## The Area's Largest Fall Home Event!

**39th Annual Builders** 



September 20-22, 2019

St. Charles Convention Center St. Charles, MO

Presented by





Media & PR Impressions: 28,703,050 • Exhibitors: 200 • Booths: 300



**Thank You to Our Sponsors** 

**Presenting Sponsor** 







10104 Old Olive St. Rd. St. Louis, MO 63141 314-994-7700

STLHomeShow.com

## **ADVERTISING**

# SHOW OVERVIEW 2

A comprehensive Metro-wide media buy included TV (network and cable), radio, print, outdoor, online, email and social media.

#### TV - 338 Commercials

Buy included commercials on KMOV-4 (CBS) and KTVI-Fox2 with an emphasis on News and commercials on Food Network, Hallmark, HGTV and TLC

**Impressions: 4,908,914** 

#### Radio - 406 Spots

Buy included five top local stations focusing on drive-time: 102.5 KEZK, 103.3 KLOU, 106.5 The Arch, KSHE-95, Z107.7 and Smooth Jazz WSIE for a niche audience

**Impressions: 3,248,400** 

#### Print - 11 Ads in 4 Publications

Buy included ads in St. Louis Post-Dispatch, Suburban Journals, The Home Mag and Epoch Times

**Impressions: 3,164,699** 



#### **Outdoor**

Six billboards: I-70 at Mid Rivers Mall Dr., I-70 at I-170, I-70 at I-270, I-270 at McDonnell Blvd., Hwy. 40/61 at Hwy. K and Hwy. 94 at Jungs Station Rd.

**Impressions: 8,103,595** 

#### **Online**

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

Impressions: 767,040

#### **Email**

Three eblasts to our consumer database of more than 12,000+ people

Opens: 4,770

#### Social Media & Website

Extensive social media campaign with Show updates on Facebook, Twitter and Instagram

Impressions: 73,185

TOTAL PAID MEDIA IMPRESSIONS: 20,270,603

A comprehensive Show Directory is handed out at each Show entrance. According to the 2018 Show survey, 79% of attendees plan to use the Show Directory as a buying guide for future home product/service purchases.

2019 Billboard



## **PROMOTIONS & PUBLICITY**

## **SHOW OVERVIEW**



The HBA sends Show information to 160+ media contacts in the metro St. Louis area. PLUS - information is circulated through two online press release distribution services, for a total of 6.495,051 impressions. The HBA's strong partnerships with local media and special promotions gave the show fantastic added exposure.

#### TV - 115+ Promotional Spots

Promotional spots ran on KMOV-4, KTVI-Fox2 and Cable stations. KMOV-4 gave additional added exposure with a show article on their website.

Impressions: 460,851 Added Value: \$9,500

### Radio - 86+ Promotional Spots

Added-value spots ran on five top local stations: 102.5 KEZK, 103.3 KLOU, 106.5 The Arch, KSHE-95 and Z107.7. Added-value also included 7 station eblasts, 9 website banner ads, 2 on-site remotes and social media mentions.

**Impressions: 1,165,977** Added Value: \$30,000

Potosi Independent Journal September 5, 2019

#### St. Louis Area's Largest Fall Home Event Offers Ideas, Inspiration and Expert Advice

St. Louis – The 39th Annual of more than 35,000 moles trapped Builders Home & Remodeling Show, July and presented by LP® Suartside® Train are reclaim its lawn space and his \$85. Classes have a \$10-25 fee. The Show, produced by the Home Builders Association, gives are residents the opportunity to see 200 companies in 300 booths on both levels of the Convention Center Show windows can see, learn about and buy the learn about and buy the latest home produced superiors. St. Louiss can have their questions an amount of the latest home produced superiors. St. Louiss can have their questions and free parkingly Visting the Show will save for for their homes, inside and onto the Show has free admission and free parkingly Visting the Show will such as the Show has free admission and free parkingly Visting the Show will such as for the Home & Remodeling Show. The Home & Remodeling Show. The Home & Remodeling Show and fixtures, flooring, window rearranged street for the Home and money, help them complete their home improvement and the Show has free admission and free parkingly Visting the Show will such as the show has free admission and free parkingly Visting the Show will such as the show is free admission and free parkingly Visting the Show will such as the show is free admission and free parkingly Visting the Show will such as the show is such as the show is not can be show, presented by Four Windo Carbon, and the show is for a show provided the street of the Holiday Scanson and the show is the produced critices.

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## **Print - Show Article**

Show information featured in Potosi Independent Journal

Impressions: 12,678 Added Value: \$536

#### **TV & Radio Coverage - Live TV Interview** + Numerous News Stories & Radio Mentions

Live in-studio TV interview on Fox2 on Friday, September 20 in 8 am News, featuring Freddie Lee, Exhibitor in the Party Flavors Sampling Event

Additional news stories in morning news on KMOV-4, Great Day St. Louis on KMOV-4 and morning news on KTVI-Fox2

Impressions: 297,890 Added Value: \$23,682

TOTAL PROMOTIONAL **IMPRESSIONS:** 

8,432,447

**TOTAL PROMOTIONAL VALUE:** 

\$63,718

## **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 2018 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.

HOME SHOW EXHIBIT		Granite Transformations The Gutter Cover Co.	513 <b>211</b>	PRP Wine International R&R Remodeling		1206	
AARP in St. Louis	2114	Gutter Helmet of St. Louis	903	Re-Bath		312	ı
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Absolute Comfort Systems	1032	Hackmann Lumber & Home Centers		Rhodes Custom Finishes	401	1029	ı
Adams Power Shower	901	Henry Kitchen and Bath	1023	Rico's Bio Energy		2119	ı
Advanced Exteriors, LLC	2224	Hermann Wurst Haus	1302	Rottler Pest & Lawn Solution		207	ı
Affordable Kitchens and Baths	1005	Home Improvement Select	2308	Royal Prestige Cookware	•	417	ı
Alair Homes	830	HomeSource Custom Homes	1008	,			ı
Angie's List	318	HomeTown Floors	2019	The Safron Group		2200	ı
B&W Concrete Services	615			Scentsy		2109	ı
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Barcom Security	104	Infinite Therapeutics	801	Seal Smart, LLC		414	ı
Bath Planet of St. Louis	900	Integrity Home Solutions	2111	Shen Yun 2017		2125	ı
BathFitter	200	Jacob Sunrooms, Exteriors & Baths	501	Sleep Number		305	ı
Beam of St. Louis, Inc.	601	Jerry Kelly Heating	301	Shade Your World	61	7, 618	ı
The Bedroom Store	703	& Air Conditioning	1004	Shady Creek Woodworking		2006	ı
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Blind Ambition	412	Keller Window & Door	408	softub, inc.		2202	ı
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Butler Home Improvement	316	Lawn & Landscape Solutions	5	St. Charles Kitchens & Baths,	LLC	610	ı
		LeafFilter Gutter Protection	309	St. Louis Post-Dispatch STI Fenceworks		2207 836	ı
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#### **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 \$200!



- Durability that is backed by a 5/50-year warrant

Learn more at LPSmartSide.com

REDISCOVER YOUR BACKYARD! STOP BY OUR BOOTH (#5) FOR A CHANCE TO

10' X 12' PAVER PATIO

Lawn&Landscape

(636) 262-6160

for the Kids!

#### Have Complete Control over your Custom Home Building or Remodeling Process

**IP** SmartSide<sup>®</sup>

Clients have 24/7 insight into the details, real-time budget



## **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.



## Home Idea Stage

Local experts Jodi Granok, Professional Organizer, and Jeff Holper, the Mole Hunter, shared tips to help attendees take control of their homes and yards.













Kids had fun with free pumpkin painting, coloring and tattoos.







The Show again hosted a food drive to benefit St. Louis Area Foodbank.

SPA AND

## **DELIVERING YOUR AUDIENCE**

## SHOW OVERVIEW



A survey conducted at the 2018 Show collected information on show visitors' demographics and buying intentions. Zip codes from Register to Win forms showed 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	23.5%		
\$50,000 - \$74,999	18%		
\$75,000 - \$99,999	20%		
\$100,000 - \$149,999	22.5%		
\$150,000 or more	16%		

AGE		
18 - 24	1%	
25 - 34	6%	
35 - 44	8%	
45 - 54	25%	
55 - 64	35%	
65 or older	25%	
74% are between 25 - 64 years old		

RESIDENCE	
St. Charles County	51%
North County	18%
West County	15%
Jefferson County	4%
Franklin County	2%
Illinois	2%
Lincoln County	2%
South County	2%
Other Missouri Counties	4%

NUMBER OF SHOWS ATTENDED		
5 or more	42%	
3 - 4	17%	
2	16%	
First show attended	25%	

SHOW EXPERIENCE	
90% rated the Show Excellent or Good	

## **FUTURE SHOW ATTENDANCE**

74% said they would definitely attend a future Home & Remodeling Show

## **DELIVERING YOUR AUDIENCE**

## SHOW OVERVIEW



Show visitors' buying intentions and show purchases from the 2018 Survey.

#### **PURCHASES AT SHOW**

36% of Show visitors made a purchase at the Show

#### **HOME IMPROVEMENT PLANS**

82% 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	40%
Within 3-6 months	20%
Within 6-12 months	22%
More than 12 months	18%

#### **APPOINTMENTS MADE AT SHOW**

33% of Show visitors scheduled an appointment with an exhibitor at the Show

#### **HOME IMPROVEMENT SPENDING**

38% 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 - \$999	10%
\$1,000 - \$4,999	30%
\$5,000 - \$9,999	22%
\$10,000 - \$14,999	16%
\$15,000 or more	22%

#### **SHOW DIRECTORY**

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

# TOP PRODUCTS/SERVICES VISITORS PURCHASED AT THE SHOW Food Products Garden Doors Lawn Interior Decorating Flooring & Carpet Kitchen Remodeling Bathroom Remodeling Environmentally Friendly

## **SCENES FROM THE SHOW**

## SHOW OVERVIEW













## **EXHIBITORS SAY IT BEST**

## SHOW OVERVIEW



Comments from exhibitors taken from a post-show survey.

"It is very easy to work with the HBA and venue at Saint Charles. I have been involved in one way or another with the HBA shows for the past 8 years and always saw a positive impact to my business."

Missouri Hardscapes, LLC

"HBA staff was great and made setting up and breaking down the booths very easy. Excited to do more home shows with them down the road!"

**Universal Windows Direct** 

"Great show. Thank you."

LeafFilter Gutter Protection

"The show staff is always excellent. Very friendly, accommodating and professional. Excellent service."

**The Bedroom Store** 



## **PARTICIPATING EXHIBITORS**

## SHOW OVERVIEW

10

3 Day Kitchen and Bath **AAA Home Services** AARP in St. Louis **Absolute Comfort Systems ACI Exteriors** Adams Power Shower **ADT Security** Aerus AirMedCare Network Alenco Home Imp. (Kohler Division) Alenco, INC. **All Star Coatings American Roofing & Exteriors** Aqua Star Astro Heating & Cooling AT&T **B & W Concrete Services Bacchus Concrete** & Construction **Backyard Furniture** Bath Planet of St. Louis BATHFITTER Beam of St. Louis, Inc. The Bedroom Store Berry Door & Window **Best Buy Flooring Blind Ambition** Blue Stone Construction Branson.com C. Maurer Building Cabela's **Card Blinds Shutters** CertaPro Painters St. Charles / South County / West County **Champion Windows** Chesterfield Fence & Deck Chesterfield Interiors, Inc. Classic Kitchen Refacing, LLC Classic Outdoor Closet Factory Closets by Design Costco Wholesale Craig and Son Concrete, Inc.

**Custom Discount Exteriors** 

Das Holz Haus Furniture

Deckman Design Diamond Resorts

Davis Meat Processing, LLC

Cutco

**Discount Draperies** Dr. Richard Blalock & Dr. Carolyn Griffin **Dynamic Protective Coatings** EarthWays Center Elite Air Systems Ellbee's Gourmet Garlic/ **General Store** EnduraCrete **Enercept SIPs** EntryPoint of St. Louis by Soulard Garage Door and Fence Company Farmers Insurance Floor & Decor Floor Coverings International West County Forever Clean Gutters Foundation Recovery Systems Freddie Lee's Gourmet Sauces **Garage Experts** of West St. Louis Genuine Digital Global Fair Play, LLC GoEcoExteriors GoliathTech of St. Louis The Good Feet Store Good Vibes Distributions Granite Busters **Granite Transformations** of St. Louis The Gutter Cover Company Gutter Helmet by Harry Helmet Happys Appliance Hawaiian Moon Helitech Waterproofing & Foundation Repair A Holistic Solution Holper's Pest & Animal Solutions Homerun Products/Eurocast HomeSource Custom Homes Hot Shotz Mobile Power Wash Innovation X Innovative Shade Solutions, LLC International Acclaimed Artist Ron Hauser Jacob Sunrooms, **Exteriors & Baths** 

**James Hardie Building Products** 

Johnson Fitness & Wellness Jose Madrid Salsa K + R Building Materials Kakao Chocolate KCWI Kitchen & Bath Keller Window and Door Kitchen Craft **Kuenzel Construction** Lawn & Landscape Solutions Lawn Doctor Leaf Solutions of St. Louis LeafFilter Gutter Protection LeafGuard of St. Louis LP SmartSide Trim & Siding Maris Home Improvements Mattress Tech McManus Construction, Inc./ **Snow Pro Parts** Meramec Hardscapes Mid America Cabinet Refacing Midtown Home Improvements, Inc. Midwest Carpet and Duct Cleaning Midwest Exterior Designs Miracle Method Missouri Department of Health & Senior Services Missouri Hardscapes, LLC Modern Solutions, LLC **Mold Solutions** Molly Maid of St. Charles County Mountain Man Skrub MyPillow, Inc. NHance Wood Refinishing Nightworks Lighting **Nothing Bundt Cakes** Oberweis Dairy Home Delivery **Outdoor Living Solutions** Patriot Sunrooms & Windows Pella Windows & Doors Performance Plumbing, Inc. Permaseal USA Plank And Sons Woodworking Prairie Pride **Premium Cabinets** Prestige Pools & Spas

Prestige Products Direct/

TriadAer

**R&R** Remodeling Raintight Decks Renewal by Andersen **Rhodes Custom Finishes Rock Solid Creations Roofing Force Rustique Sunrooms** Santa's Elves Holiday Lighting Scentsy Seal Smart, LLC SealTek Surface Coatings Shen Yun **Siding Repair Systems Small Batch Winery** softub, inc. Spas and More! St. Louis Post-Dispatch/ **Barden Circulation** St. Louis Re-Bath Stair Artisan State Farm Insurance STL Design and Build, LLC **Superior Sleep Syndicate Sales Corporation** TheHomeMag **Tuff Shed Storage Buildings** and Garages Two Men and a Garden U. S. Jaclean, Inc. U.S. Bank Home Mortgage **Universal Windows Direct** Valenti's Design **Build & Remodel** Visionary Associates Vital Performance Chiropractic Wall 2 Wall Cleaning Services Walter Knoll Florist Waterfalls Unlimited White Pines Wood Products Window Depot USA of St. Louis Window World **Woods Basement Systems** The Wright Door Co. Zbones/Space Scuttle, LLC Zpods Holding, LLC

March 5-8, 2020 America's Center, St. Louis, MO **16th Annual Builders** 

St. Charles



April 3-5, 2020 St. Charles Convention Center St. Charles, MO

**40th Anniversary Builders** Remodeling

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

#### Where Your Brand Comes to Life! **EXPERIENTIAL Attitude** Character **Personality** Value MARKETING Interactive Two-way communication between brand and audience Live brand experiences Integrated CONVENIENCE CONTENT Audience experiences **Educate potential** your brand in a customers about the positive environment value of your brand that they choose to attend **Benefits to** Benefits to consumers participating CONNECTION **CUSTOMIZATION** companies Face-to-face Share your brand's experiences unique benefits with stimulate thousands of area **customers** homeowners to action and industry professionals St. Louis & COMMUNITY Positive brand Shows **CUSTOMER CARE** experiences create Satisfying consumers' loyal brand needs creates loyal customers for life advocates COMMUNICATION For every 1 person that has a live interaction with a brand, 25 others CONTACT

Tammy Ridgley 314-817-5624, RidgleyT@hbastl.com Renee Mincher 314-817-5618, MincherR@hbastl.com Robin Clark 314-817-5626, ClarkR@hbastl.com

STLHomeShow.com

hear about it by word of mouth

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

**HOME BUILDERS** 

ASSOCIATION

314-994-7700