

December 9, 2016

Happy Holidays!

As 2016 fades away into history, you're probably making plans for 2017. Well, so is Hickory Mart Shows, and one of the things we're planning is a great Carolina Home & Garden Show, coming March 10-12, 2017, to Hickory Metro Convention Center.

Like the 20 shows that have gone before it, the 2017 show will be a mixture of gardens, products, services and a wealth of ideas. As they have for decades, we expect visitors from all over the Unifour to attend the event. And, as they have for decades, we expect exhibitors to use this show as an affordable way to reach customers and prospective customers.

This annual event is a proven way for businesses to expand visibility and increase market share in the Greater Hickory area. As always, we will publicize the show through TV, radio, direct mail, print ads and press releases.

Visitors to the Carolina Home & Garden Show will welcome any information you have to share, whether it's through take-home materials or personal contact. And businesses exhibiting in the show can magnify their marketing efforts by becoming sponsors, or by reserving a spot on our presentation stage.

Since 1996, businesses have found this show to offer a good return on their marketing dollars. Please take time to study the enclosed packet of information for 2017. We're enclosing an exhibit hall layout, along with a contract ready to complete, sign and return with your deposit.

If you have questions, or need more information, please visit [CarolinaHomeGardenShow.com](http://CarolinaHomeGardenShow.com) or call 828.322.4924.

Sincerely,

A handwritten signature in black ink that reads "Jamie Treadaway". The signature is fluid and cursive, with a large loop at the end of the last name.

Jamie Treadaway  
President  
HICKORY MART SHOWS

