Inc.
Cornerstone Kitchens

Council for Ageless Residential Environments
Country Cable
Country Cottons
Covis
CPI Security Systems
Creative Concrete & Countertops
Creative Renovations, Inc.
Custom Door & Gate
Cut-N-Crown
Cutco Cutlery
CWSugarBears, llc
Dennis Vineyards
Diamond Resorts International
Dream Spaces
Drysealed Crawlspace Company
Duke Energy Progress
Duplin Wine Family
Duraxo Distribution
E & W Electrical, LLC
Earth Graphics of Raleigh
Edward Jones
Elite Water Systems, LLC
Energy Catchers
Enhanced Heating & Air Conditioning, LLC
Exactjack
Extension Gardener
EZ Hang Chairs
Family Affair
Fan Man Inc.
First Choice Communications
First Citizens Bank
Floor Coverings International of Raleigh
Flooring by Design
Floury Apron LLC
Fogwood Food LLC

OUTSTANDING EXHIBITORS



Garage Experts of the Triangle

Garaginize

Genesis Construction LLC

Grand Illusions

Granite Transformations

GreenStalk

Greenview Partners

Gutter Glove of North Carolina, LLC

Habitat Wake ReStore

Handy Helpers, Inc

Handyman Connection of Knightdale

Hawaiian Moon

Heartridge Builders, Inc.

Helmuts Strudel

Hi-Dow Professional Series

Hidden Lake by Ange Signature Homes

Highland Roofing Company

Home Entertainment & Decor Systems, Inc.

Home Paramount Pest Control, Inc.

Horticultural Institute of Southern California, Inc.

Intex Design

JAM Sales - Stove Top Grill

James Hardie Building Products

Jose Madrid Salsa

Just Pondering

Kamiya Furniture Gallery

Kingsford Siding, Windows & Patio Rooms

Kitchen Craft

Kitchen Tune Up

Kitchens Plus LLC

KJ Natural Stone, LLC

Kohler Company and Hughes Supply

KPS Lawn Care and Landscaping

Lacy Seagroves

LeafFilter Gutter Protection

Leafguard of the Southeast Carolinas

Leavesout Gutter Guards

Leonard Buildings & Truck Accessories

LifeSpan Decks

Lifestyle Marketplace Sheets

Lighthouse Garage Doors

Lil Sweetie Feeders

LuLaRoe by Jennifer Rathbun

Luxury Bath & Kitchens and HomeCraft Windows

M&E Sales

M&W Services/Flagpole

Majestic Outdoors

Mastershield Gutter Guards

Mattressyou

MC 's Sweet Roasted Nuts

McCarthy Metal Roofing

Michael and Son Services, Inc

Miracle Wisk

Mitchell Heating & Cooling, Inc.

Monster Tree Service

Mosquito & Pest Xperts

Mosquito JOE

Mr. Roof

My Guys Remodeling, Inc

MyPillow Inc.

NAPO-NC

Natures Breeze Mattress

NC Solar Now

New Homes & Ideas Magazine

Newcomb and Company

News & Observer

NHance Wood Renewal

Nite Lites, Inc.

Norwex - Kris Carlson

Outdoor Provisions

Pain Free Products

Paradise Found Construction

Paradise Grilling System

Partners in Design

Passanate's Home Food Services

Patio Enclosures, Inc. of Raleigh

Phantom Screens

Pleasant Shade Awnings

Poole's Plumbing, Inc.

Port City Elevator Inc.

Portofino Tile, LLC

Prestige Products Direct / Air Purifier

Prestige Products/IQ Vacuum

ProFloors, Inc.

Protection

PRP Wine International

Purologix Water Services, Inc.

Quality Design and Construction, Inc.

Quality Equipment, LLC

Queeny's Cleaning Services, Inc.

Quick'n Brite

R&S Mechanical, LLC

R.E.A.L Elevator Solutions, Inc.

Rainbow Home Cleaning System

Rainbow Home Interiors

RainSoft

Rainstorm Solutions

Raleigh Brewing Company

Raleigh Door Center

Rapid Repair Experts

RB Landscaping

Re-Bath of the Triangle

Regional Basement & Crawlspace Repair

Remodeling Solutions LLC

Renee Sprink Photography

OUTSTANDING EXHIBITORS



Renew Crew of The Triangle
Renewal by Andersen® Windows and Doors
Rescue Roofing Specialists
Rising Sun Pools
Roofing Inc .
RSVP Raleigh
S&A Construction
Sadler Construction
SC Builders
Scentsy Wickless Candles
Scott Stone, Inc.
Sears Home Services
Shelf Genie
Simple Play Integration / DISH Network
Sit Means Sit - Dog Training
Skyview Retractable
Sleep Number
Softub
Solar Innovations
Solar Solutions
SolarTyme by AAPCO
Southern Exposure Sunrooms
Southern Views Window & Siding Co.
Standard Construction & Landscaping, Inc.
Steeped Tea
Structurally Speaking, LLC
Sunset LightScapes
Super Sod of the Triangle
Superior Pools of Raleigh
Superior Remodeling LLC
Superior Walls
Tailored Living Raleigh
Tarheel Generator LLC
Taste of Old Country
TC Artworks, INC

The Bath Shop
The Davey Tree Expert Co.
The Golden Touch
The Green Chair Project
The Gripstic
The Reuse Warehouse
The Shutter Production Inc
Theanys Flags
TheHomeMag - Raleigh
Traditions at Wake Forest-JPM South Development
Triangle Gardener Magazine
Triangle Gutter & Gutter Guard Company
Triangle Home Exteriors
Triangle Maids
Triangle Reconstruction
TriSmith Construction
UNC-TV
US Home Exteriors
USA Insulation
Usborne Books and More
USO of North Carolina
Vita-Mix Corporation
Vortex Pro Wash
Waddell & Reed
WD Smith Construction
Webster Enterprise/Smart Living Ceramic Cookware
Webster Enterprises/Bamboo Pillow
Webster Enterprises/DigiXstream
Webster Enterprises/Rubber Broom
Webster Enterprises/Spin Mop
Webster Enterprises/Steam Mop
Webster Enterprises/Thunderhead Showerhead
Webster Enterprises/Bon Air Sprayer
Webster Enterprises/Flat Stack
Webster Enterprises/Garlic Grater

Webster Enterprises/Mystic Firelights
Webster Enterprises/VibaBody
Whitley Furniture Galleries
Wild Bird Center of Chapel Hill
Window Genie of Raleigh
Window World of Raleigh
Wing Enterprises, Inc/Little Giant Ladders
Witherspoon Rose Culture
Witherspoon Woodworks
Yes Solar Solutions
Zerorez



SUMMARY

The 2016 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
April 7-9, 2017
NC State Fairgrounds

Debbie Ball
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