



L&L EXHIBITION MANAGEMENT, INC.

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FOR IMMEDIATE RELEASE

**Landscape Displays and Caliper Awards
Make Oklahoma City Spring Remodel & Landscape Show
Prime Destination for Homeowners Considering
Improvements Inside or Out**

The **Oklahoma City Spring Remodel & Landscape Show** arrives at the Cox Convention Center on March 11th for three days of information-packed exhibits, seminars, demonstrations and other activities targeting the needs of improvement-minded homeowners. Sponsored by Ram Trucks, the show gives area residents unsurpassed access to experts in renovation and remodeling, as well as innovators in solar and alternative energy. The event will also mark the launch of the first ever Caliper Awards for landscaping design excellence.

Oklahoma City, OK - March, 2011: Just weeks before the vernal equinox marks the official start of spring, the **Oklahoma City Spring Remodel & Landscape Show** will kick off the ‘unofficial’ start of the home improvement season when it arrives at the Cox Convention Center on March 11th. The show will feature experts and exhibits on everything for home interiors including the latest in cabinetry and countertops, flooring, sunrooms and additions, basement finishing, waterproofing, smart home automation, and energy efficient windows.

“But what makes the event so timely is that we will also have dozens of experts in landscaping on hand, too,” reports show manager Jim Deibel.

The Curb Appeal and ROI of Landscaping

While most home shows focus on interior renovation, the **Oklahoma City Spring Remodel & Landscape Show** also includes exhibits offering products and ideas for exterior home improvement, including landscaping. “Landscaping can make your home more welcoming to visitors, ensure your privacy and security, and even help you save on heating and air conditioning expenses,” reports Deibel. “And for homeowners who are looking to increase the value of their property, you need look no further than your own front yard.”

A study by the American Nursery and Landscape Association found a well-landscaped property can accelerate the sale of a home by five to six weeks. “And according to a 2003 Smart Money article, an investment of five percent of the value of a home on the installation of quality, low maintenance landscaping can boost the resale value by fifteen percent, returning a 150-percent ROI,” reports Deibel.

Landscape Showcase & Inaugural Caliper Awards

As well as the exhibits, seminars, demonstrations, and other activities that are the hallmarks of L&L Management home shows, the **Oklahoma City Spring Remodel & Landscape Show** will include a landscape showcase and a competition for top design honors. The seven landscapers that have been invited to build garden displays inside the show are Cadence Landscape Design, Turf Team Outdoor Management, Red Dirt Landscaping, From the Ground Up, Riemer & Son Landscape and Irrigation, The Curbing Edge, and Decorative Rock and Stone.

“The landscapers’ work will be judged and we will present the first-ever Caliper Awards to the top three displays,” reports Deibel. (The awards take their name from the word ‘caliper’ which is an instrument used to measure the diameter of trees.)

Trio of Seminars on Saturday and Sunday

On Saturday and Sunday, homeowners are invited to attend fact-filled seminars on a variety of topics. At 1:00 p.m., Kevin Foster of TRW Credit Services will present *10 Deadliest Credit Repair Mistakes*. Attendees will learn how to make corrections to their credit reports to ensure that they have an accurate credit report and score.

At 2:00 p.m., Trey Parsons of Enersolve will discuss how *Air Sealing Your Home Saves Big Bucks on Energy*. He will explain how building science can save homeowners money on utility bills and what steps you can take now to start paying you back for your efforts.

Rounding out the trio of seminars is *Countertop Overlay Process* at 3:00 p.m. Presented by Josh Richey of OKC Coat Concrete Concepts, this seminar also includes a demonstration of the countertop overlay process aimed at homeowners who are looking for alternative countertop ideas.

A Gift from Ram Trucks to the Residents of Oklahoma City

The 2011 **Oklahoma City Spring Remodel & Landscape Show** is sponsored by Ram Trucks and produced by L&L Exhibition Management. “We’re proud to be partnering with Ram Trucks to make this event accessible and affordable for the people of Oklahoma City,” says Deibel. “We are the largest home show producer in the country under the same management since 1994 and have produced over 200 shows...but none quite like this. We believe that the inclusion of landscaping professionals in our line-up of guest exhibitors will make this show an unforgettable experience of unparalleled value.”

The show opens at the Cox Convention Center on Friday, March 11th at 2:00 p.m. and closes at 8:00 p.m. It continues on Saturday, March 12th (11:00 a.m. to 8:00 p.m.) and concludes on Sunday, March 13th (11:00 a.m. to 5:00 p.m.) The show is open to adults and children (when accompanied by an adult). Onsite admission is \$3.

For additional details and ticket discount, please visit

<http://www.homeshowcenter.com/Visitors/HomeShow.aspx?show=oklahomacity>

About the 2011 Oklahoma City Spring Remodel Show

The 2011 **Oklahoma City Spring Remodel & Landscape Show** at the Cox Convention Center from March 11-13 is a comprehensive home show designed to give local homeowners unique and personal access to many of the most knowledgeable and experienced building, renovation, design, and landscaping experts in the country. Every aspect of home interior and exterior renovation can be explored, from the smallest design detail to the largest house addition. The Expo is sponsored by Ram Trucks and produced by L&L Exhibition Management. For more information and ticket discounts, please visit: <http://www.homeshowcenter.com/Visitors/HomeShow.aspx?show=oklahomacity>

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