

SHOW OVERVIEW

43rd Annual Builders

Home & Remodeling Show SM

Presented by



September 22-24, 2023

St. Charles Convention Center

St. Charles, MO

*The One Stop
for Your Next
Home Project!*

Media
& PR
Impressions
17,037,977

Produced by



HOME BUILDERS
ASSOCIATION
ST. LOUIS

Home Builders
Association of St. Louis
and Eastern Missouri



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to Our
Sponsors

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Official Siding Partner



ADVERTISING

SHOW OVERVIEW



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

TV - 185 Commercials

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



Impressions: 3,273,890

Radio - 298 Spots

Buy included 4 top local stations focused on drive-time



Impressions: 3,022,807

Outdoor

Buy included 5 billboards covering the Metro area

Impressions: 4,879,502



Online

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

Impressions: 1,109,918

Email

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

Opens: 27,951

Social Media & Website

Extensive social media campaign with Show updates on Facebook and Instagram

Impressions: 124,373



**TOTAL PAID MEDIA
IMPRESSIONS:
12,438,441**

PROMOTIONS & PUBLICITY

SHOW OVERVIEW



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: 1,698,000
Added Value: \$27,000

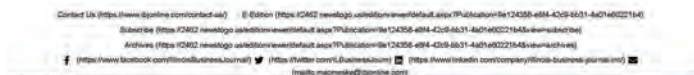
Radio - 156+ Promotional Spots

Added-value spots ran on 4 top local stations
PLUS - 5 website banner ads, eblasts, a live remote at the Show and numerous social media mentions

Impressions: 1,276,400
Added Value: \$10,250

Print/Online - Show Articles

Show articles on websites of Belleville News-Democrat, The Healthy Planet and Illinois Business Journal



Annual Builders Home & Remodeling Show returns Sept. 22 through 24

By Editor (@https://www.bjonline.com/author/editor/) | August 10, 2023 | 0 (https://www.bjonline.com/2023/08/10/annual-builders-home-remodeling-show-returns-sept-22-through-24/#respond)

The 43rd Annual Builders Home & Remodeling Show, presented by LPB SmartSide® Trim & Siding, returns to St. Charles Convention Center Sept. 22 through 24, 2023. The Show, produced by the Home Builders Association of St. Louis, gives area residents the opportunity to see more than 150 companies in 300 booths on both levels of the Convention Center. Show visitors can shop the latest home products and services in one convenient location and meet hundreds of local home pros.

Attendees can find what they need for their homes, inside and out, including kitchen and bath designs and fixtures, flooring, window treatments, decks, fencing, windows, siding, doors and so much more. And the Show has free admission and free parking. Visiting the Show is also a great opportunity to have a fun family day out, with a little something for everyone.

Spending more time at home has had many people reevaluating their homes. From design to functionality, many homeowners have found areas of their homes that would benefit from updates. The Home Show is a great resource for products, services and local experts to help with updates that will create homes that fit the needs of today's families and give them their best home life. Show visitors are encouraged to bring photos of their homes as well as examples of items on their wish list to create ideal spaces in their homes. No question is too small and with hundreds of home pros in attendance, the answers are easy to find! Save time by visiting a variety of companies in one convenient location and get started on your home improvement journey.

Home Builders Association home pros share expert advice on a variety of timely topics at the HBA Home Experts Stage. The Home Builders Association of St. Louis and Eastern Missouri is comprised of hundreds of companies and experts in all things home-related. HBA members will present informative seminars on topics that can give valuable help for homeowners and home buyers.

Topics include: All About Construction Financing by Cashman Mortgage; Finding the Right Builder or Remodeler by Associated Bank; Home Technology: From Fundamentals to Fantastic! by Integration Controls; Introduction to Low Pressure Sewer - Build Where you Never Thought Possible! by Fx Systems; Learn about Financing Options for your Remodeling by PrimeLending; Lighting for Life: Lighting in Layers for Better Living by Integration Controls; Organize Your Home & Simplify Your Life by Closet Factory; Outdoor Living: Color Trends in Brick and Stone by Midwest Block and Brick; and Residential 2024 Color and Design Trends Forecast by The Show-Williams Co. Visit the show website for seminar dates and times.

Visit the Party Flavors Sampling Event to try and buy a variety of local foods and beverages. Items are great additions to upcoming party menus and perfect for unique gifts. Find smoked and cured meats and sausages, all-purpose gourmet salsas, garlic ribs and seasonings, a variety of wine and more.

Show visitors can shop the Spa & Swim Spa Blowout Sale, sponsored by Spas and More. Visit the 3,200 sq. ft. tent in the south parking lot for great deals. Visitors can choose from a wide variety of models at 30 to 60% off regular retail prices.



TV & Radio Coverage - Live at-Show TV Interviews + Numerous News Stories & Radio Mentions

Tim Ezell, KTVI-Fox2, live at Show on Friday, September 22 in AM News from 6:40-7:30 am. Two live interviews with exhibitors, plus teases.

Malik Wilson, Show Me St. Louis, KSDK-5 (NBC), live at the Show on Friday, September 22 10:00-10:30 am.

KTVI-Fox2 pre-recorded interview with Tim Ezell aired in 9 AM News on Friday, September 22.

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

Numerous radio mentions.

Impressions: 1,625,136
Added Value: \$77,704

TOTAL PROMOTIONAL IMPRESSIONS:

4,599,536

TOTAL PROMOTIONAL VALUE:

\$114,954

A comprehensive Show Directory is handed out at each Show entrance. According to the Show survey, 79% of attendees plan to use the Show Directory as a buying guide for future home product/service purchases.

SHOW DIRECTORY = EXPOSURE

SHOW OVERVIEW



A comprehensive Show Directory created by the HBA is handed out at each Show entrance. The Show Directory contains exhibitor information, floor plan, stage schedules, feature information and exhibitor articles. **According to the Show survey, 79% 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 turns in a Directory Listing Form by the deadline receives:

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

Exhibitors are also encouraged to submit articles with new/interesting product information. Space permitting, they may be included in the Directory.

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 \$225!

HOME SHOW EXHIBITORS		ST. LOUIS HOME BUILDERS ASSOCIATION	
Alenco (Kaiser Div.)	-907	St. Louis Bathing and Tile Reglazing	2356
Alenco (Kaiser Div.)	-415	STL Design and Build	1022
All Solutions Pest Control	1034	Sun Solair	2007
AMANA	3	Sunwest Solar	1013
American Lung Association	300	Superior Fence and Rail of St. Louis	1018
Amerin's Home Rugs & Game Room	-218	Superior Sleep Experience	1011
Arena's Plumbing, Heating/Cooling and Energy Experts	-821	Talabide	810
Arco Heating & Cooling	505	TRIMLIGHT ST. LOUIS	1007
Bacthus Concrete and Construction	108	TSR Concrete Coatings	2018
Bath and Kitchen Connection	206	Uncommon USA, Inc.	405
The Bath Authority	100	Unique Coring, LLC	2119
Bath Planet of St. Louis and More	2106	Universal Windows Direct	1008, 2101
Bath Wizard	2000	Valterra Design, Build & Remodel	2100
BATHFITTER	309	Visionary Associates, Inc.	401
Baust Falls	907	VP Trimmer & Dealer	401
BEAM Vacuum Systems	801	W&W Roofing	811
Blind Ambition	400	W&W Roofing	2206
Boy Scout Troop 533	210	W&W 3D Home Design, LLC	2022
Books To Go	2036	Whole Fast Arch Supports	221
Cardell Cabinetry	506	Window Depot USA of St. Louis	602
CastPro Painters	702	Window World	201
Chico One Wellness Centers	2251	Woodward Element Systems, Inc.	608
Classic Kitchen Refacing, LLC	1017	The Wright Door Company	2202
Click Heaters	2120		
Closet Factory	-695		
Closets By Design St. Louis	1915		
Culinary Elite, LLC	801		
Custom Discount Exteriors	2014		
Culco Culery	-219		
Dorla Matt Processing, LLC	1222		
Dogz on Duty	2126		
Dynamic Protective Coatings	1014		
Easy Living Products	2114		
ECOsource Energy Solutions	400		
Elite Spa Sales	2002		
Elite's Golf Seasonings	1209		
Eyman Kitchen & Bath	518		
Floor Coverings International of West County	2208		
Foundation Recovery Systems	106		
Freddie Lee's Gourmet Sauces, LLC	1201		
Gearty Fine	518		
Gangotri	903		
Garden Green	511		
Gateaway Barbers, LLC	2017		
GlobalGuard Concrete Coatings	1914		
Gaspar Business, Inc.	506		
Gonville Transformations of St. Louis	1915		
GRID, LLC	2118		
The Great Masjid of St. Louis	1018		
Gutter Helmet by Leader Home Solutions	-408		
Health Waterproofing & Foundation Repair	809	Stitching New Spas and More!	408
Helix Garage of St. Louis	700	St. Louis Bathing and Tile Reglazing	2356
A Healthier Solution	817	STL Design and Build	1022
HomeSource Custom Homes	609	Sun Solair	2007
I3 Broadband	410	Sunwest Solar	1013
IFDAMI Insulation	2106	Superior Fence and Rail of St. Louis	1018
Innovative Shade Solutions, LLC	408	Superior Sleep Experience	1011
Jacobs Sunrooms, Exteriors & Baths	501	Talabide	810
Jazzco Bath Remodel	813	TRIMLIGHT ST. LOUIS	1007
Johnson Fitness & Wellness	815	TSR Concrete Coatings	2018
Kitchen Craft Cookware	2003	Uncommon USA, Inc.	405
Klein Roofing St. Louis	512	Unique Coring, LLC	2119
LaChance Vineyards	1207	Universal Windows Direct	1008, 2101
LeafFilter Gutter Protection	215	Valterra Design, Build & Remodel	2100
LeafGuard of St. Louis	811	Visionary Associates, Inc.	401
LP SmartSide Trim & Siding	109	VP Trimmer & Dealer	401
Lumpro's Flooring, LLC	303	W&W Roofing	811
M&E Sales	715	W&W Roofing	2206
Mani City Windows	707	W&W 3D Home Design, LLC	2022
Melissa Wood USA	416	Whole Fast Arch Supports	221
Mesaigo World USA	221	Window Depot USA of St. Louis	602
Mil America Cabinet Refacing	1012	Window World	201
Midtown Home Improvement, Inc.	301	Woodward Element Systems, Inc.	608
Midwest Exterior Design	407	The Wright Door Company	2202
Modern Solutions, LLC	616		
Modern FEZival of Trees	2017		
Netel Renovations Energy	504		
Nighttime Lighting			
Obonetti Dairy			
Outdoor Living Solutions			
Palis Endosmas			
Pella Windows & Doors			
Plans And Saws Woodworking			
Premier Design Furniture - formerly Day Hair Salon			
Preridge Pools and Spas			
Preridge Pools/Spas/Trid Air Pty Cabinets			
Rain Tight Decks			
Reining Solutions, LLC			
Reisler Security			
Removal by Anderson			
Remner Garage Door			
Rhodes Custom Panels			
Ron Hauser Enterprises, LLC			
Roofingway Exholl			
A SafeLid Lock Closet Co.			
Seal Smart, LLC			
Second To None Beauty			
Seinige Magic Exteriors			
Strong Repair Systems			
Signature Showers			
Small Bath/Winery			
Stitching New Spas and More!			
St. Louis Bathing and Tile Reglazing			
STL Design and Build			
STL Design and Build			
Valent's Design, Build & Remodel			
Superior Sleep Experience			
Tabladi			
TSR Concrete Coatings			
Uncommon USA, Inc.			
Unique Coring, LLC			
Universal Windows Direct			
Valterra Design, Build & Remodel			
Visionary Associates, Inc.			
VP Trimmer & Dealer			
W&W Roofing			
W&W Roofing			
W&W 3D Home Design, LLC			
Whole Fast Arch Supports			
Window Depot USA of St. Louis			
Window World			
Woodward Element Systems, Inc.			
The Wright Door Company			



SPEAKERS & SHOW FEATURES

SHOW OVERVIEW



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



HBA members presented informative seminars on a variety of topics on the HBA Home Experts Stage.



The Show collected 80+ pounds of food for St. Louis Area Foodbank.

Party Flavors SAMPLING EVENTSM

Visitors could try and buy of a variety of foods and beverages.



The Flower Show & Competition returned, with creative floral designs and beautiful horticulture.



Spa & Swim Spa Sale
Sponsored by
Spas and More!



DELIVERING YOUR AUDIENCE

SHOW OVERVIEW

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A survey conducted at the Show collected information on show visitors' demographics and buying intentions. **The Show provides exhibitors with qualified buyers in a face-to-face selling environment.**

HOME OWNERSHIP

Own a Home	88%
Rent	12%

SEX

Female	58%
Male	42%

HOUSEHOLD INCOME

Less than \$50,000	15%
\$50,000 - \$74,999	26%
\$75,000 - \$99,999	11%
\$100,000 - \$149,999	18%
\$150,000 or more	30%

AGE

25 - 34	17%
35 - 44	19%
45 - 54	15%
55 - 64	22%
65 or older	27%

73% are between 25 - 64 years old

RESIDENCE

St. Charles County	46%
West County	19%
Illinois	7.5%
North County	7.5%
Franklin County	2.5%
Jefferson County	2.5%
Lincoln County	2.5%
South County	2.5%
Warren County	2.5%
Other Missouri Counties	5%
Other States	2.5%

SHOW EXPERIENCE

88% rated the Show Excellent or Good

FUTURE SHOW ATTENDANCE

53% said they would definitely attend a future Home & Remodeling Show

SHOW DIRECTORY

79% of Show visitors said they would use the Show Directory as a buying guide for future home purchases

DELIVERING YOUR AUDIENCE

SHOW OVERVIEW



Show visitors' buying intentions and show purchases from the Survey.

PURCHASES AT SHOW

36% of Show visitors made a purchase at the Show

HOME IMPROVEMENT SPENDING

40% of Show visitors plan to spend more than \$10,000 on their next home improvement project

HOME IMPROVEMENT PLANS

68% of Show visitors plan to do a home improvement project in the next year

HOW MUCH VISITORS PLAN TO SPEND ON THEIR NEXT HOME IMPROVEMENT PROJECT

\$1 - \$999	26%
\$1,000 - \$4,999	17%
\$5,000 - \$9,999	17%
\$10,000 - \$14,999	20%
\$15,000 or more	20%

WHEN VISITORS PLAN TO START THEIR NEXT HOME IMPROVEMENT PROJECT

Within 3 months	34%
Within 3-6 months	11%
Within 6-12 months	23%
More than 12 months	32%

TOP PRODUCTS/SERVICES VISITORS PURCHASED AT THE SHOW

Interior Decorating	HVAC	Garden
Bathroom Remodeling	Painting	Health Products
Kitchen Remodeling	Pool & Spa	Lawn
Environmentally Friendly	Windows & Siding	Masonry & Stone
Home Entertainment	Doors	Plumbing

SCENES FROM THE SHOW

SHOW OVERVIEW

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PARTICIPATING EXHIBITORS

SHOW OVERVIEW



- Aerus
Alenco (Kohler Div.)
All Solutions Pest Control
AMAYA
American Lung Association
Amini's Home Rugs & Game Room
Anton's Plumbing, Heating/Cooling
and Energy Experts
Arco Heating & Cooling
Bacchus Concrete and Construction
Bath and Kitchen Connection
The Bath Authority
Bath Planet of St. Louis and More
Bath Wizard
BATHFITTER
Bauer Falls
BEAM Vacuum Systems
Blind Ambition
Boy Scout Troop 533
Cabinets To Go
Cardell Cabinetry
CertaPro Painters
Chiro One Wellness Centers
Classic Kitchen Refacing, LLC
Click Heaters
Closet Factory
Closets By Design St. Louis
Culinary Elite, LLC
Custom Discount Exteriors
Cutco Cutlery
Davis Meat Processing, LLC
Dogs on Duty
Dynamic Protective Coatings
Easy Living Products
ECOcentrix Energy Solutions
Elite Spa Sales
Ellbee's Garlic Seasonings
Eyman Kitchen & Bath
Floor Coverings International
of West County
Foundation Recovery Systems
Freddie Lee's Gourmet Sauces, LLC
Garage Force
Garagezilla
Garden Green
Gateway Borders, LLC
GatorGuard Concrete Coatings
- Granite Busters, Inc.
Granite Transformations of St. Louis
Greenenergy Solar and Generator
GRID, LLC
The Grout Medic of St. Louis
Gutter Helmet
by Lednor Home Solutions
Helitech Waterproofing
& Foundation Repair
Hello Garage of St. Louis
A Holistic Solution
HomeSource Custom Homes
i3 Broadband
iFOAM Insulation
Innovative Shade Solutions, LLC
Jacob Sunrooms, Exteriors & Baths
Jacuzzi Bath Remodel
Johnson Fitness & Wellness
Kitchen Craft Cookware
Klaus Roofing St. Louis
LaChance Vineyards
LeafFilter Gutter Protection
LeafGuard of St. Louis
LP SmartSide Trim & Siding
Luminous Flooring, LLC
M&E Sales
Mad City Windows
Mattress World USA /
Massage World USA
Mid America Cabinet Refacing
Midtown Home Improvements, Inc.
Midwest Exterior Design
Modern Solutions, LLC
Moolah FEZtival of Trees
Nelnet Renewable Energy
Nightworks Lighting
Oberweis Dairy
Outdoor Living Solutions
Patio Enclosures
Pella Windows & Doors
Plank And Sons Woodworking
Premier Design Furniture -
formerly Das Holz Haus
Prestige Pools and Spas
Prestige Products Direct/Triad Aer
Pro Cabinets
RainTight Decks
- Raising Solutions, LLC
ReBath
Reliant Security
Renewal by Andersen
Renner Garage Door
Rhodes Custom Finishes
Ron Hauser Enterprises, LLC -
Hemingway Exhibit
A Saint Louis Closet Co.
Seal Smart, LLC
Second To None Beauty
Shingle Magic Exteriors
Siding Repair Systems
Signature Stairways
Small Batch Winery
Something New
Spas and More!
St. Louis Bathtub and Tile Reglazing
STL Design and Build
Sun Solar
Sunsent Solar
Superior Fence and Rail of St. Louis
Superior Sleep Experience
T-Mobile
TRIMLIGHT ST. LOUIS
TSR Concrete Coatings
Uncommon USA, Inc.
Unique Canine, LLC
Universal Windows Direct
Valenti's Design, Build & Remodel
Visionary Associates, Inc. /
ATT Preferred Dealer
W&W Roofing
Wagner Roofing
& Construction Solutions
Waterfalls Unlimited
WG 3D Home Design, LLC
Whole Feet Arch Supports
Window Depot USA of St. Louis
Window World
Woods Basement Systems, Inc.
The Wright Door Company

Be a Part of the HBA's Successful Home Shows


March 16-17, 2024
STL Athletic Center

19th Annual Builders
St. Charles

April 5-7, 2024
St. Charles
Convention Center



HOME BUILDERS
ASSOCIATION
ST. LOUIS

44th Annual Builders

September 20-22, 2024
St. Charles
Convention Center

2nd Annual

November 2-3, 2024
STL Athletic Center

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