



Southern Spring Home & Garden Show
March 2-6, 2011



CROWDS GALORE!

Thousand of homeowners from across the region attended the show.

AUDIENCE PROFILE

The show delivered the right customers, at the right place, at the right time!

Age Range	%
18 – 24	12%
25 – 34	10%
35 – 44	21%
45 - 54	22%
55-64	23%
65+	12%

Household Income	%
Up to \$50,000	30%
\$50,000 - \$100,000	34%
\$100,000 - \$150,000	28%
\$150,000 +	9%

Sex	%
Female	63%
Male	37%

Home	%
Mecklenburg Co.	47%
Outside County	53%

SHOW HIGHLIGHTS

Belgard Gardens



SHOW HIGHLIGHTS

IDS Designer Rooms



SHOW HIGHLIGHTS

Ikebana and Bonsai



Table Settings and Garden Club



Orchids and Successful Gardener



SPECIAL GUESTS

Home and Garden Experts

From national celebrities and home décor specialists to regional experts, guest presenters provided quality information and entertainment



Bill Slack
Southern
Living



Shane Tallant
HGTV



Michele
Becshen
DIY Network



Kerry Mendez
Horticulturalist



Jennifer
Niven
Author

SCENES FROM THE SHOW



SCENES FROM THE SHOW



SCENES FROM THE SHOW



EXHIBITOR COMMENTS

- Easily the best show in Charlotte, the staff is great, and the leads are qualified.
Jason Toy
Canine Scholars, Inc.
- It was a great diverse group of people. Out of the contacts I received I found that **they were in areas I have not been able to reach using conventional advertising.** I have been a part of the show for 5 years now. I find it exciting to meet new and prospective clients at the show. I've even gotten to the point where people are looking for my exhibit!
Kassandra Gray
The Iron Petunia Design Company
- The Southern Spring Home & Garden Show allowed us at Jesse Brown's to introduce ourselves, **face to face**, to new clients and reintroduce ourselves to many of our existing clients. It was a great show.
Bill Bartee
Jesse Brown's
- We signed up over 70 estimates at the show!
Angie Romano
Metro Stone and Granite
- As a new company we had a great show, **We gained a large contact list** and learned quickly what the market was and was not interested in for further sales information and marketing strategies. We look forward to participating in a larger scale in the future with Southern Shows.
Mandy Alfaro
SEED-NC.com
- We had a great show and enjoyed the people greatly. **The staff answered all of my questions and was extremely prompt** on any question that I asked before and after the show.
Chris Harrill
ARC Electric Company of Indian Trail
- We had a GREAT show.
Peggy Hall
Bud's Nursery & Garden
- Our expectations were to have an opportunity to expose our product to the public, to sell to the public, and to interact with potential trade partners. **The show more than fulfilled our expectations.**
Frank Shepherdson
Belforno Inc.
- We have always enjoyed participating in the Spring Show. **We accumulated over 120 leads and so far have set over 40 appointments and closed 10 jobs;** one which is a \$80,000 landscaping job. We are looking forward to next year and ideas of how we can make our display even better.
Heather Brockelbank
Metro-GreenScape, Inc

IT'S ALL ABOUT RESULTS!

Southern Shows, Inc. and the Southern Spring Home & Garden Show are committed to creating the best consumer show that works for you!

We succeed when you succeed!

	Value
Electronic Advertising & Promotion	\$169,741
Print Advertising & Promotion	\$107,708
Public Relations	\$475,070
Retail Exposure	<u>\$20,250</u>
Grand Total	\$772,769

ELECTRONIC ADVERTISING

Television and radio generated \$169,741 worth of exposure!

Television

- An aggressive paid and promotional ad campaign penetrated households across the Carolinas.
- Combined with our public relations efforts and interviews – the results landed hundreds of commercials and millions of impressions.



Radio

- Nine leading radio stations delivered hundreds of radio spots during a two week period.
- Combined with promotions, contests and ticket giveaways, homeowners were engaged, and excited about this year's show.

PRINT ADVERTISING

Print and online advertisements created \$106,604 worth of exposure!

Newspaper ads, online banners, and electronic billboards promoted the show throughout a four week campaign. **110,000 show programs** were distributed in **Southpark, Lake Norman, and University City magazines**, with another **20,000 distributed at the show**



OUTDOOR ADVERTISING

Digital Billboards Spread the Word

Four weeks of billboards at 142,453 impressions per week.



PUBLIC RELATIONS

\$475,070 worth of news stories, TV and radio interviews, and online listings increased awareness!

The show's PR team generated millions of impressions! They reached numerous organizations and clubs to encourage ticket sales; listed the show on a variety of websites and online event calendars; scheduled interviews; and placed news stories in media outlets throughout the market!

The Charlotte Observer
FRIDAY • MARCH 4, 2011 • P. 9A

CMS crime up, dropouts fall

Criminal or violent acts up 10% from last year. German credits programs as dropouts up to 4.15%.

BY ERIC FRISVOLD
After four years, the Charlotte-Mecklenburg Schools (CMS) crime report shows a 10% increase in criminal or violent acts, but a 4.15% decrease in dropouts.

The report, released Thursday, shows CMS crime up 10% from 2009-10 to 2010-11. That's up from 1,000 incidents in 2009-10 to 1,100 in 2010-11. The report also shows a 4.15% decrease in dropouts, from 1,000 in 2009-10 to 955 in 2010-11.

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Number of incidents, by year and category

Year	Total	Criminal or Violent Acts	Dropouts	Other
2008-09	1,000	1,000	0	0
2009-10	1,000	1,000	0	0
2010-11	1,100	1,100	0	0

SHOW OFFERS A STROLL INTO SPRING

The Charlotte-Mecklenburg Schools (CMS) is offering a free stroll into spring for students and families. The stroll is a chance for students to enjoy the outdoors and get some exercise. The stroll is a chance for students to enjoy the outdoors and get some exercise.

Tipster about John Edward affair lessens

A tipster who had been providing information about the John Edward affair has lessened their involvement. The tipster had been providing information about the John Edward affair and has now decided to stop.

Congressional districting

The issue of congressional districting is a hot topic in the current political climate. The issue is a hot topic in the current political climate and is a hot topic in the current political climate.

WEBSITE EXPOSURE

The show website generated 138,263 web impressions!

The site provided guests with general show info, promoted special features, celebrity guests and stage schedules and encouraged traffic to the show. Plus, over 300 exhibitors created free interactive web pages on the site.



SOCIAL MEDIA

1,200 Facebook Fans!

The Facebook Page was updated continuously in the weeks leading up to the show to excite guests and promote special features, celebrity guests, exhibitors and sponsors. The page allowed us to interact directly with our fans and stimulate conversation about special show features and promotions.



E-NEWSLETTERS

**Three E-Newsletters were sent to
13,000 previous show guests!**

The E-Newsletter campaign sent show
updates and special offers – all
designed to drive traffic the show.

SHOW OPENS TOMORROW!

The Southeast's Largest Home & Garden Show!



Stroll through Belgard Gardens featuring more than two dozen beautifully landscaped gardens inspired this year by classic and popular books. Check out the latest designs in kitchen & bath, home remodeling & decor and outdoor living. Experience the IDS Designer Showcase featuring stylish designer rooms. Shop the Marketplace for gifts, gourmet and home accessories, view competitive and educational displays by groups including the Bonsai Society of the Carolinas and others. Enjoy wine tasting with NC wineries and on both stages a stellar lineup of leading horticultural and home design experts like Bill Slack from Southern Living Magazine, Shane Talbot from HGTV's Designed to Sell and more. Come and enjoy Where Spring Happens First.

national home & garden
Show Series

presented by
d'sh
STYLLS

SAVE THE DATE!

The South's Largest Home & Garden Show!

national home & garden
Show Series

presented by
d'sh
STYLLS



It's only once a year so mark your calendar now and make plans to join us for this year's Southern Spring Home & Garden Show.

Convenient, one stop shopping for your entire home and garden needs! Landscaped gardens and the latest in outdoor living spaces, celebrity appearances, building & home improvement experts, trends for living green, the hottest products for kitchen and bath, designer rooms full of decorating ideas and exclusive show-only specials to help save you time and money.

It's fun for the whole family!

LEARN MORE!

The Southeast's Largest Home & Garden Show!

national home & garden
Show Series

presented by
d'sh
STYLLS

What brings this talented author to

The Southern Spring Home & Garden Show?

The Showcase Garden theme this year is "A Novel Idea" and interior designer Jocelyn Armstrong is creating an early 1930's Appalachian kitchen, based around the novel "Velva Jean Leams to Drive". She invited the author to come to the show...and the rest is our good fortune.

"Velva Jean Leams to Drive" is Niven's third book and first novel. It is based on the Emmy Award-winning film of the same name! Jennifer Niven will be at the show on Friday and Saturday signing books at The Park Road Book Exhibit (2406-2408). On Saturday evening she'll give a reading on The Garden Stage at 5:00 p.m. Bringing Jennifer to the show is just one of the features that are sure to delight. Be sure to plan ahead and get your advanced tickets. Go to www.southernshows.com or stop by Harris Teeter with your VIC card to get tickets for just \$7.50!



THANK YOU!

A very special THANK YOU to our outstanding exhibitors!

\$39 Granite	Anthony & Sylvan Pools	Bless Your Letter Art	Carolinas Home Improvement Professionals
2 Happy Feet	Anything Joe's	Blind & Shutter Depot	Cascade Sales Inc.
2SL Design Build	Apollo Energy Savers	Bloom Carolina! Inc	CertaPro Painters
A & J Designs Unlimited	Aquatic Solutions	Blue Max Materials	Champion Window & Patio Rooms
A Deck Above	ARC Electric Company	Blue Ridge & Great Smoky Mountains	Charlotte Awnings Unlimited
A Spice Above	Archadeck of Charlotte	Blue Waters Financial Group	Charlotte Chapter Ikebana International
A.W.K. Enterprises/ Bavarian Roasted Nuts	Arndt's Fudgery, LLC	Bobcat of Charlotte	Charlotte Mechanical, LLC
AA Hardwood Flooring, Inc.	Artificial Turf Products, Inc.	Bonsai Society	Charlotte Mecklenburg Library
AAS Inc.	Artisan Shutter	Brenda Harris Tustian	Charlotte Outdoor Creations
Above Board Flooring	Atkinson Golf Carts	Brenda's Bug Bonnets	Charlotte Pergolas
Ace Roofing	Audio Video Architechs	Brunner & Teed Enterprises- No Sew Window Treatments	Charlotte Tent & Awning Company
ADI Pool & Spa	Austin Company	Bud's Nursery & Garden Center	Charlotte-Mecklenburg Police Dept.
Affordable Home Designs	Award Pools and Spas, Inc.	Bushelle Seasonings	Choice Pool & Spa
Affordable Kitchens, Inc.	AWB Promotions	Caesar Enterprises	Christian Tours
Air Today, LLC	B A Eldridge Interiors LLC	Caldwell Community College	Civic By Design
All American Decorative Concrete	B-Dry Waterproofing and Foundation Repair	Canine Scholars Dog Training	Clark Hall Doors
All Natural Streams Landscaping	Backyard Treasures & More LLC	Cantrell Ultimate Rafting	Closet & Storage Concepts
All Weather Construction Co.	Baileys Glen Active Adult Community	Caribbean Art	Closet Pro
Allphase Exteriors	Baileys Glen Active Adult Community	Carolina Cabinet Refacing	Coastal Gourmet Group
Alta	Baker Roofing	Carolina Countertop and Stone	COCO For Me
Altrecosa	Balusters Direct	Carolina Custom Countertops LLC	Colonial Williamsburg
Amazing Siding Corp. of Charlotte	Bath Fitter	Carolina Custom Spaces	Company's Comin'
Amelia's Chowda Shack	Bath Solutions	Carolina EcoSmart Solar	Coogan's Landscape Design
American Central Vacuums	Bath Tune Up	Carolina Exteriors	Cook's Warehouse, Inc
American Fence & Supply Co.	Bathcrest of Charlotte, LLC	Carolina Garden Systems, LLC	Costco
American Roofing & Restoration LLC	BBB Consumer Foundation	Carolina Gardener Magazine	CPI Security Systems
American Society of Landscape Architects	Beau Ties	Carolina Home Remodeling	Crafting with Susie
American Wood Reface	Bedrock's Bounty	Carolina Lighting Gallery	
Amish South Inc.	Belforno Inc.	Carolina Premier Window Films, Inc	
Andronic's Construction Company Inc.	Belgard	Carolina Quality Flooring & Cabinets	
Angie's List	Benton Group	Carolina Roof Consultants	
Another Look Company	Betterliving with Graham Construction	Carolina Seamless Gutter & Roofing	
	Blackhawk Hardware	Carolina Stair, Inc.	
	Blalock Machinery and Equipment		

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Creative Sewing & Embroidery
Crown Builders Inc.
Culligan Water of Charlotte
Curb Appeal of North Carolina
Curtains & Company
Custom Buildings
Custom Home Improvements, LLC
Cutco Cutlery
Dakota Glass Custom Glass Specialities
Dan King's One Hour Air Conditioning
and Benjamin Franklin Plumbing
Deals Glass Services
DeckScapes, Inc.
Decor Corporation
Decorating Den Interiors
Dennis Vineyards Inc.
Depree Rum Cakes
Designer Sense
DeSignia
Designs by Brittany
DirectBuy of Fort Mill
Divine Lightscapes
Dixie HomeCrafters
Donahue Design
Dr Johns H2O
Dream Spaces
Dry-Pro Systems
Dulin Mechanical Services
Duplin Wine Cellars
Duplin Winery
Earth Farms Soils & Compost LLC
Earth Graphics, Inc.
Easy Living Products - Go! Sticky

Easy Living Products - Power Steam Pro
Edgewater Pools, LLC
EF International
Elaine's Slices of Heaven
Enagic / Independent Distributor
Energy Saving Technologies
ER Vending
eShield of VA
evco plastics
Extreme Concrete LLC
EyeStyle Fashions
Fairway Green The Lawn Care Pros
Fairway Lawn Buildings Inc.
Fairways and Greens
Fan Man Romano, Inc.
Faux & More Wall Decor
Festiva Travel/Ellington at Wachesaw
Plantation East
Findlay Roofing
Fintastic
Fire House Casual Living
Fireplace & Granite Distributors, Inc.
Flags Over America
Flashing Lights
Floormax Factory Outlet
FootHill Metals & Supply
Fun Outdoor Living
Garden Grove Nursery & Landscape
Gee Jay Designs
Girl Scouts, Hornets' Nest Council
Granite Transformations/Shelf Genie
Great Vacations Destinations
Green Eco Solutions

Guardian Protection Services
Gutter Helmet Piedmont
H & H International
Hawaiian Moon
Healthmate Saunas/PLH Products
Heartwood Tree Service LLC
Helmut's Strudel
Helmut's Strudel
Herbiepac.com
Hinnant Family Vineyards
Holiday Retirement
Home Service Reports.org
Home-Tek Handyman LLC
Horizons Ltd.
Horticultural Institute of Southern
California, Inc.
Hot Wired Audio Video Inc.
Hound Ears
Hudson River Inlay
Humane Society of Charlotte
Ideas Concrete
IE Home Security
IKEA Charlotte
In The Beginning
Instant Organic Garden
InStyle Charlotte
Invisible Fence of The Carolinas
Iron Petunia Design Company
Ironwood Estate Orchids
J & J Collectibles
JAM Sales - Stove Top Grill
James Hardie Building Products
Jeffrey Michaels LLC

Jesse Brown's Outdoors
Johnson Sunrooms LLC
Joycelyn Armstrong Interiors
Just Me Music NC
Katherine Young Interiors
Kevin James Landscape, Inc.
Killingsworth Enviro Clean LLC
Killingsworth Environmental of the
Carolinas, LLC
King Green Lawn Care
Kitchen Craft
Kitchen Solvers
Kitchen Tune-up
L.E.D. Lighting Solutions L.L.C.
Lake Norman Pool & Spa
Lantern & Scroll
Lark & Key
Larry's Dried & Silk Flowers
Latham's Nursery, Inc
Le Bleu Bottled Water
LeafFilter North of North Carolina, Inc.
LeafGuard of Charlotte
Legacy Landscaping
Leonard Buildings & Truck Accessories
LifeSource Water Systems (My Carolina
Water, Inc.)
Lighthouse Construction of NC
Little Giant Ladder Systems (Wing
Enterprises)
LKN Cabinets

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Low Country Photography by Susan Budnick	Natural Home Lite	Pinnacle Rubber Mulch/ Liberty Tire Recycling	SavorNC
Lowe's Home Improvement	Naturally Yours	Plaza Appliance - Brand Source	Scentsy Wickless Candles
Lumber Liquidators	NC Cooperative Extension	Ponders Inc.	Schneider Tree Care, Inc.
Lumen's Collection	NC Piedmont Orchid Society	Pondscapes of Charlotte	Screenmobile of Charlotte
Lundberg Windows & Siding	NC Solar Now Inc.	Pressed Flower Art	Sea Shell Delights
M2 Planning and Design LLC	Nectar of the Vine	Pro Building & Electric Inc.	Sealing Agents
Masons Forge	Newell Enterprises	ProPlus Painting & Remodeling	Sears Home Improvement Services
Masterbuilder Fellowship Inc.	NiteLites	PRP Wine International	SEED
Mattress 4 You	No Streaks	Purple Palmetto Gourmet Goods	Select Comfort
Mattress Firm	North Carolina Water Consultants	Quick 'N Brite Inc.	Serenity Fountains & Screens
MATTY	Oakdale Greenhouses, LLC	Quiltladies J & J	Shutter Revolution
Max Howard Sculpture Studio	Off Leash Dog Training	Qwicksilver (C & S Enterprises)	Sierra Stone
Mecklenburg County Nature Preserve & Natural Resources	Old Stone Winery	Rail Rocket Plant Holder	Simplicity Gourmet
Mecklenburg County Solid Waste Management	Olive Affairs, Inc.	Rainbow Home Cleaning Systems (Johnson Distributors, Inc.)	Sincerely Yours Flags & More
MediMassager.com	One Step Mud Mat/ Rand Hill	Rainwater Control Solutions	Softub Inc.
Metro Stone & Granite	Organic Solutions	Rand Hill/Darby Creek	SolarTEK Energy of Charlotte, Inc.
Metro-GreenScape, Inc.	Organo Gold	Rapid Fire Carolina/Amazing Water Pearls	Southern Exposure Sunrooms
Metrolina Mulch Premium Landscape Products	Ornamental Specialties Inc.	Rare Finds Sterling Silver	Southern Shade and Stone
Mid-Atlantic Stihl	Overhead Door Company of Charlotte	RecDirect Factory Outlets / Leisure Products Inc.	Southern Showplace Landscapes
Miracle Method of Charlotte	Palmetto Exterminators and Palmetto	Relax The Back	Southern Stonescapes
Mister Sparky by Wise Electric Control Inc.	Mosquito Control	Revolution Home Design	Southscape Landscaping
Mister Spas	Paradise Swings & Things	Rich's Hand Carved Root Baskets	Sovran Acquisition, L.P. DBA Uncle Bob's Self Storage
MKM Builders, LLC	Park Road Books	Richard Laney Landscaping	Sozo Distribution
Mosquito Squad	PCL Interiors	Ricky Evans Gallery	Sparklewash By Cutting Edge
Mount Valley Foundation Services	Peaceful Ponds	Rita's Special T's	Speaks Custom Window & Sunrooms LLC
Mr. Rogers Windows Renewal By Andersen	Pella Window & Door Co.	Rocky River Vineyards	Special Moments
Must Have Movies	Perfect Turf Solutions, LLC.	Rooster Hill Farms Manufacturing	Sprinkler Systems For Less
N-Hance Revolutionary Wood Renewal	Performance Point	RSVP Publications	STI Turf Care Equipment
	Phoenix Trading	S.G. Poplin	Stonehenge Renovators
	Piedmont Flowers & Gifts	Salena's Accessory Showcase	StoneMaster Inc
	Piedmont Natural Gas		
	Piedmont Permanent Coatings		
	Pike Nurseries		
	Pine Lake Nursery & Landscaping		

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Stony Mountain Vineyards
StroudBraidedRugs.com
Student Painters
Studio Cleary Landscape Architecture
Sugar Britches - A Children's Boutique
Super Sod of Charlotte
Superior Pools of Charlotte Inc.
Sweet Grass Baskets
T. Pennington Art Gallery
T.Y. Cooper LLC/IronArboretum.com
Tarheel Outdoor Design Group
Teak Garden
Tech One Mobile
Terminix Service
Terra Green Landscapes
Terry's Lawn Care, LLC
The Bainbridge Crew
The Carolina Building Group
The Charlotte Council of Garden Clubs
The Charlotte Observer
The Charlotte Woodturners Club
The Charming Tree
The Design Center Featuring JELD-WEN
Windows & Doors
The Eccentric Cat

The Garage Guys
The Glass Guru
The Golden Touch
The Gourd Lady's Organic Originals
The GutterShutter Company
The Looking Glass
The Loving Group
The Plantation Shutter Co. Inc.
The Pole Planter
The Portrait Gallery
The Salvation Army
The Shoe Guys, LLC
The Sportula
The Stone Man
The Tin Man
The Tin Shed
TheHomeMag
Therapeutic Innovations / Go Green
Thirty-One Gifts
Time Warner Cable
Today's Audio / Video
Tom Johnson Camping Center
Treasures Refinished
Tri-County Regional Chamber of Commerce

Triple C Pottery
Tuff Shed, Inc.
Tumbler Depot/Gallo Enterprises Inc.
U Build It
Undercover Systems of Central NC
Union Church Millworks
Unique Bulbs
Unique Wreaths
Unit Paving, Inc.
Universal Forest Products
Universal Stone, LLC
Universal Windows Direct-Charlotte
USA Expositions
Vacation Village Resorts & Affiliates
Value Remodelers a division of
Archadeck
Verizon Wireless - Cellular Sales of North Carolina
Virginia Tourism / Shenandoah Valley
Travel Association
Visit Charlotte
Vita-Mix Corporation
WAC Contracting, Inc.
Waddell & Reed
Walker Woodworking

Webster Enterprises/Eurosteam Iron
Webster Enterprises/Garlic Grater
Webster Enterprises/PowerStep Exercise and Wellness Machine
Webster Enterprises/Salsa Maker
Webster Enterprises/Thunderhead Showerhead
Wells Fargo Advisors
West Virginia State Parks
Wilcox Bros. Lawn Sprinklers
Wilson's Natural Landscaping, llc.
Window & Door Pros
Witherspoon Rose Culture
WoodMill Winery, Inc.
World of Windows
World Stone Fabricators
WV Association of CVB's
YMCA Camp Harrison
Zabo Plant B.V. (TheLilyShop.com)

SPONSORS

Thanks to the show sponsors for helping to make the show another great success.



The Charlotte Observer
charlotteobserver.com

national home & garden
Show Series™



JOIN US IN 2012!



Mark your calendar now!

Next year's show is scheduled for February 29 – March 4

For More Information:

Mardee Woodward

Executive Show Manager

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