Missouri's Largest Home Product Market Place

43rd Annual Builders St. Louis



Presented by



March 5-8, 2020 America's Center

St. Louis, MO

Produced by:

Home Builders Association of St. Louis and Eastern Missouri 10104 Old Olive St. Rd. St. Louis, MO 63141

STLHomeShow.com



Media & PR Impressions: 32,542,630 • Exhibitors: 321 • Booths: 1,011

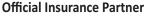




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ADVERTISING

SHOW OVERVIEW 2

Thorough Metro-wide media buy included TV, radio, print, direct mail, outdoor, online, email and social media.

TV - 316 Commercials

Buy included KMOV Channel 4 (CBS), KSDK Channel 5 (NBC) and KTVI-Fox2, with an emphasis on News

Impressions: 5,800,665

Radio - 1,021 Spots

Buy included 9 top local stations focusing on drive-time: 93.7 The Bull, 95.5 WFUN, 102.5 KEZK, 103.3 KLOU, 106.5 The Arch, HOT 104.1, NewsRadio 1120 KMOX, Y98, Z107.7

Impressions: 6,789,309

Print - 9 Ads

Buy included St. Louis Post-Dispatch, with Homes Section and Go! Magazine **PLUS** - ads in St. Louis Auto Show Guide and TheHomeMag

Impressions: 2,132,533

Direct Mail

RSVP post card mailed to 75,000 upper income households PLUS - post card/eblast delivered to 21,000+ homes

Impressions: 81,150



Outdoor

9 billboards on major highways blanketing the metro area, plus busy streets like Hwy. 94 and Manchester Road

Impressions: 10,099,237

Online Ads / Website

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

Impressions: 2,232,196

Email

Three eblasts to our consumer database of approximately 13.000 subscribers

Impressions: 12,582

Social Media

Extensive social media campaign with Show updates on Facebook, Twitter and Instagram - plus a number of paid sponsored posts on Facebook

Impressions: 116,793

2020 Billboard



TOTAL PAID MEDIA IMPRESSIONS: 27,264,465

PROMOTIONS & PUBLICITY

SHOW OVERVIEW



The HBA sends Show information to more than 120 media contacts in the metro St. Louis area.

The HBA has strong partnerships with local radio and TV stations - special promotions and additional free publicity give the show fantastic added exposure. PLUS - information is circulated through two online press release distribution services. 116 pick-ups by online outlets had a potential audience of 24,328,936.

TV - 83+ Promotional Spots

Added-value spots ran on KSDK-5 (NBC) and KTVI-Fox2 PLUS - Online contests, articles, listings on Events pages

Impressions: 1,160,133 • Added Value: \$32,000

Radio - 695+ Promotional Spots

Added-value spots ran on 9 top stations: 93.7 The Bull, 95.5 WFUN, 102.5 KEZK, 103.3 KLOU, 106.5 The Arch, HOT 104.1, NewsRadio 1120 KMOX, Y98 and Z107.7 PLUS - 9 eblasts, 18 website banner ads/event pages, 3 remotes, 2 live broadcasts and social media inclusion

Impressions: 1,697,328 • Added Value: \$102,200

Online

Added-value from the St. Louis Post-Dispatch/ stltoday.com included a variety of ads, plus eblasts

Impressions: 285,850 • Added Value: \$2,500

■ **©KMOV4** NEWS WEATHER WATCHING OUT A YOU TRAFFIC GREAT DAY Ø:49° € Q € 43rd Annual St. Louis Home & Garden Show returning to America's Center 43rd Annual Builders St. Louis Home & Most Popular Garden S ARTICLES VIDEOS Single mom of 6 who beld stage 4 british cancer sees from coversavirus The Latest France County adus new restrictions to contait contrievers spread Presented by ne Latest, Masouri reports first COVOL (9 Half), Illinois s'altes rise to 288 SmartSide* TRIM & SIDING ST, LOUIS (KMCV/com) - The 43rd Annual Builders St, Louis Horne & Garden Show, presented by LPB SmartSide® Trim & Siding, returns to America's Center Thursday, March 6 through Sunday, March 8. Cree of the largest quality consumer home shows in North America; the Home & Garden Show gives area consumers a chance to see, learn about and buy the latest home products and services from nearly 400. obrandwrus in St. Liburo County, Canes triple in the day, top 50 exhibitors under one roof. Local companies and hundreds of expens will help homeowners find what they Rechard, Bulk I Manor Design, Pool & Spa. Now Cirestruction and Home Products. More than 1,100 bendts of inselfy 340,000 sq. the mad provide companies an excellent buying apportunity, with competitive pricing and side-by-side companish between companies. Shop patios, pools, decks, lighting, fenting.

ws. doors. Turnible and everything imaginable for the home, incide and out.

TV/Radio Coverage - 25 Total TV Stories - 8 Live TV and Radio Interviews

Live in-studio TV interview on KTVI-Fox on Friday, February 21, 9 am News, featuring Cliff, Inc. Landscaping

Live radio interview on KMOX 1120 on Saturday, February 29, Home Improvement Show, featuring Ellen Viehmann

Live in-studio TV interview on KTVI-Fox on Wednesday, March 4, 9 am News, featuring Jonathan Wood, Extreme Raptors Experience Bird Shows

Live in-studio TV interview on KTVI-Fox on Thursday, March 5, 8 am News, featuring Kerry Ann Mendez, gardening expert

Live radio broadcast at Show on Saturday, March 7, KMOX 1120 Home Improvement Show 11 am-12 pm

Live radio broadcast at Show on Saturday, March 7, FM NewsTalk 97.1 Right at Home with Rich 12-1 pm

Numerous additional news stories on all three TV stations and numerous mentions on a variety of radio stations

Impressions: 2,134,854 • Added Value: \$101,588

TOTAL PROMOTIONAL IMPRESSIONS: 5,278,165

TOTAL PROMOTIONAL VALUE: \$238,288

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 and feature information. According to the Show survey, 64% 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



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 \$275!



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.





Kerry Ann Mendez, gardening author and designer, shared expert tips and techniques



25,000+ sq. ft. of fabulous outdoor living spaces and landscapes







Register to Win Belgard Outdoor Fireplace







Backyard Giveaway Show visitors registered to win a swingset







SPEAKERS & SHOW FEATURES

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



This show feature area helped area residents find their dream home, with the help of HBA builders and members.





















SPEAKERS & SHOW FEATURES

SHOW OVERVIEW



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DELIVERING YOUR AUDIENCE

SHOW OVERVIEW



A survey conducted at the 2019 Show collected information on show visitors' demographics and buying intentions. Zip codes were collected from Register to Win forms. The Show provides exhibitors with qualified buyers in a face-to-face selling environment. Experiential marketing at its best!

HOME OWNERSHIP		
Own a Home	95%	
Rent	5%	

SEX	
Female	62%
Male	38%

HOUSEHOLD INCOME		
Less than \$50,000	14%	
\$50,000 - \$74,999	21%	
\$75,000 - \$99,999	20%	
\$100,000 - \$149,999	24%	
\$150,000 or more	21%	

AGE	
Under 18	.5%
18 - 24	2.5%
25 - 34	14%
35 - 44	14%
45 - 54	22%
55 - 64	33%
65 or older	14%
83% are between 25 - 64 years old	

RESIDENCE		
Illinois	34%	
West County	13%	
South County	13%	
St. Charles County	12%	
Jefferson County	10%	
North County	5%	
St. Louis City	5%	
Franklin County	2%	
Lincoln County	1%	
Other Missouri Counties	5%	
Illinois by County		
Madison	13%	
St. Clair	6%	
Monroe	4%	
Macoupin	1%	
Other Illinois Counties	10%	

NUMBER OF SHOWS ATTENDED	
5 or more	48%
3 - 4	17%
2	15%
First show attended	20%

DELIVERING YOUR AUDIENCE

SHOW OVERVIEW



Show visitors' buying intentions and show purchases.

PURCHASES AT SHOW

69% of Show visitors made a purchase at the Show

HOME IMPROVEMENT PLANS

81% 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	45%
Within 3-6 months	19.5%
Within 6-12 months	16.5%
More than 12 months	19%

HOME IMPROVEMENT SPENDING

34% of Show visitors plan to spend more than \$10,000 on their next home improvement project

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

\$1 - \$99	2%
\$100 - \$999	12%
\$1,000 - \$4,999	35%
\$5,000 - \$9,999	17%
\$10,000 - \$14,999	9%
\$15,000 or more	25%

TOP PRODUCTS/SERVICES VISITORS PURCHASED AT THE SHOW		
Garden	Interior Decorating	Windows and Siding
Lawn	Pool and Spa	Home Entertainment
Kitchen Remodeling	Bathroom Remodeling	Flooring and Carpet

FUTURE SHOW ATTENDANCE

64% said they would definitely attend a future Home & Garden Show

APPOINTMENTS SCHEDULED

38% scheduled an appointment with a Show Exhibitor

SHOW EXPERIENCE

82% rated the Show Excellent or Good

SHOW DIRECTORY

64% of Show visitors said they would use the Show Directory as a buying guide for future home purchases

SCENES FROM THE SHOW

SHOW OVERVIEW







"The Home Show continues to be the best marketing investment we make every year. We have been doing the HBA shows for over 20 years and it is the best way to get in front of the St. Louis community face to face and drive our brand awareness and sales. The quality of the leads is excellent and the impact of these shows will give you positive returns even months after the show ends." The Bedroom Store













SCENES FROM THE SHOW

SHOW OVERVIEW























PARTICIPATING EXHIBITORS

SHOW OVERVIEW



A Holistic Solution A Spice Above **ACI Exteriors ADT Security Services** Aerus **Aholt Construction** & Home Improvement AirMedCare Network Alenco Home Improvement Alenco (Kohler Division) All Natural Dips Aloha Pools & Spas American Family Insurance American Mallard American Roofing & Exteriors Aqua Systems **Archway Coatings** Austin Painting & Epoxy Co. **Backyard Furniture Baker Landscaping** & Concrete, LLC Bath Planet of St. Louis and Perfect Choice **BATHFITTER BEAM Vacuum Systems** Bear Creek Yard Creations/ **Nelson Door** The Bedroom Store **Belgard Hardscapes Best Buy Flooring Blind Ambition StL** BlindQuest **Blue Stone Construction**

Blind Ambition StL
BlindQuest
Blue Stone Construction
Boardwalk
Hardwood Floors
Borgil Enterprises
Boyd Home Solutions
Branson.com
Builders Stair Supply, Inc.
Bull Shoals Lake Boat Dock
Cabelas
Cabinetry by Design, LLC
Cardinal Blinds
& Shutters, LLC
Centurion Stone

CertaPro Painters of St. Charles County and Wildwood **Champion Windows Chaney Windows** and Doors Chesterfield Fence & Deck Company, Inc. Citywide Alarms Classic Buildings Classic Kitchen Refacing, LLC **Classic Outdoor Sales** Click Heat Cliff, Inc. Closet Factory Closets By Design St. Louis Coach House Garages Cole's Classic Remodeling Colonial Masonry **Consort Homes** Contemporary Roofing Countryside Woodworking Culligan of St. Louis **Custom Discount Exteriors Custom Granite Tops Cutco Cutlery** Dave's Coffee Cakes **Deck Staining** By Brush Only **Deckman Designs** Definitive Home and Design, Inc. Demo Marketing, Inc. Designer Palms, Inc. **Diamond Resorts** Discover Branson Dish TV - Genuine Digital Double Dippin Doughmakers Kitchen **Dream Vacations** Dunn's Sporting Goods Co.

Eagle Contracting

EarthWays Center

Elite Air Systems

EFS Energy

Elizabeth Adam, Norwex **Independent Consultant Empire Today Enduracrete Decorative Concrete** Energy Panel Structures, Inc. **Energy View** Home Improvements EntryPoint of St. Louis By Soulard Garage Door and Fence Company **Envisioning Green EUROCAST** EUROSHINE USA, INC. **Exquisite Lifestyles** Farmers Insurance/ Taxman Insurance Group Fence & Deck Depot Festival King Fischer & Frichtel Homes, LLC Fischer Window And Door Store Flagpole Farm Floor & Decor **Footpharmacy Direct** Foundation **Recovery Systems Four Acres Wood Products G&W Meat & Bavarian** Style Sausage Gadgets N More Garage Decor and More **Garage Experts** of West St. Louis Garden Green **Generations Marketplace** GeoComfort **Geothermal Systems** GizMow, LLC GoliathTech of St. Louis Good Feet Store **Gourmet Goodies** Granite Busters, Inc.

Granite Transformations

Greene Prairie Woodworks

of St. Louis

Greyhound Companions of Missouri **GRILLIGHT** Groundwork Mortgage, NMLS 1211416 **Gutter Helmet** By Harry Helmet **Gutter Wizard** GutterPros **Habitat for Humanity Happy Housewares** Happys Appliances Hawaiian Moon Helitech Waterproofing & Foundation Repair HomeSource **Custom Homes Hoods Discount** Home Center Imperfect Foods **Infinity Massage Chairs** Innovation X **Innovative Shade** Solutions, LLC **Invision Roofing** J&R Excavating and Construction Jacob Sunrooms, **Exteriors & Baths** James Hardie **Building Products** JB Product Sales, Inc. / **Big Skinny Wallets** Johnson Fitness & Wellness Jose Madrid Salsa K & R Building Materials KingCrete Kitchen Craft Cookware **KR Communications KSCANUCK Kuenzel Construction** Lawn & Landscape Solutions, LLC LeafFilter North of Missouri, LLC Leafguard of St. Louis Lifestyle Market Place

PARTICIPATING EXHIBITORS - Cont.

SHOW OVERVIEW



Lombardo Homes of St. Louis LP SmartSide Trim & Siding Mastershield St. Louis Mattress Firm. Inc. Mattress World USA Maverick SoftWash Max 1 Glue, LLC McBride Homes McKelvey Homes McManus Construction, Inc. Meramec Hardscapes Metro East Dog Watch Metro Lawn Sprinklers & Landscapes Metro Lighting/ **Electric Supply** Meyers Enterprise Mid America Cabinet Refacing Mid America Chevy Dealers Midstate Resurfacing Midtown Home Improvements, Inc. Midwest Carpet and Duct Cleaning Midwest Exterior Design Midwest Manufacturing Midwest Window Tinting Missouri Constructors Missouri Dept. of Health & Senior Services. Bureau of Environmental **Epidemiology** Modern Solutions, LLC **Mold Solutions** Moolah Shrine Circus Mosquito Hunters Mosquito Joe Mountain Man Skrub (MMSK) Mr. B's Pool Center, Inc. MSD Project Clear My Pillow Name It Already

ND Ion Therapy

Nectar of the Vine

NexGen Construction, LLC Nightworks Lighting Northern Tool and Equipment **Nothing Bundt Cakes** Nu Flow St. Louis Ohlemacher's Wisconsin Meat and **Cheese Products Outdoor Living Solutions** Outdoor Oasis, LLC **Outdoor Republic** Overhead Door of St. Louis **Patriot Sunrooms** & Home Solutions Payne Family Homes Pella Windows & Doors The pillow guy Plank And Sons Woodworking Pool Brokers USA Pool King Recreation, Inc. **POWERHOME Solar** Prairie Pride **Premium Cabinets Prestige Pools and Spas Prestige Products Direct** Pro Basement, Inc. **ProCraft Exteriors Professional Irrigation** Systems, LLC Progressive Insurance PRP Wine International **Quality Waterproofing** Quick'n Brite, Inc. The Realty Shop ReBath Redfern Enterprises, Inc. Reinhold Electric Renewal by Andersen Renner Garage Door **Rhodes Custom Finishes** RichCo Contracting, LLC **Rick Thomas Concrete** Rock Solid Creations, LLC Ron Hauser Enterprises, LLC

Roofing Force

Rottler Pest & Lawn Solutions Salus Saunas, LLC SCAG ZERO-TURN MOWERS Scentsy - Lori Morgan Sea Cay Seal Smart, LLC **SealTek Surface Coatings** Shade Your World **Shady Creek Woodworking Shelby Roofing** and Exteriors The Sherwin Williams Co. **Show Me Soils** Siding Repair Systems **Sierra National Products** Signature Landscaping & Design, Inc. Sleep Number Corporation Slyman Bros. Appliances **Smart Coatings** Softub. Inc. Something New Spa Marvel Spas and More! **Squeak Stoppers** St. Louis Hot Tub Warehouse St. Louis-Kansas City Carpenters Regional Council St. Louis Post-Dispatch/ **Barden Circulation** St. Louis Select Landscaping STL Design and Build StoneCraft **Epoxy Resurfacing** StraightUp Solar **Summer Accents Umbrellas By** Water Canopy Superior Sleep Experience **Swingset Factory Depot Syndicate Sales** Corporation

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TheHomeMag **Tidwell Brothers Custom Homes** Tony's Concrete Top Purple **Town & Country** Landscaping Traeger Pellet Grills, LLC Tri-State Water, Power & Air TRIMLIGHT ST. LOUIS **Trost Plastics** Tuff Shed. Inc. Two Blind Guys Two Men and a Spa Dolly Two Men and a Truck U. S. Jaclean Uncommon USA, Inc. **Universal Windows** of St. Louis Valenti's Design, Build & Remodel Vinyl Images & Design Visionary Associates, Inc./ Brandmuscle, Inc. Walter Knoll Florist Watson's Webster Window & Door featuring Loewen White Cliff Studio White Pines **Wood Products** Window Nation Window World Wisconsin Cheese & Sausage THE WOOD DEN -Woodcarving Wonderflowers Woods Basement Systems, Inc. **XteriorPRO** Xtreme Green Synthetic Turf Zwilling J.A. Henckels, LLC **Zwilling Products**

40th Anniversary Builders



Presented by



September 25-27, 2020 St. Charles Convention Center St. Charles, MO

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Robin Clark

44th Annual Builders St. Louis

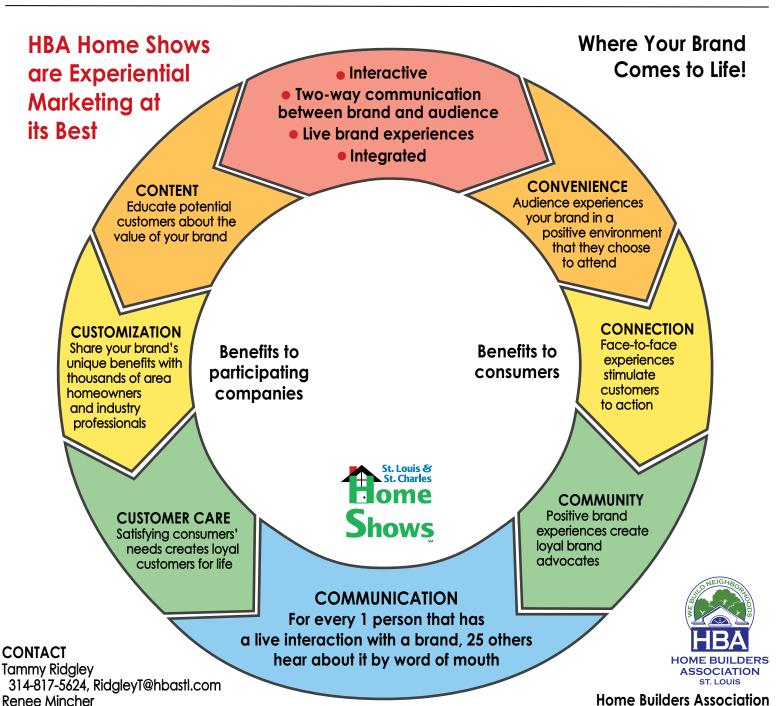


March 18-21, 2021 America's Center St. Louis, MO **16th Annual Builders**

St. Charles



April 9-11, 2021 St. Charles Convention Center St. Charles, MO



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