

SHOW OVERVIEW



November 4-5, 2023

STL Athletic Center • Fenton, MO

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

**Media
& PR
Impressions
9,918,309**



**Thank You
to Our
Sponsor!**



STLHomeShow.com



**HOME BUILDERS
ASSOCIATION
ST. LOUIS**

ADVERTISING

SHOW OVERVIEW 2

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

TV - 167 Commercials

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



Impressions: 2,606,238

Radio - 203 Spots

Buy included 3 top local stations focused on drive-time



Impressions: 2,127,479

Outdoor

Buy included 3 billboards around the Metro area

Impressions: 2,818,155



TOTAL PAID MEDIA IMPRESSIONS: 8,429,993

Online

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

Impressions: 735,635

Email

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

Opens: 23,685

Social Media & Website

Extensive social media campaign with Show updates on Facebook and Instagram

Impressions: 118,741



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 - 43+ Promotional Spots

Promotional spots ran on KSDK-5 (NBC) and KTVI-Fox2

Impressions: 206,266
Added Value: \$22,000

Radio - 100+ Promotional Spots

Added-value spots ran on 3 top local stations
PLUS - 4 website banner ads, eblasts, a live remote at the Show and numerous social media mentions

Impressions: 612,500
Added Value: \$6,750

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

Impressions: 42,255

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

Fox2 live in-studio interview on Wednesday, November 1 in 9 AM News, featuring Blue Hive Honey.

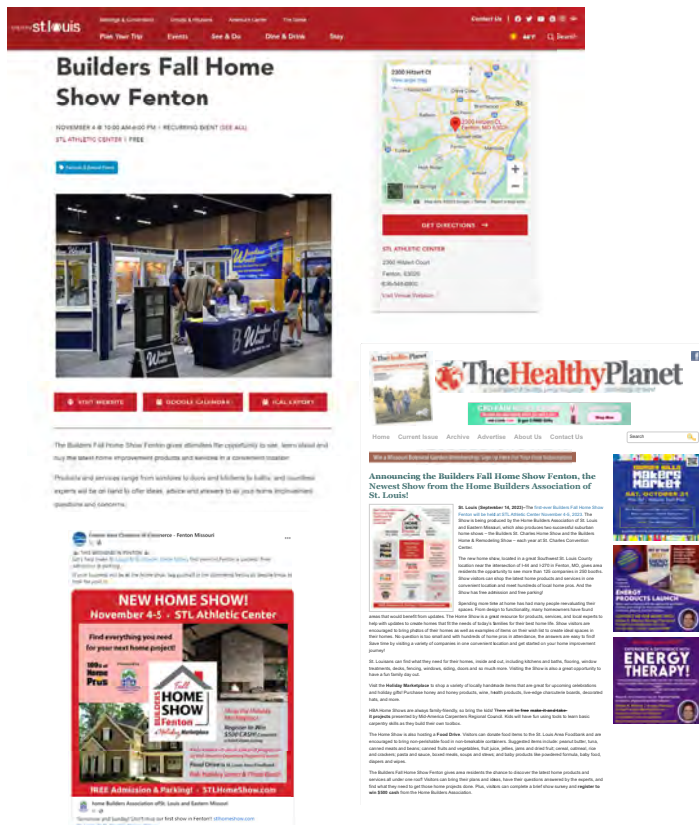
Fox2 live in-studio interview on Thursday, November 2 in 9 AM News, featuring Mid-America Carpenters Regional Council.

Pre-recorded interview featured on Show Me St. Louis, KSDK-5 (NBC) aired on Friday, November 3, featuring Closet Factory and Tammy Ridgley, Show Manager.

Additional news stories across dayparts on KMOV-4 (CBS), KSDK-5 (NBC) and KTVI-Fox2.

Numerous radio mentions.

Impressions: 627,295
Added Value: \$47,885



TOTAL PROMOTIONAL IMPRESSIONS: 1,488,316

TOTAL PROMOTIONAL VALUE: \$76,635

SHOW DIRECTORY = EXPOSURE

SHOW OVERVIEW 4

A comprehensive Show Directory created by the HBA is handed out at the Show entrance. The Show Directory contains exhibitor information, floor plan and show feature information. According to past Show surveys, 70-75% of attendees plan to keep the Show Directory and use it as a buying guide for future home product/service purchases.

FREE DIRECTORY LISTING

Each exhibitor who submits their listing information in the Show Portal by the deadline receives:

- Alphabetical Listing
- Product/Category Listing
- Listing on STLHomeShow.com Exhibitor Search

ADDITIONAL OPPORTUNITIES

Exhibitors have opportunities for added exposure when purchasing the following options:

- Enhanced Product/Category Listings - exhibitors may purchase additional listings for just \$35 each, add their website for \$30 per listing or make their listings bold for \$30 each
- Advertising - exhibitors may purchase ads in a variety of sizes, starting at just \$150!

Welcome to the NEW Show from the St. Louis HBA!



Fall HOME BUILDERS SHOW
Fenton + Holiday Marketplace

November 4-5, 2023
STL Athletic Center

Shop the Holiday Marketplace for locally handmade items!
Kids make-it-and-take-it projects from the Mid-America Carpenters Regional Council
Register to Win \$500 CASH!

3 Exhibitor List
4-5 Show Map
6-7 Products & Services



STLHomeShow.com

EXHIBITORS BY CATEGORY		CONCRETE - SPECIALTY		FURNITURE	
ACCESSIBILITY PRODUCTS		Embarras	221	Home Design Furniture	305
American Sleep Therapy		(800) 639-1304	210	Formerly Day Hilda Heiss	(217) 543-3863
Fenton Area Chamber of Commerce		(718) 820-0368	424	FURNITURE - OUTDOORS	311
ADVERTISING		TSR Concrete Coatings	266	Bear Creek Vent Creations	(217) 543-1362
Fenton Area Chamber of Commerce		(816) 359-1220	424	GUTTER PROTECTION	321
AWNINGS		CONTRACTORS - GENERAL	312	Luther Heibel by LeChor Home Solutions	(816) 341-4006
Shield World		Makana Construction, Inc.	373	LeafFilter	(800) 288-6166
(114) 745-5150		(314) 838-1632	448	LeafGuardScreens	(14) 332-3978
BATHROOM REMODELING		COOKWARE	373	Window Depot USA of St. Louis	(636) 938-8899
The Bath Authority		Culinary Elite, LLC	373	HEALTH PRODUCTS & SERVICES	356
(202) 293-9273		(423) 599-3414	373	AromaCare Networks	(610) 270-2112
Bath Planet of St. Louis and More		DECKS	320	Ellis Head & Soule	(503) 308-8864
(603) 947-0177		Jonah Home Improvements	320	Second To None Beauty	(201) 889-8783
BATHFITTER		(836) 411-9877	320	Whole Firm Arch Support	(714) 904-0338
(314) 418-8402		DECKS - SEALING	563	HEATING & AIR	
Januzzi Bath Remodel		Stark Street, LLC	563	Superior Heat and Air of St. Louis	(636) 210-2302
(602) 419-0923		(417) 235-4227	563	Classic Kitchen Refacing, LLC	(314) 338-3941
Jones Home Improvements		DOORS	275	Mid-America Cabinet Refacing	(141) 229-6654
(314) 739-1128		Window Depot USA of St. Louis	275	CABINET REFRACING	370
Modern Solutions, LLC		Window World	333	Cabinets for Less	(800) 296-0725
(636) 948-2850		(314) 863-8400	333	Classic Kitchen Refacing, LLC	(314) 338-3941
BEDS - THERAPEUTIC		FAMILY ENTERTAINMENT	573	Floor Coverings International St. Louis	(141) 229-6654
Superior Bed Experience		Moonah FEZ/World of Tiles	573	FENCING	386
(423) 559-3414		(214) 478-6031	573	Alaska Framing, Heating/Coating and Energy Covers	(214) 338-3941
BATH REFRACING		FLOORING	111	Averre Heating & Cooling	364
Cabinets for Less		Superior Bed Experience	570		
(800) 296-0725		(314) 559-3414	570		
Classic Kitchen Refacing, LLC		GARMENT ORGANIZERS	232		
(314) 338-3941		Closest Organizers	351		
Mid-America Cabinet Refacing		(314) 914-3000	351		
(141) 229-6654		CONCRETE - COATINGS	378		
CELLULAR PHONES & DEVICES		Dynamic Protection Coatings	378		
T-Mobile		(314) 305-6474	378		
(480) 530-8400		Garage Force of St. Louis West	378		
CHIROPRACTIC SERVICES		(636) 290-8887	378		
Ches One Wellness Centers		Gate/Guard Concrete Coatings	421		
(816) 424-4261		(314) 860-6850	421		
Revel Health & Wellness					
(636) 462-1528					
CLOSET ORGANIZERS					
Closest Organizers					
(314) 914-3000					
CONCRETE - COATINGS					
Dynamic Protection Coatings					
(314) 305-6474					
Garage Force of St. Louis West					
(636) 290-8887					
Gate/Guard Concrete Coatings					
(314) 860-6850					

HOME SHOW EXHIBITORS			
Aana	119	Granite Pins	311
AerMacCare Network	350	GRID, LLC	309
Alanco Home Improvement	442	Griffin	892
American Sleep Therapy	213	Gutter Helms	374
Armi's Home Rugs & Game Room	113	by LeChor Home Solutions	328
Artisan Flooring, Heating/Coating and Energy Experts	558	Hazy Housewares	579
Auto Heating & Cooling	484	Helix Waterproofing & Foundation Repair	228
The Bath Authority	472	A Hottel: Solution	479
Bath Planet of St. Louis and More	228	HomeSource Custom Homes	267
Bath Wizard	358	JB Boardwalk	342
BATHFITTER	328	Inner Pool + Outdoor	364
Bear Creek Yard Creations	313	Innovation X of Michigan, Inc.	551
Blind Ambition	131	Jacob Summons, Extensions & Baths	233
Blue Hive Honey	357	Kelly's Kustom Knobs	363
Cabinets for Less	670	Klaus Roofing St. Louis	325
Champion Windows	123	Koala Insulation	574
Ches One Wellness Centers	363	Leaf Home Water Solutions	371
Classic Kitchen Refacing, LLC	232	LeafFilter	373
Closest Factory	351	LeafGuardStLouis	448
Consort Homes	413	Luminox Flooring, LLC	344
at Windwep Farms	375	M&E Sales	229
Culinary Elite, LLC	373	Mad City Windows	305
Cutor Cubey	270	Makana Construction, Inc.	365
Dynamic Protective Coatings	456	Metro Lighting/Electric Supply	415
Elite Oak/Box	420	Mid-America Cabinet Refacing	257
Elite Spa Sales	125	Mid-America Carpenters	309
Elite Redders Interiors	271	Regional Council	405
Ellis Head & Soule	563	Riverside Exterior Design	362
Enduroville	421	Missouri Contractors	309
Fenton Area Chamber of Commerce	424	Mooen-Solutions, LLC	121
Floor Coverings International	111	Moon Solutions	224
Show Me	111	Moonah FEZ/World of Tiles	573
FRS Foundation Recovery Systems	243	Notling Brunel Cakes	448
A Groundworks Company	378	Oleanna Dairy	459
Garage Force of St. Louis West	378	Patio Enclosures	475
Gate/Guard Concrete Coatings	421	Premier Design Furniture - formerly Day Hilda Heiss	308
Granite Builders, Inc.	475		



Keep this directory for use as a buyer's guide after the show and have local home improvement professionals at your fingertips!



Shop Locally Handmade Items for Great Gifts!



Free Hands-on Projects for Kids!



Complete a brief Show survey and you could win \$500 CASH!



Great Photo-op!



Booth 565

NEW **ALL THINGS BASEMENTY!** NEW










Home Show Discount Online
www.woodstl.com
888-634-1990

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.

Holiday Marketplace

Show visitors shopped a variety of items great for holiday gift-giving.



FAMILY FUN!

Make It & Take It Kids Projects



Kids Holiday Corner



Holiday Photo Booth



The Show collected 80+ pounds of 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

- Aerus
- AireMedCare Network
- Alenco Home Improvement
- American Sleep Therapy
- Amini's Home Rugs & Game Room
- Astro Heating & Cooling
- The Bath Authority
- Bath Planet of St. Louis and More
- Bath Wizard
- BATHFITTER
- Bear Creek Yard Creations
- Blind Ambition
- Blue Hive Honey
- Cabinets for Less
- CertaPro Painters
- Champion Windows
- Chiro One Wellness Centers
- Classic Kitchen Refacing, LLC
- Closet Factory
- Consort Homes
at Windswept Farms
- Culinary Elite, LLC
- Cutco Cutlery
- Davis Meat Processing, LLC
- Dynamic Protective Coatings
- Elevate Outdoor
- Elite Spa Sales
- Ellie Redders Interiors
- Ellies Heat & Soothe
- Enduracrete
- The Flavored Pickle Bar
- Floor Coverings International
Show Me
- FRS Foundation Recovery Systems /
A Groundworks Company
- Garage Force of St. Louis West
- GatorGuard Concrete Coatings
- Granite Busters, Inc.
- Granite Pros
- GRID, LLC
- Gripstic
- Gutter Helmet
by Lednor Home Solutions
- Happy Housewares
- Helitech Waterproofing
& Foundation Repair
- A Holistic Solution
- HomeSource Custom Homes
- i3 Broadband
- Imber Pool + Outdoor
- Innovation X of Michigan, Inc.
- Jacob Sunrooms, Exteriors & Baths
- Jacuzzi Bath Remodel
- Jones Home Improvements
- Kelly's Kustom Krafts
- Klaus Roofing St. Louis
- Koala Insulation
- Leaf Home Water Solutions
- LeafFilter
- LeafGuardStLouis
- Leafs Out Gutter Protection
- Luminous Flooring, LLC
- M&E Sales
- Mad City Windows
- McManus Construction, Inc.
- Metro Lighting/Electric Supply
- Mid America Cabinet Refacing
- Mid-America Carpenters
Regional Council
- Midtown Home Improvements
- Midwest Exterior Design
- Mighty Dog Roofing
of Northwest St. Louis
- Missouri Constructors
- Modern Solutions, LLC
- Mold Solutions
- Moolah FEZtival of Trees
- Nothing Bundt Cakes
- Patio Enclosures
- Premier Design Furniture -
formerly Das Holz Haus
- Prestige Pools and Spas
- RAISING SOLUTIONS, LLC
- Regions Mortgage
- Reliant Security
- Renewal by Andersen
- Revival Health & Wellness
- Rhodes Custom Finishes
- Scentsy - Cathy Bell
- Seal Smart, LLC
- Second To None Beauty
- Shade World
- Siding Repair Systems
- Small Batch Winery
- SolarUp St. Louis
- Solera Energy, LLC
- Spas and More!
- St. Louis Epoxy Pourers, LLC
- STL Design and Build
- Sunsent Solar
- Superior Fence and Rail
of St. Louis
- Superior Sleep Experience
- T-Mobile
- Tonys Concrete
- The Tower Garden
- Trimlight Southeast Missouri
- Trimlight St. Louis
- Universal Windows Direct
- USA Insulation of St. Louis
- Valenti's Design, Build & Remodel
- Virginia Tile Company
- Visionary Associates
- Whole Feet Arch Supports
- Window Depot USA of St. Louis
- Window World
- Woods Basement Systems, Inc.

Be a Part of the HBA's Successful Home Shows



March 16-17, 2024
STL Athletic Center



April 5-7, 2024
St. Charles
Convention Center



HOME BUILDERS
ASSOCIATION
ST. LOUIS



September 20-22, 2024
St. Charles
Convention Center



November 2-3, 2024
STL Athletic Center

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