



# SHOW IN REVIEW

## 2015 SOUTHERN CHRISTMAS SHOW



# 12 DAYS OF WONDER

The Southern Christmas Show welcomed over 100,000 guests and delivered millions of impressions over the course of the twelve day event. In addition, over 500 companies participated in this festive holiday extravaganza.



# SHOW GUESTS



The 48<sup>th</sup> annual show attracted thousands of loyal fans throughout the 12 day show. Show guests of all ages packed the aisles, enjoying all the show had to offer.

We were busy the entire time-there was never a slow period. It's like having a store in Charlotte- it's only open 12 days in a year, but it's the best time of the year to be open.

Doug Lockamy,  
Creative Embroidery

# SCENES FROM THE SHOW



# SPECIAL FEATURES



Metrolina Model Trains



Designer Rooms



Christmas Tree Lane



Santa



Holiday Entertainment



Enchanted Village

# TELEVISION ADVERTISING



[Click here for TV Spot](#)

The Southern Christmas Show received outstanding television coverage and exposure. In addition to a two-week paid schedule the show's reach was extended through promotions, online advertising, contests and live shots from the show.

- Number of TV Spots: 418
- Total TV Campaign: \$24,097

We went to the show as a marketing opportunity, but it's such a great consumer show that it's now a two-week storefront for us.

Bill Bartee,  
Jesse Brown's



# RADIO ADVERTISING



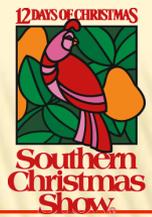
[Click here for Radio Spot](#)

Five radio stations representing adult contemporary, country, urban, Christian and more promoted the show to their listeners.

A variety of spots were produced to highlight the show. Paid and promotional schedules ran across the region. Additional live spots and endorsements ran on key stations.



- Number of Stations: 5
- Number of Radio Spots: 5,299
- Total Radio Campaign: \$118,215



# NEWSPAPER AND MAGAZINES



Smiling faces and warm embraces, delicious treats and favorite carols, tiny doll houses and model trains, and perfect gifts under festive trees.

For 48 years the Southern Christmas Show has brought these memories to life along with regional crafts, wineries, seasonal entertainment, and over 400 holiday merchants. No wonder it's the largest and most popular holiday show in the country.



**November 11-22**  
The Park Expo and Conference Center  
2500 E. Independence Blvd | Charlotte

*\*Opening a day early this year for Veterans Day\**  
Hours: Daily 10am to 9 pm, Except Sundays, Monday and Tuesday from 10 am to 6 pm  
Advance Adults \$10.00 (\$12.00 at the door) 20 or more \$9.50 Youth (6-12) \$3.00  
*Order tickets On-line and Save!*

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

A SOUTHERN SHOWS INC. PRODUCTION 704-376-6534



**November 11-22**  
The Park  
Expo & Conference Center  
Charlotte, NC

[www.SouthernChristmasShow.com](http://www.SouthernChristmasShow.com)  
800-849-0248 • A Southern Shows Inc., Production

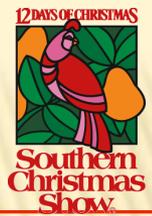
The Southern Christmas Show was advertised through an extensive print campaign with *The Charlotte Observer* as well as monthly publications, in order to saturate the market.

- Show Program Distribution: 392,000
- Number of Print Ads: 157
- Total Print Schedule: \$79,031

**The Charlotte Observer**  
[charlotteobserver.com](http://charlotteobserver.com)



# DIGITAL ADVERTISING



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## The Charlotte Observer

FULL MENU NEWS SPORTS ENTERTAINMENT REAL ESTATE

ENTERTAINMENT NOVEMBER 8, 2015 3:50 PM

HIGHLIGHTS  
More than 400 food, gift and service vendors will be on hand



For the over 100,000 expected visitors, the 48th annual Southern Christmas Show at The Park Expo and Conference Center starting Nov. 11 is the kickoff of the holiday season. **TORTEGA GAINES** - T.Tortega Gaines-ogaines@charlott

COURTNEY MCCLAUGHLIN  
Correspondent

For the 100,000-plus expected visitors, the 48th annual Southern Christmas Show at The Park Expo and Conference Center starting Wednesday is the kickoff of the holiday season.

For Mike Walker, president of Mike Walker Creative Strategy Inc., it's the deadline for the holiday project he started in spring. Walker is the set designer for the Southern Christmas Show. He creates visual effects to convey the theme of the show and get attendees in the holiday spirit the moment they walk through the door.

This year, showgoers will be treated to a Christmas Wonder theme. It "is our attempt to convey the excitement, anticipation and sense of joy the holiday season brings," said Southern Shows Inc. President David Zimmerman, the show manager.

To illustrate this year's theme, Walker placed holiday animated street scenes from New York's Lord & Taylor department store inside giant music boxes with lids and turnkeys. "When we showcased these scenes in previous shows, they have been a visitor favorite," Walker said.

Also returning are more than 400 food, gift and service vendors.

"The feeling and the energy of the show is what keeps us going," said Rob Marshall, president of Christmas Mouse, a year-round holiday ornament and gift retail store with several locations across the Southeast. "We see a lot of familiar faces."

With new vendors and old favorites ready to delight guests, visitors will have an extra day to enjoy the show, which begins Veterans Day and runs through Nov. 22. The show continues to grow in popularity and size and attracts visitors from all over the country. "Five percent of our show guests are not from the Carolinas, Virginia, Georgia or Tennessee," Zimmerman said.

As for Walker, he will take a few moments at the start of the show to find a place near his music boxes and watch as guests take a first glimpse of his work. "I watch as they stand back and enjoy (that) they are surrounded by Christmas," Walker said. "I enjoy being a very minor part of their yearly Christmas experience."

THE NEWS-HERALD  
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### spotlight arts & entertainment

## Get a taste of the Southern Christmas Show, Nov. 11-22

Story Comments Print Font Size

Posted: Tuesday, November 10, 2015 5:13 pm

SPECIAL TO THE NEWS HERALD



CHARLOTTE — "Cakes and cookies, toys and gifts..." Those who recognize the beginning of this jingle know the Southern Christmas Show is on the way. And as show aficionados also know, the 'cakes and cookies' mentioned are more than alliteration. Those sweets, along with other delectable goodies, are a major and delightful part of the annual holiday extravaganza that runs Nov. 11-22 at The Park Expo and Conference Center.

A day at the Southern Christmas Show is a sensory marathon to help commence the holiday spirit. With over 50 of the 400 show merchants offering samples, the nose and the taste buds are in for a special day. Fancy pastries, roasted pecans, delicious dips, gourmet cheeses, soups, Moravian sugar cakes, cappuccinos, spiced teas, salsas, fudge, cookies, candies and many more nice treats are spread throughout the show's three buildings, not to mention an abundance of fruitcake and strudel. Once attendees have tasted the goodies, they can purchase any of the goodies for holiday tables or to package as hostess gifts.

The Southern Christmas Show also features a large variety of wine. From cabernet to muscadine, folks can sip their way through the selections of a dozen North Carolina wineries. They each have their specialties, and their story, to share with all who want a taste.

The show is a tradition many in the Carolinas and beyond take seriously. Once loyal fans hear that recognizable jingle, the Christmas sweaters and shirts come out of hiding and entire families and groups of friends get ready for the big day, or — in some cases — days at the show. They arrive in matching sweatshirts. They come with lists, note pads and cameras. And they taste the traditional goodies along the way.

Once again this year, Olde Towne will be bustling, freshly painted, decorated and packed with treasures. Christmas trees from the North Carolina mountains will be decorated in competitions, along with wreaths, doors, mantels and rooms. Choirs will be singing, bells in the miniature village will be ringing and the Glockenspiel with its animated band will seek to entertain young and old.

There are crafters tents, beckoning shops and hundreds of holiday merchants waiting for eager show guests. Tasting, shopping, watching, listening and enjoying will be the orders of the day. The show's personnel encourage folks to listen for the jingle and make their plans to be there.

A digital marketing campaign was intergraded into the Southern Christmas Show marketing plan and included advertising through The Charlotte Observer

Impressions: 368,9187  
Value: \$19,610

# SOCIAL MEDIA



An online and social media campaign including Facebook, Twitter, Instagram and the Official Show website was integrated into the marketing plan to reach potential Show Guests.

- E-Newsletter Subscribers 12,616
- Facebook Fans 36,222
- Unique Pageviews 541,287
- Instagram Followers 740
- Twitter Followers 273
- Total Value \$6,302,628

As a first time exhibitor, it was a wonderful experience. I would highly recommend applying to this show.

Marian Peoples,  
 Southern Girl Doll Creations

# SCENES FROM THE SHOW



# OUTSTANDING EXHIBITORS

704 Shop  
7th Moon Gifts  
@ The Market, NC Specialty Foods  
A Beauty Must  
A Bum's Rum Cake  
A Doll's World  
A Home for Christmas  
A Kitchen Must  
A Taste For Life  
A Touch of Art  
A Whirl & A Twirl  
A.W.K. Enterprises  
Aaron's Cookie Cutters & More  
ABC Charlotte  
AdamsArt  
Adaniel Group, Inc.-Sportula  
Adega Creations  
Ain't That Neat?  
Akonye Kena  
Alexander's Cutting Boards  
All Tucked In  
Alta  
Aluminum with a Twist  
Amberland  
Amelia's Chowda Shack  
Ananda Fashions  
Angelic Elegance  
Annabella's Closet  
AnnaCraig Boutique  
Antique Roof Top Slate Company  
Aria Handmade  
Artistic Creatives  
Aunt Ruby's Peanuts

Authentic NC Red Dirt Shirts  
Avante Painting  
Awe Humbugz by Blu Valley Hill  
Back to Classic Designs  
Baker Buffalo Creek Vineyard and Winery  
Barbara's Canine Catering/Canine Cafe Charlotte  
Barbara's Specialties  
Barks-A-Bout Tails  
Bavarian Roasted Nuts  
Be Charmed Forever  
BearHands & Buddies  
Beau Ties  
Belk  
Bellmeister  
Belt Bonanza  
Beyond Jewelry  
Big Country Family Trees  
Big Skinny Wallets  
Blitzy Bands by Elmer & Stitch  
Blue Ridge NeedleArt  
Boop-De-Doop  
Bradley Kirkpatrick-Healing Piano  
Brittanys Creations  
Bud & Stan's Redwood Signs & Cut Glass  
Buela's Bottle Creations Wreaths & Novelty Items  
Bulzi Bucket, Inc.  
C4 Belts  
Cameo Creations  
Camo Corner  
Campus Scenes-Michael James  
Capital Bee Company  
Caricatures by David  
Carolina Candy Company

Carolina Wholesale Club  
Carols Fashions  
Casual Elegance Blakeney Shopping Center  
Celestial Cocoa Company  
Cellular Sales of North Carolina  
Charleston Arts and Crafts  
Charlotte Fire Department  
Chatham Hill Winery  
Cherrys Home Decor and Gift  
Chick-fil-A  
Christian Tours  
Christina's World, Inc.  
Christmas Mouse  
Cigma Inc.  
Clara's Collars  
Classic Art Gift Gallery  
Classic Collectibles  
Click Heat, Inc.  
Cocolene Natural & Organic Products LLC  
Collectors Choice  
Collegiate Stop  
Cornwell Creations IQ Lamps  
Country Cottons  
Created to Enjoy  
Creative Concepts  
Creative Embroidery  
Creative Motivation-Massage Pillows  
Creative Sewing & Embroidery  
Crystal Creature Charms  
Crystalize Home  
Custom Crafted Silhouettes  
CW's Vintage Life  
Dakota Prairie Designs

# OUTSTANDING EXHIBITORS

Damsel in Defense  
DanNie Studio  
Dave's Wood Carvings  
DC Gifts  
Dennis Vineyards Inc.  
Designs by Agi  
Designs by Alex Simkin  
Designs By Rego  
Dewey's Bakery  
Differently Different  
Dimensional Greetings  
Dip'n Good Dips  
Dirtworks Pottery  
Divine Handicrafts  
Dollightful  
Don Thomas Acoustic Guitar Music  
Donna's Decorations & Crafts  
Dough Mania  
Duplin Wine Cellars  
Dusty's Vintage Linens  
Dysfunctional Designs  
Eccentric Cat  
Edgest Leather  
Edible Birdhouses by Main Street Sales, LLC  
EF International  
Elegant Accents, Inc.  
Element Tree Essentials  
Elizabeth's Pecan Products  
ElleQ Designs  
Ellerbe's Alterations & Boutique  
Emila Jewelry  
En Masse Marketing-Pony Pal Stable  
En Masse Marketing -Remote Controlled Cars

Enchanted Village  
ER Vending  
ETC's Tie Dyes  
Euroshine USA, Inc.  
Extra Point Publishers  
Extreme Merchandise, Inc.  
Ez Hang Chairs  
Fashion & Fun  
Felt N Wool  
Fercott Photography  
Fido's Fancy  
Fireman FotoArt  
Flags Over America  
Food Notations  
Forest Flower Jewelry  
Four Corners Framing & Gifts  
Frost Yourself, Inc.  
Fruit-Full Kids  
Fun and Fuzzy Gifts  
Fundanoodle  
Fusions  
G & G Creations  
Galaxy Watch Corp  
Gene Schooley Originals  
George&Fran  
Gettin' Punchy  
Giftworksplus  
Ginger Creek Vineyards  
Glitter Tattoos  
Glitz and Giggles  
Glory Days Gifts  
Go Fish FUNctional Art for Kids  
Golfers and Skiers Book

GoVolt  
Grapes & Olives On Tap, LLC  
Graphic Photo Designs  
Great Design 4 U  
Greg's Antiques & Garden Iron  
Greg's Toys  
Gripstic  
Handcrafted Polymer Clay-Karen Elizondo  
Happy Holiday Ornaments.Com  
Head Out  
Heart Gifts by Teresa, Inc.  
Heart of Glass  
Heirloom Gifts  
Hello Mary Lou  
Helmut's Strudel  
Heritage Puzzle  
Heybo Southern  
Hidden Creek Artisans  
High Country Greenery  
Hip Klips  
Holley and Sage  
Holly's Glitter Cones  
Holy Land Imports  
Hooper Mill Mountain Pottery  
Hootiebee's  
Horizons LTD/Ironwood Tool Co  
Horticultural Institute of Southern California  
How Charming  
I Love Tops  
Ideal Product USA, Inc.  
In The Potter's Hand  
InfiniteAloe  
InfinityBelt, LLC.

# OUTSTANDING EXHIBITORS

Inglenook Soaps & Co.  
Innovative Concepts  
Inspirational Gardens  
It's Good On Ya  
Jackie Ford Designs  
JAM Sales  
Jamberry Nails  
Jenny Cartee Pottery  
Jesse Brown's Outdoors  
JK Interiors  
Joan Naylor Studio  
Jodi Lynn Bows  
Joint Chiefs of Crafts LLC  
Joy Crafts  
Julie's Boutique  
Jump N Java and Bakery  
Just for Dogs  
Kate Laine Jewelry  
Kathryn's Cottage Dressings  
Kellie's Creations  
Kelly Rose  
Kelly's K-9 Kitchen  
Keswick Candle Company  
Kicking Bird Pottery  
Kikas Fine Jewelry  
Kim's Cheese Straws  
Kitchen Craft  
Klig's Kites  
Kozy Collar  
KSCanuck LLC  
Laga Handbags and Accessories  
Larry's Dried & Silk Flowers  
LB Enterprises/Queens of Merch

Leah & Co.  
Lebo's  
Leisure Time Coffee Company  
Lil Sweetie Feeders  
Lionel  
Little Designs Original Watercolors  
Little Details  
Living Decor  
Living the Dream Alpaca Farm  
Lollitops USA  
Lumens  
M.O.N.A. Boutique  
Made From Coins  
MagModz  
Malabar Glass  
Mallory's Candles  
Mama Lee's Gourmet Hot Chocolate  
Mann Enterprises/The Sweater Lady  
Material Things  
Max Howard Sculpture  
McKinney Design  
Mere Designs LLC  
Metrolina Model Railroaders  
Miche  
Michigan Made Metal  
Miles Woodcraft  
Mills Floral Company  
Mix It Up  
Moon Glory Gears  
Morozko  
Mountain Dreams  
Mountain Song  
Move Loot

Muffin Meals Cookbook & Bakeware  
Musical Ornaments  
Must Have Movies  
My Pillow  
My Town Art  
Mystic Fire Lights  
Nana's Pet Sitting  
NC Fudge  
Nectar of the Vine  
Needlepoint Art & Co.  
Neublox  
Newell Enterprises  
North Carolina Christmas Tree Assoc  
North Carolina Finest Birdhouses  
Nothing Bundt Cakes  
Ohio Dairyland Cheese  
Old Stone Winery  
One Million Roses  
Origami Owl Custom Jewelry  
Out of My Mind Designs  
Passanate's Home Food Services  
Pat's Cross Stitch Expressions & More  
Peace Frogs  
Pen Reed Company  
Pennsylvania Mountain Primitives  
Perfectly Posh  
Periwinkle Palace  
Perry's Gold Mine  
Personalized Memories Craft Shop  
PersonalPower2Go  
Playtime Bed Sheets  
Pockos America, Inc.  
Polkadot Gift Shop

# OUTSTANDING EXHIBITORS

- Pony-O  
Powerizer  
Pretty Baby Naturals  
Pure Vision Enterprises  
Pursonalities Plus  
Puzzle Tracks  
Quick and Easy Mixes  
Rand Hill/Darby Creek  
Raven's Nest Specialties  
Redneck Brands LLC  
Refunked Junk  
Richard Chen  
Rick Zedan Sales  
Rita's Special T's  
Rock of Ages Winery & Vineyard, Inc.  
Rocky River Vineyards  
Rose Fashion Accessories, Inc.  
RoundTrip Boomerangs  
Rudolph & Me  
Salena's Accessory Showcase  
Salt Soothers  
Saltbox Primitives  
Sarasota Stamps  
Saws N All  
Scarlett's Horse  
Scentsy Independent Consultants  
Scott's Candles  
SCP Collectibles  
Scrolling It Out Woodworks  
Sealife Southside AL  
Secret Springs Studio  
Seven Gifts, Ltd.  
Seven Jars Products, LLC
- Sew'N Wild Oats  
Shadow Springs Vineyard  
Shea's Wildflower Company  
Sheep Incognito by Conni Togel  
Shriner's Hospital for Children  
Silhouettes in a Snap  
Silverware Creations  
Simply Silhouettes  
Sinclair's, Winston-Salem, NC  
SkyeTurtle Designs  
Smocked A Lot  
Soakin' Scents  
Soaps by Sarah  
Sock Drawer and More  
Solemagic  
Somebody Special Calls Me...  
Soul Light Studios  
South Bend Chocolate Company  
Southern Girl Doll Creations  
Southern Prettys  
Southern Supreme Fruitcake  
Southwest Expressions  
Sparkles  
Splat Back!  
Splinters and Rags  
Sports and More  
Stitchin' Post Gifts  
Stonewicks  
Stony Mountain Vineyards  
streamntv  
Studio 59  
Suetables  
Sugar Britches - A Children's Boutique
- Summit Marketing  
Swaying In The Breeze  
Sweet Grass Baskets  
Sweet Southern Crunch  
Sweetbriar Designs  
Switchplate Gallery LLC  
Swoozies  
T&G Pens  
T. Pennington Art Gallery  
T.Y. Cooper LLC/IronArboretum.com  
Talking Critters  
TantraOm Designs  
Tastea Blends  
TCM International  
Teffeteller Sales  
Teresa Parsons  
That's Perfect  
The Bag Girl  
The Bell Collection  
The Blueberry Haus  
The Carolina Bee Company  
The Charlotte Observer  
The Compleat Knight  
The Dudes Pant-Planters  
The Elements 4 Life  
The Elf Factory  
The Fouta Spa  
The Gift Bearers by Kurt Walters  
The Global Gecko  
The Golden Touch  
The Heat Buddy  
The House of Clay  
The Leather Shack

# OUTSTANDING EXHIBITORS

The Marketplace  
 The Moroccan Craf  
 The Peacock's Eye Polish Pottery & Gifts  
 The Pick-It Furniture Co/Boot Tapas  
 The Rainbow Dragon  
 The Royal Toymaker  
 The Spotted Giraffe Children's Boutique  
 The Tin Shed  
 The Truth Booth  
 The U-nique Boutique  
 The Whitley Place  
 The Woodware Co.  
 Theanys Flags 2  
 Thirty One Gifts  
 This and That  
 Thistle Pottery, LLC  
 Thistle Ridge Soap LTD  
 Ties of Distinction  
 Tonya's Cookie Co  
 Too QT  
 Toodles  
 Touch of Amish  
 Treasure by Rhee  
 Treasure Chest/abzengraving  
 Treehouse Vineyards Inc.  
 Trezana Jewelry  
 Tribal Stylez  
 TSHIRTees  
 Tumbler Bay  
 Tupperware  
 Turtle Old Man Sterling & Fine Silver Jewelry  
 Two Friendz Designz  
 Two Lumps of Sugar

Two Pigs Farm  
 Tyler John Bow Ties  
 Ukoala Bag  
 Unique Art  
 Uniquely Handcrafted Aluminum Can Model Planes  
 Usborne Books & More  
 Vigoa Cuisine  
 Vino Backyard Designs  
 Vinylize It  
 Walco  
 Walker Jewelers  
 Watkins Products  
 Watson's Stained Glass  
 Weavers Cool Stuff  
 Wennersten Etchings  
 What-A-Seat  
 White Cat Designs  
 WhoVillage  
 Wild Cat Inc.  
 Wildtree  
 Willie's Rubbins, LLC  
 Windows to the Garden  
 Winning Concepts  
 Wireworx  
 Woggle  
 Wood Wonders of NC  
 WoodMill Winery  
 World of Names  
 Write On!  
 Y'all Talk Funny  
 Yes You Can Ministries Inc./The 4 Ts  
 Yoga Matty  
 Young Living Essential Oils





# EXHIBITORS SAY IT BEST

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I love this show. The traffic is wonderful and the vendors are the best!  
Jacqueline Naville, *Fun and Fuzzy Gifts*

It is a beautiful show... a great shopping bazaar... always something you missed when you shopped a previous year. It's great!  
Kathy Kruse, *Be Charmed*

Customers come ready to shop for Christmas decor and gifts.  
Karen Elizondo, *Handcrafted Polymer Clay*

Doing the Southern Christmas Show for over 27 years. It is always a pleasure to be a part of the family.  
Roxanne DePalma, *Horticultural Inst. of Southern California*

# JOIN US IN 2016

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The quality of the show depends on the quality of show exhibitors.  
Thank you for helping us to create a wonderful event for show guests.

Next year's show is scheduled for  
November 10 – 20, 2016  
at The Park Expo and Conference Center.

Mark your calendar now!

For more information:

David Zimmerman  
President

[dzimmerman@SouthernShows.com](mailto:dzimmerman@SouthernShows.com)

Christine Cipriano  
Assistant Show Manager

[ccipriano@SouthernShows.com](mailto:ccipriano@SouthernShows.com)

Ashton Powell  
Assistant Show Manager

[apowell@SouthernShows.com](mailto:apowell@SouthernShows.com)

[Click here to apply online for the 2016 Southern Christmas Show](#)

[Click here for a printable application](#)