

LIFE STYLE

St. Louis 35th Annual Builders

Home & Garden Show SM

a lifestyle changing experience SM

February 23-26, 2012 • America's Center & Edward Jones Dome

Exhibitor
Information



Produced by the
Home Builders Association
of St. Louis and Eastern Missouri

Show Profile

The St. Louis Builders Home & Garden Show is the largest quality consumer home show in North America. More than 500 exhibitors and 1,800 booths fill 400,000 square feet of America's Center & Edward Jones Dome in downtown St. Louis!

Area consumers look forward to the event each year, because they know they are guaranteed a quality show and consistently tell us they are able to find the products and services they need for their homes.

Reasons You Should Exhibit

- Meet new and old customers face-to-face who will see, touch, compare and buy your products or services.
- In just four days expand your prospect list with thousands of qualified buyers.
- Increase your sales and traffic for the next year with quality leads generated at the show.
- Raise consumer awareness of your products and services.
- Be a part of one of the area's most popular, widely publicized events at a fraction of the cost of other media.
- Have a unique opportunity to meet one-on-one with top executives, architects and trade representatives who make buying decisions on *Industry Day*. Free passes and opening day discounts ensure a large attendance and successful kick-off.

Don't Miss your Chance to Exhibit. Call to Reserve Space Today!

Reach a More Qualified Audience

Research has shown that St. Louis consumers come to the show to buy.

Buying & Buying Intentions

- 63% of attendees made a purchase at the show
- 67% plan to spend \$1,000 or more on their home in the next year
- 33% plan to spend \$5,000 or more on their home in the next year
- 15% plan to spend \$10,000 or more on their home in the next year

Facts You Should Know

- 93% of attendees own their own home
- 25% plan to purchase a home within one year
- 67% plan to start a home improvement project within one year
- 21% have household incomes of \$100,000+
- 67% of attendees plan to keep the Show Directory as a buying guide for future purchases

More Than Just Booth Space - Support Services at No Extra Charge

- Free listing in the Show Directory
- Free listing on the Show Website
- Opportunity to provide information on your products and services to local media through show PR efforts
- Comprehensive show advertising campaign that blankets the St. Louis Metropolitan area
- Exhibitor badges (number determined by booth size)
- 20 VIP tickets good any show day to provide to your important customers or prospects
- 24 Industry Day passes good opening day to provide to your important customers or prospects
- Teamster and decorator labor, including forklifts, provided by the HBA to help you with move-in and move-out (crated displays are an exception)
- 8' backdrape, side drape and booth identification sign
- 24-hour security
- Exhibitor lounge with reasonably priced, quality food
- Comprehensive exhibitor manual available online
- A show team with more than 40 years of experience producing quality Home Shows

Learn More About our Shows at www.STLHomeShow.com

St. Louis 35th Annual Builders

Home & Garden Show

Six Shows in One!

The Builders Home & Garden Show is actually six complete shows in one, with products and services for Kitchen & Bath, Lawn & Garden, Home Products, Interior Design, Pool & Spa and Green Products.

Visit our website www.STLHomeShow.com to learn more about these areas and determine where your company's products and services will best fit into the show.

Something for Everyone

- Feature gardens kick off spring.
- National displays add excitement.
- Dynamic PR and strong promotions bring consumers.
- Family fun areas keep visitors at the show for hours.
- Informative seminars by industry experts enhance the show experience.

Dynamic Marketing and Promotions will Fill the Aisles with Attendees

A strong marketing and public relations campaign helps support the show.

- Print advertising blankets the Metro Area - Missouri and Illinois
- Extensive radio and television advertising, with pre-publicity, giveaways and live show coverage
- Billboards are strategically placed on major highways
- New products, services and industry celebrities are all covered by area media
- Direct mail targets the area's most affluent households
- E-mail and fun, creative social media campaigns supplement traditional promotion

This adds up to more coverage, more consumers and more sales for our exhibitors!



Fantastic Show Features

Unique features and celebrity speakers create buzz and positive word-of-mouth that draws tens of thousands of visitors to the show. Some of this year's features include "Diana - The People's Princess" Exhibit, Melinda Myers, Gardening Expert and Brian Santos, "The Wall Wizard."

Sponsorship Opportunities

If you are interested in expanding your presence at the Show, a variety of sponsorship opportunities are available.

Convenient Online Options

Visit our website to view the floor plan, fill out and submit your space application, fill out and submit your free directory listing form and directory advertising form.

Call to reserve your space TODAY!

314-994-7700

Tammy Ridgley (x124) or Renee Mincher (x118)

www.STLHomeShow.com

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What People are Saying About the Home & Garden Show ...

"Face to face with thousands of people is one of the best ways to market yourself, and the HBA's Home & Garden Show is worth every penny in making this happen."
[Bales Junk Removal](#)

"This show is our primary marketing effort, and is a good return on investment." [Eagle Stone](#)

"I would not miss this show. It is a great way to generate business leads." [Thompson Price Kitchen Bath Home](#)

"The Home & Garden Show has always been a good experience for our company for more than 30 years."
[Bergfeld Recreation](#)

"The HBA Home & Garden Show is great. We have been doing it for 12 years and we are very satisfied."
[The Bedroom Store](#)

"This was our first Home Show, and it was an excellent marketing tool for us. We were impressed with the organization and the traffic at the show." [B-Back Floors](#)

"The response from this show was excellent. Thanks!"
[Brendel Architects](#)

"I don't know how I could kick start my business in the spring as effectively as the Home & Garden Show does."
[Prestige Landscape](#)