

SHOW OVERVIEW



March 16-17, 2024

STL Athletic Center • Fenton, MO

***NEW Show from
the Home Builders
Association
of St. Louis!***



HOME BUILDERS
ASSOCIATION
ST. LOUIS

**Media & PR
Impressions
18,972,246**



**Thank You
to Our
Sponsors!**



STLHomeShow.com

ADVERTISING

SHOW OVERVIEW 2

A comprehensive Metro-wide media buy included TV, radio, print, outdoor, online, email and social media.

TV - 192 Commercials

Buy included 2 top stations with an emphasis on news, plus OTT (Over the Top TV / internet streaming)



Impressions: 2,998,374

Radio - 175 Spots

Buy included 2 top local stations focused on drive-time



Impressions: 1,431,070

Print

Buy included 4 ads in St. Louis Call Newspapers, and 2 ads in TheHomeMag St. Charles and St. Louis editions.

Impressions: 471,328

Outdoor

Buy included 6 billboards around the Metro area

Impressions: 5,246,374

Online

Comprehensive online campaign, including online ads with behavioral targeting and search engine marketing

Impressions: 748,944

Email

Three eblasts to our consumer database of approximately 10,000 people

Opens: 25,343

Social Media & Website

Extensive social media campaign with Show updates on Facebook and Instagram

Impressions: 201,354

Attend the St. Louis HBA's NEW Home Show!

Spring BUILDERS HOME SHOW Fenton

+ Outdoor Living

March 16-17

STL Athletic Center

STLHomeShow.com

FREE Admission!

100s of Home Pros

Spot of Gold

HOME EXPERTS STAGE

FAMILY FUN!

Foodrive for Foodbank

Bring this Coupon for a FREE Beer on Sunday!

Present this coupon at the Home Show on Sunday, March 17. NO reproductions or digital versions of coupon will be accepted. Must be 21 or older with valid ID for free beer. Limit one (1) free beer (or soft drink) per coupon. Limit one (1) free beverage per person. While supplies last.

Spring BUILDERS HOME SHOW Fenton

MARCH 16-17

STL Athletic Center

STLHomeShow.com

FREE Admission!

Spring BUILDERS HOME SHOW Fenton

MAR 16-17

STL Athletic Center

STLHomeShow.com

FREE ADMISSION

Spring BUILDERS HOME SHOW Fenton

MAR 16-17

STL Athletic Center

STLHomeShow.com

FREE Admission!

Spring BUILDERS HOME SHOW Fenton

MARCH 16-17

STL ATHLETIC CENTER

FREE ADMISSION

STLHomeShow.com

TOTAL PAID MEDIA IMPRESSIONS: 11,122,787

PROMOTIONS & PUBLICITY

SHOW OVERVIEW 3

The HBA sends Show information to 120+ media contacts in the metro St. Louis area.
PLUS - information is circulated through online press release distribution services. The HBA's strong partnerships with local media and special promotions gave the show fantastic added exposure.

TV - 16+ Promotional Spots

Promotional spots ran on KSDK-5 (NBC)

Impressions: 168,750
Added Value: \$8,000

Radio - 90+ Promotional Spots

Added-value spots ran on 2 top local stations
 PLUS - website banner ads and numerous social media mentions

Impressions: 127,000
Added Value: \$7,500

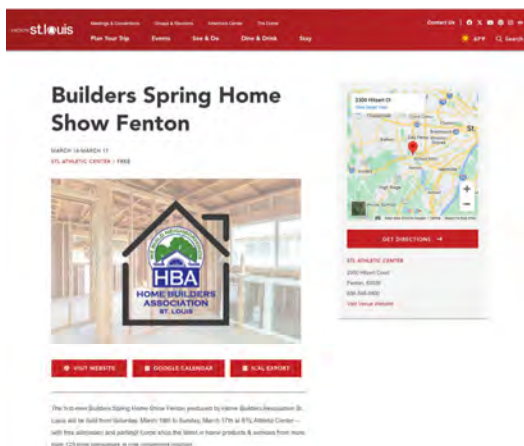
Online - Show Articles

Show information is distributed through two press release distribution services, resulting in Show inclusion in articles and event calendars on area websites and social media

TV & Radio Coverage - Live In-studio TV Interviews + Numerous News Stories & Radio Mentions

- iHeart Radio - 10 minute pre-show interview w/Ellen Viehmann ran on all stations weekend of March 9-10.
- Fox2 live in-studio interview on Wednesday, March 6 in 9 AM News, featuring Ellbee's Garlic Seasonings.
- Fox2 live in-studio interview on Tuesday, March 12 in 9 AM News, featuring Two Men and a Garden.
- Pre-recorded interview featured on Show Me St. Louis, KSDK-5 (NBC) aired on Friday, March 15, featuring St. Louis Equipment and Tammy Ridgley, Show Manager.
- Additional news stories across dayparts on KMOV-4 (CBS), KSDK-5 (NBC) and KTVI-Fox2.
- Numerous radio mentions.

Impressions: 7,553,709
Added Value: \$56,180



TOTAL PROMOTIONAL IMPRESSIONS: 7,849,459
TOTAL PROMO VALUE: \$71,680

Where Attendees Live:

Zip codes from Register to Win forms were used to determine where Show attendees live.

St. Louis County – 49%	Illinois – 10%
South County – 25%	St. Louis City – 4%
West County – 19%	Franklin County – 2.5%
North County – 5%	Other MO Counties – 4.5%
Jefferson County – 15%	Other States – 2%
St. Charles County – 13%	

SHOW FEATURES

SHOW OVERVIEW 5

Informative speakers, interesting features and family fun areas bring thousands of people to the Home Show and keep them at the show longer.



Home Builders Association members presented informative home seminars.



FAMILY FUN!



Make It & Take It Kids Projects



The Show collected food for St. Louis Area Foodbank.

Foodrive for Foodbank. St. Louis Area Foodbank



SCENES FROM THE SHOW

SHOW OVERVIEW 6



PARTICIPATING EXHIBITORS

SHOW OVERVIEW 7

ACADEMY AIR
ADT Solar Company
Aerus
AireMedCare Network
Alenco Home Improvement
Aloha Pools & Spas
American Sleep Therapy
Amini's Home Rugs & Game Room
Aqua Systems
The Bath Authority
Bath Planet of St. Louis and More
BATHFITTER
Bear Creek Yard Creations
Blind Ambition
Branson.com
CBD WORX
Champion Windows
Chesley Fence & Deck
Chiro One Wellness Centers
Classic Kitchen Refacing, LLC
Closet Factory
Coffee Cake Guys
Consort Homes at Windswept Farms
Crosscut Lawn & Landscape
Cutco Cutlery
Dynamic Protective Coatings
Eagle Contracting
Ellbee's Garlic Seasonings
Fair Price Properties, LLC
Five Star Painting of St. Louis
Floor Coverings International
Show Me
FRS Foundation Recovery Systems /
A Groundworks Company
G&W Meat & Bavarian
Style Sausage
Garage Force
Garden Green
Gateway Borders, LLC
GatorGuard Concrete Coatings
Greene Prairie Woodworks
Gutter Helmet
by Lednor Home Solutions
H2 Only-Water Purification
Heavy Timber Truss and Frame
Helitech Waterproofing
& Foundation Repair
HomeSource Custom Homes
Hot Tubs Of St. Louis
Jacob Sunrooms, Exteriors & Baths
Jones Home Improvements
K + R Wholesale Building Materials
Kitchen Craft Cookware
Klaus Roofing St. Louis
KML Remodeling
KSCanuck, LLC
Leaf Home Water Solutions, LLC
LeafFilter Gutter Protection
Leafguard of St. Louis
Leafs Out Gutter Protection
Luminous Flooring, LLC
MACC Contracting
Mad City Windows
Maverick SoftWash
McBride Homes
Mid America Cabinet Refacing
Mid-America Carpenters
Regional Council
Midtown Home Improvements, Inc.
Mike Brown Construction
Modern Solutions, LLC
Moolah Shrine Circus
MSD Project Clear
Nectar of the Vine
Outdoor Oasis, LLC
Patio Enclosures
Patriot Sunrooms & Home Solutions
Pella Windows & Doors
Perma Seal USA
P.H. Gibson Electronics, LLC
Phase 2 Patio & Premium
Poly Furnishings
Prestige Products Direct/TriadAer
RainTight Decks
RAISING SOLUTIONS, LLC
ReBath
redbox+ Dumpster Rental
of St. Louis Metro East
Redfern Enterprises, Inc.
Renewal by Andersen
Renner Garage Door
Rhodes Custom Finishes
Ron Hauser Enterprises, LLC
Second To None Beauty
Shade Your World
Siding Repair Systems
Sit Means Sit STL
Skyscaping Artistic Lighting
Solar City STL
Spas and More!
St. Louis Equipment
STL Design and Build
Summer Accents Umbrellas
By Water Canopy
SunSent Solar
Superior Fence and Rail of St Louis
Superior Sleep Experience
Surface Guardian
Swingset Factory Depot
T-Mobile
TheHomeMag
Toms Fire Pits
Tonys Concrete
Top Deck, Inc.
Top Notch Materials
Town & Country Landscaping
Trimlight Southeast Missouri
Trimlight St. Louis
TSR Concrete Coatings
Tuff Shed Storage Buildings
and Garages
Two Men and a Garden
Universal Windows Direct
Valenti's Design, Build & Remodel
Verizon
Visionary Associates
Wilson Handcrafted Cabinetry
Window Depot USA of St. Louis
Window Nation
Window World
Woods Basement Systems, Inc.

Be a Part of the HBA's Successful Home Shows

44th Annual Builders



Presented by



September 20-22, 2024
St. Charles
Convention Center



November 2-3, 2024
STL Athletic Center



HOME BUILDERS
ASSOCIATION
ST. LOUIS



March 15-16, 2025
STL Athletic Center

20th Anniversary Builders

St. Charles



April 4-6, 2025
St. Charles
Convention Center

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