

SHOW OVERVIEW

18th Annual Builders

St. Charles



Presented by



April 14-16, 2023

St. Charles Convention Center
St. Charles, MO

*Your
Hometown
Community
Event!*

Produced by



HOME BUILDERS
ASSOCIATION
ST. LOUIS

**Media
& PR
Impressions
20,288,745**



Thank You
to Our
Sponsors

PRESENTING SPONSOR
Official Siding Partner



ADVERTISING

SHOW OVERVIEW

2

A comprehensive media buy focused on St. Charles, Lincoln and Warren counties and included TV, radio, print, direct mail, outdoor, online, email and social media.

TV - 132 Commercials

Buy included commercials on KTVI-Fox2 with an emphasis on news, plus OTT (Over the Top TV / internet streaming)



Impressions: 4,682,500
OTT Impressions - 133,149

Radio - 259 Spots

Buy included three top stations focusing on drive-time



Impressions: 2,008,790

Print

Ads in Flash Flyer Magazine, four zones

Impressions: 250,000

Print Ad



Billboard - digital



Outdoor - 8 Billboards

Covering most of the area highways and busy secondary roads like Hwy. 94

Impressions: 9,417,456

Online

Digital campaign with Facebook ads and retargeting

Impressions: 529,474

Email

Three eblasts to our consumer database of 10,500+ people, plus one eblast to HBA members

Impressions: 24,501

Social Media, Website, Enewsletters

Show information and updates on Facebook, Twitter and Instagram, plus numerous newsletters to HBA members

Impressions: 134,238

**TOTAL PAID MEDIA
IMPRESSIONS:
17,180,108**

Billboard - static



PROMOTIONS & PUBLICITY

SHOW OVERVIEW 3

The HBA sends Show information to 125+ media contacts in the metro St. Louis area. PLUS - information is circulated through two online press release distribution services. Strong partnerships with local media, and special promotions gave the show fantastic added exposure.

TV - 20+ Promotional Spots

Added-value spots ran on KTVI-Fox2

Impressions: 176,160
Added Value: \$6,000

Radio - 109+ Promotional Spots

Added-value spots ran on 102.5 KEZK, 103.3 KLOU and 106.5 The Arch. PLUS - 1 on-site remote, 4 website ads/ event listings, 1 eblast, and social media posts.

Impressions: 655,688
Added Value: \$10,200

Online Press Releases

Show information distributed through two online press release distribution services.

Impressions: 16,884



TV & Radio Coverage

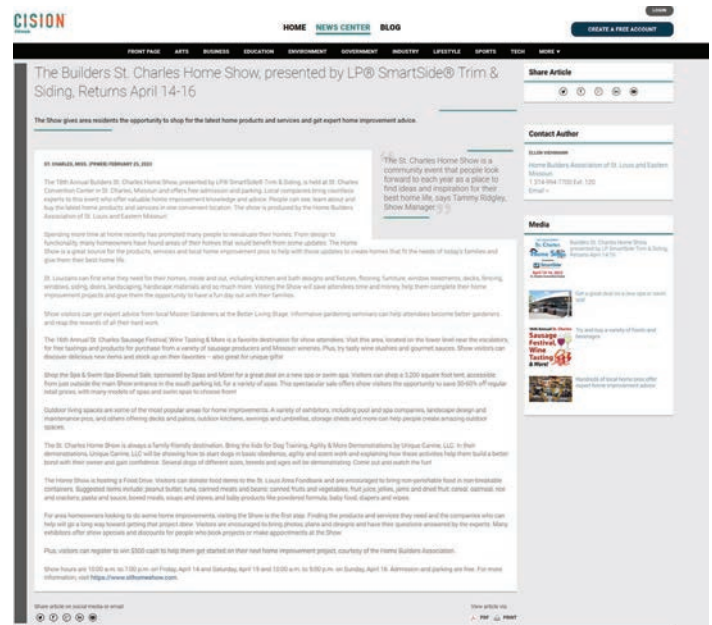
iHeart Radio - 15 minute pre-show interview w/Ellen Viehmann ran on all stations weekend of April 1-2

Four live in-studio interviews on Fox2 9AM News - March 27, April 5, April 10 and April 13 - featuring show exhibitors.

Live in-studio interview on Fox2 Studio STL show on Thursday, April 13.

Numerous additional news stories on all major TV stations in morning, afternoon and evening news and numerous mentions on a variety of radio stations.

Impressions: 2,259,905
Added Value: \$76,529



TOTAL PROMOTIONAL IMPRESSIONS: 3,108,637

TOTAL PROMOTIONAL VALUE: \$92,729

SPEAKERS & 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.

BETTER Living STAGE

Local **Master Gardeners**, shared expert tips for successful gardens



SPA AND SWIM SPA BLOWOUT SALE

Sponsored by
Spas and More!



16th Annual St. Charles Sausage Festival, Wine Tasting & More!



Agility & More Demonstrations By Unique Canine, LLC



Show visitors donated 128 pounds of food and household items for St. Louis Area Foodbank



DELIVERING YOUR AUDIENCE

SHOW OVERVIEW

6

A survey conducted at the 2019 Show collected information on show visitors' demographics and buying intentions. Zip codes from Register to Win forms at this year's show helped determine where visitors live. **The Show provides exhibitors with qualified buyers in a face-to-face selling environment.**

HOME OWNERSHIP

| | |
|------------|-----|
| Own a Home | 95% |
| Rent | 5% |

SEX

| | |
|--------|-----|
| Female | 64% |
| Male | 36% |

HOUSEHOLD INCOME

| | |
|------------------------------|------------|
| Less than \$50,000 | 16% |
| \$50,000 - \$74,999 | 21% |
| \$75,000 - \$99,999 | 22% |
| \$100,000 - \$149,999 | 29% |
| \$150,000 or more | 12% |

AGE

| | |
|--|-------|
| 18 - 24 | 5% |
| 25 - 34 | 9% |
| 35 - 44 | 17.5% |
| 45 - 54 | 22% |
| 55 - 64 | 22% |
| 65 or older | 24.5% |
| 70.5% are between 25 - 64 years old | |

RESIDENCE

| | |
|-------------------------|-------|
| St. Charles County | 48% |
| West County | 13.5% |
| North County | 11.5% |
| Illinois | 10% |
| Jefferson County | 4% |
| Lincoln County | 3% |
| South County | 3% |
| St. Louis City | 3% |
| Franklin County | 1% |
| Other Missouri Counties | 3% |

NUMBER OF SHOWS ATTENDED

| | |
|----------------------------|------------|
| 5 or more | 41% |
| 3 - 4 | 19% |
| 2 | 15% |
| First show attended | 25% |

SHOW EXPERIENCE

90% rated the Show Excellent or Good

FUTURE SHOW ATTENDANCE

81% said they would definitely attend a future St. Charles Home Show

DELIVERING YOUR AUDIENCE

SHOW OVERVIEW

7

Show visitors' buying intentions and show purchases.

PURCHASES AT SHOW

47% of Show visitors made a purchase at the Show

HOME IMPROVEMENT SPENDING

20% of Show visitors plan to spend more than \$10,000 on their next home improvement project

HOME IMPROVEMENT PLANS

79% of Show visitors plan to do a home improvement project in the next year

WHEN VISITORS PLAN TO START THEIR NEXT HOME IMPROVEMENT PROJECT

| | |
|---------------------|-----|
| Within 3 months | 46% |
| Within 3-6 months | 17% |
| Within 6-12 months | 16% |
| More than 12 months | 21% |

APPOINTMENTS MADE AT SHOW

40% of Show visitors said they made an appointment with a Show exhibitor

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

| | |
|---------------------|-----|
| \$1 - \$99 | 4% |
| \$100 - \$999 | 9% |
| \$1,000 - \$4,999 | 41% |
| \$5,000 - \$9,999 | 26% |
| \$10,000 - \$14,999 | 6% |
| \$15,000 or more | 14% |

SHOW DIRECTORY

80% of Show visitors said they would use the Show Directory as a buying guide for future home purchases

TOP PRODUCTS/SERVICES VISITORS PURCHASED AT SHOW

| | | |
|---------------------|--------------------------|--------------------|
| Garden | Lawn | Home Entertainment |
| Interior Decorating | Bathroom Remodeling | Windows & Siding |
| Flooring & Carpet | Environmentally Friendly | Doors |
| Kitchen Remodeling | Plumbing | Pool & Spa |

SCENES FROM THE SHOW

SHOW OVERVIEW

8



PARTICIPATING EXHIBITORS

SHOW OVERVIEW

9

| | | | |
|--|--------------------------------------|--|--|
| 4Ever Lights | Edge Rail and Screen | Leafs Out Gutter Protection | Ryker Tools |
| ACI Exteriors | Enduracrete | LP SmartSide Trim & Siding | Sam The Concrete Man |
| Adams Power Shower | EUROSHINE USA, INC. | Luminous Flooring, LLC | Scandinavian |
| ADT Security Services | Eyman Kitchen & Bath | M & M Golf Cars, LLC | Designs Furniture |
| ADT Solar Company | EZ Hang Chair | M&E Sales | Seal Smart, LLC |
| Advance Carpet One | First 2 Market Products | Mattress World USA | Second To None Beauty |
| Aerus | Flash Flyer | Maverick SoftWash | Shade Your World |
| Agers Heating & Air Conditioning | Floor Coverings International | McManus Construction, Inc. | Shelby Roofing & Exteriors |
| AirMedCare Network | Foundation Recovery Systems | Meramec Hardscapes | Show Me Soils |
| Alenco Home Improvement | Freddie Lee's | Metro Lawn Sprinklers | Siding Repair Systems |
| Alenco (Kohler Div.) | Gourmet Sauces, LLC | & Landscapes | Signature Stairways |
| Alltru Credit Union | FULTON WURST HAUS | Mid America Cabinet Refacing | Sit Means Sit |
| Aloha Pools & Spas | & BUTCHERY | Midtown Home | Small Batch Winery |
| Amaya Contracting | Garage Force | Improvements, Inc. | Something New |
| Ameren Missouri | Garage Living | Midwest Carpet | Spas and More! |
| American Sleep Therapy | Garden Green | and Duct Cleaning | Spectrum |
| Amish Made Poly | Gateway Borders, LLC | Modern Solutions, LLC | St. Louis Epoxy Pourers, LLC |
| Anton's Plumbing, Heating/ Cooling & Energy Experts | Gateway Fiber | Mold Solutions | STL Design and Build |
| Astro Heating & Cooling | GatorGuard | Mosquito Shield | Stonebridge Roofing |
| Bacchus Concrete and Construction | Concrete Coatings | Mosquito Squad of West | Summer Accents Umbrellas By Water Canopy |
| Bath and Kitchen Connection | Gemstone Lights | St. Louis & Metro East | Sunsetter Awnings and Patio Covers |
| The Bath Authority | Bloom Lawn & Landscape | Nectar of the Vine | Superior Fence and Rail of St. Louis |
| Bath Planet of St. Louis | Greene Prairie Woodworks | Oberweis Dairy | Superior Sleep Experience |
| BATHFITTER | GRID, LLC | Home Delivery | T-Mobile |
| BEAM Vacuum Systems | The Grout Medic of St. Louis | Ohlemacher's Wisconsin | Timber & Ash |
| Bear Creek Yard Creations | Gutter Helmet | Meat and Cheese | Custom Kitchens |
| The Bedroom Store | by Lednor Home Solutions | Products, Inc. | Total Tinting |
| Berry Door & Window | Habitat for Humanity of St. | One Creative Group | TRIMLIGHT ST. LOUIS |
| Black Coral Minerals, LLC | Charles County – ReStore | Outdoor Lighting Perspectives | Tuff Shed, Inc. |
| Blind Ambition | Helio Solar Power | Outdoor Oasis, LLC | Two Men and a Spa Dolly |
| Blue Haven Pools | Helitech Waterproofing | The Pace Group, Inc. | Ultrasteam Floor Restoration |
| Branson.com | & Foundation Repair | Patio Enclosures | Uncommon USA, Inc. |
| CertaPro Painters | A Holistic Solution | Patriot Sunrooms | Unique Canine, LLC |
| Chaney Windows and Doors | HomeSource Custom Homes | & Home Solutions | Universal Windows of St. Louis |
| Chiro One Wellness Centers | Hot Mess Salsa | Perma Seal USA | Valenti's Design, Build & Remodel |
| Cigma, Inc. | i3 Broadband | Plank and Sons Woodworking | Visionary Associates, Inc. / ATT Preferred Dealer |
| Classic Kitchen Refacing, LLC | Imber Pool + Outdoor | Prestige Pools and Spas | Vitt Heating and Cooling |
| Closet Factory | Indian Creek Ironworks | Prestige Products Direct | Wagner Roofing & Construction Solutions |
| Closets by Design | Innovation X of Michigan | Presto-X | Window Depot USA of St. Louis |
| Coffee Cake Guys | Innovative Shade | Pro Cabinets | Window World |
| Complete Custom Sheds | Solutions, LLC | Quality Installation & Home Improvement | Woods Basement Systems, Inc. |
| Contemporary Solar | Itouch | R&R Awnings | The Wright Door Company |
| Custom Discount Exteriors | Jacob Sunrooms, Exteriors & Baths | RAISING SOLUTIONS, LLC | Zererez St. Louis |
| Cutco Cutlery | Jacuzzi Bath Remodel | ReBath | |
| Davis Meat Processing, LLC | Kitchen Craft Cookware | Redfern Enterprises, Inc. | |
| Designer Palms, Inc. | Klaus Roofing St. Louis | Reeds Metals | |
| Dogs on Duty | Koala Insulation | Renewal by Andersen | |
| Dynamic Protective Coatings | LaChance Vineyards | Renner Garage Door | |
| ECO Finish | Lawn & Landscape Solutions | Rhodes Custom Finishes | |
| | LeafFilter Gutter Protection | Ron Hauser Enterprises, LLC | |
| | Leafguard of St. Louis | Roots Plus | |

EXHIBITORS SAY IT BEST

SHOW OVERVIEW

10

Comments from exhibitors taken from a post-show survey.

"The Home Show always brings in a lot of customers, and the HBA staff is great to work with!"

Prestige Pools and Spas

"It was a great event and staff was super friendly definitely going to do the event again."

Jacuzzi Bath Remodel

"EXCELLENT SHOW."

Mattress World USA

"Great experience! The exhibitors are friendly, professional and helpful, as well as the staff!!"

R&R Awnings

"The staff and entire experience was amazing!!"

LaChance Vineyards

Keep the Good Times Rolling!

Exhibit in the HBA's successful Home Shows!

Keep your company, products and services top of mind with local homeowners.

Contact Tammy Ridgley to Reserve Space Today!
RidgleyT@hbastl.com
314-817-5624

PRIME SPACE AVAILABLE NOW!

43rd Annual Builders

Home & Remodeling ShowSM

Presented by

LP SmartSide[®]
ExpertFinish TRIM & SIDING

September 22-24, 2023
St. Charles Convention Center

STLHomeShow.com