

8th Annual Builders St. Charles



April 20-22, 2012
St. Charles Convention Center

Exhibitor Information

SPACE WILL SELL FAST - RESERVE YOUR BOOTH TODAY!

Past shows have proven that the annual Builders St. Charles Home Show has become a HUGE success, with large quality crowds that come to the show to buy. The Show is conveniently located in St. Charles at Hwy. 70 and 5th Street and offers Free Admission and Free Parking!

By exhibiting in the 2012 Builders St. Charles Home Show, you will have the opportunity to put your product or service in front of thousands upon thousands of qualified attendees.

The HBA has met its goals to grow attendance and establish the show as an integral part of the St. Charles community that people are proud to call their "Hometown Community Event."





The 8th Annual Builders St. Charles Home Show is April 20-22, 2012.

- The show will jump start your busy season.

Nearly 60% of past show attendees live in St. Charles County.

- St. Charles County is a dynamic, growing region. Get your product or service in front of this quality audience.

Even though the show is free, it will still have an exciting line-up of features and speakers that will draw crowds.

- Dynamic speakers will present home-related seminars on a variety of topics.
- The 6th Annual St. Charles Sausage Festival & Wine Tasting, a huge hit with show visitors, will return as a major show feature.
- A special area just for kids will make the show a family-friendly destination.

Exhibit Space Rates

10' x 10'*	\$1,375	8' x 10'*	\$1,275
10' x 20'*	2,650	8' x 20'*	2,445

Each additional connecting 10' x 10' booth is \$1,270.

*A \$100 premium will be charged for each corner booth. (For example, a 10' x 20' booth with 2 corners will be charged an additional \$200.)

See terms of payment and rules and regulations on enclosed exhibit space application.

Booth Rental Includes:

- Standard booth draping
- Booth carpet and table (30" tall, 4', 6' or 8' long)
- Booth identification sign
- Show security
- Show advertising and promotion
- Free exhibitor parking

Visitor Purchasing Activity

- 28% will make a purchase for their home in the next three months
- 46% will make a purchase for their home in the next year
- 21% plan to spend \$500-\$2,000 on their home in the next year
- 26% plan to spend \$2,001-\$5,000 on their home in the next year
- 15% plan to spend more than \$5,000 on their home in the next year

What Past Exhibitors Have to Say

"In a questionable economy, exhibiting at the Builders Home Shows is a MUST ... leads far exceed the cost!" (HomeSource Custom Homes)

"I have worked similar shows in three states over a 35 year time span, and this facility and staff exceed them all." (Coach House Garages)

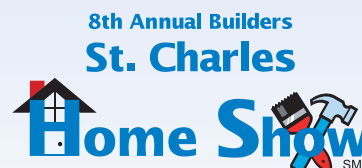
"It was my first time doing the show. I was very impressed." (The Bedroom Store)

Information taken from 2011 consumer and exhibitor surveys.

**Space will sell fast.
Don't miss your chance to be a part
of this quality regional show!**

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Home Builders Association
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10104 Old Olive Street Road, St. Louis, MO 63141



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To view a floor plan and fill out an exhibit space application online visit www.STLHomeShow.com