

Your Hometown Community Event SM

15th Annual Builders

St. Charles



April 5-7, 2019

St. Charles Convention Center • St. Charles, MO

SHOW OVERVIEW



Media & PR Impressions: 16,277,683 • Exhibitors: 200+ • Booths: 380+



Thank You to Our Sponsors



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

STLHomeShow.com

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 - 56 Commercials

Buy included commercials on KTVI-Fox2 with an emphasis on news

Impressions: 1,609,400

Radio - 395 Spots

Buy included 4 top local stations focusing on drive-time: 102.5 KEZK, 106.5 The Arch, Y98 and Z107.7

Impressions: 2,926,900

Print - 12 Ads

Buy included St. Louis Post-Dispatch, including Homes and Go! Magazine sections, and Suburban Journals

Impressions: 1,683,840

2019 Print Ad



Your Hometown Community Event

15th Annual Builders
St. Charles Home Show

APRIL 5-7
St. Charles Convention Center

Inspiration
250 companies showcasing the latest home products, services, innovations and ideas

Expert Advice
• Kerry Ann Mendez, award-winning garden educator, author and design consultant, shares her expertise
• Jeff Holper, The Mole Hunter, gives tips to get rid of unwanted critters
• Walter Knoll Florist shares floral design tips

WIN
Register to Win - \$500 Show Shopping Spree

Great Products
• 13th Annual St. Charles Sausage Festival & Wine Tasting
• Shop the Spa Tent Sale for great deals

Family Fun!
KIDSZONE, presented by St. Charles County Parks, has fun, free activities

SmartSide BETTER LIVING STAGE

HOURS
Friday 10 am - 7 pm
Saturday 10 am - 7 pm
Sunday 10 am - 5 pm

DIRECTIONS
I-70 to Convention Center Blvd. exit.

Produced by **STLHomeShow.com**

FREE ADMISSION & FREE PARKING

Outdoor

9 billboards covering most of the area highways and busy secondary roads like Manchester and Hwy. 94

Impressions: 6,201,628

Online

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

Impressions: 2,169,487

Email

2 eblasts to our consumer database of 13,000+ people

Impressions: 3,249 (Opens)

Social Media

Daily Show information and updates on Facebook, Twitter, Instagram and LinkedIn

Impressions: 46,877

2019 Billboard



St. Charles Home Show

St. Charles Convention Center
APRIL 5-7
STLHomeShow.com

FREE ADMISSION & PARKING

**TOTAL PAID MEDIA
IMPRESSIONS:
14,641,381**

PROMOTIONS & PUBLICITY

SHOW OVERVIEW

3

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 potential audience of 6,720,000.** 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: 162,500
Added Value: \$4,000

Radio - 122+ Promotional Spots

Added-value spots ran on 4 top local stations: 102.5 KEZK, 106.5 The Arch, Y98 and Z107.7. **PLUS - 3 website banner ads, 4 eblasts, event page listings and social media posts.**

Impressions: 816,532
Added Value: \$21,000

Print - 3 Newspaper Articles/Listings

Added-value ads ran in the St. Louis Post-Dispatch. Show information featured in the Belleville New Democrat, Potosi Independent Journal and St. Louis American.

Impressions: 469,678
Added Value: \$547

TV & Radio Coverage - 3 Live TV Interviews + Additional News Stories on Radio and TV

Live in-studio TV interview on Fox2 9 am News on Thursday, March 28, featuring Sausage Festival exhibitor

Live in-studio TV interview on Fox2 9 am News on Wednesday, April 3, featuring landscaping exhibitor

Live in-studio TV interview on Fox2 8 am News on Thursday, April 4, featuring Jeff Holper, The Mole Hunter

Impressions: 187,592
Added Value: \$25,705

A comprehensive Show Directory is handed out at each Show entrance. According to the Show survey, 80% of attendees plan to use the Show Directory as a buying guide for future home product/service purchases.

The Builders St. Charles Home Show is the Place to See Learn and Buy the Latest Home Products and Services

St. Louis—The 15th Annual Builders St. Charles Home Show is Friday-Saturday, April 5-7 at St. Charles Convention Center, with free admission and parking. The Show is the place to shop the latest home products and services from more than 250 companies, many of them local, in one place. The Show, produced by the Home Builders Association of St. Louis and Eastern Missouri, will include approximately 350 booths, filling both levels of the facility.

The St. Charles Convention Center is conveniently located just off Interstate 70 at Convention Center Blvd. in St. Charles and has 70,000 square feet of exhibit space and 1,100 free parking spaces. Area consumers can find windows, doors, fencing, decks, kitchen and bath products, pools, spas, home accessories and much more – plus experts who can answer all of their home improvement questions.

Show visitors can attend informative seminars at the Better Living Stage. Kerry Ann Mendez is an award-winning garden educator, author and design consultant who is a frequent speaker at botanical gardens, arboreta and horticultural societies. Kerry Ann has written four gardening books and her monthly e-newsletter and blog go out to more than 14,000 subscribers throughout the United States and Canada. She will share tips and techniques to help area gardeners beautify their yards. Her seminars include **The Budget-Wise Gardener, Design Tips for Traffic-Stopping Curb Appeal and Switcheroos – Plant This, Not That.**

Also appearing is Jeff Holper, The Mole Hunter. He is America's mole expert, with a tally of more than 35,000 moles trapped! He will be

speaking about an arsenal of solutions ranging from Totally Organic to Slightly Manic. He's tried everything under the sun and he will tell show visitors what works – why, where and when. For those troubled by the unwanted presence of toads in the lawn, have no fear! The Mole Hunter is here! Jeff's mission is to help the human race reclaim its lawn space and his entertaining presentation and knowledge of the beast will equip attendees to win in the battle of man vs. mole.

Show visitors won't want to miss the **13th Annual St. Charles Sausage Festival & Wine Tasting**. This popular area will have free tastings from sausage producers and wineries, many of them from Missouri. Show visitors can also purchase items to take home. Davis Meat Processing, Hermann Wurst Haus and Ohlenucher's Wisconsin Meat and Cheese Products will offer samples of tasty summer sausages and bratwursts, plus various smoked and cured products. Attendees can also taste a variety of wines from Small Batch Winery and Stone Hill Winery.

Attendees get to be floral designers when they participate in **Walter Knoll Floral Seminars**, hands-on floral design classes full of fun, innovative ideas presented by Walter Knoll Floral's world-class design team. Create your own bouquet to take home or give as a gift. Choose from several types of bouquets, each with a value of at least \$60. Classes have a nominal \$10-\$20 fee per class and space is limited.

Shop the Spa & Swim Spa Blow-out Sale, sponsored by Spas and More! for a great deal on a new spa or swim spa. Visitors can shop a 2,700 square foot tent, accessible

Potosi Independent Journal
Washington County
Potosi, MO
Circulation: 5,071
Frequency: Weekly
April 4, 2019

from just outside the main Show entrance in the south parking lot, for a variety of spas. This spectacular sale offers show visitors the opportunity to save 30-60% off regular retail prices, with more than 100 spas and swim spas to choose from!

The St. Charles Home Show is always a family-friendly destination. Bring the kids for a variety of fun, free activities at the **KIDSZONE**, presented by the **St. Charles County Parks and Recreation Department**. Kids can make a cedar tree cookie necklace or a bird feeder, plant vegetable seeds, try disc golf putting and driving and more! **KIDSZONE** hours are Friday from 3-6 p.m., Saturday from 12 Noon-4 p.m. and Sunday from 12 Noon-3 p.m. The St. Charles County Parks and Recreation Department offers unique parks, diverse facilities and a broad range of programs and special events for all ages to enjoy, in addition to features that enhance the region's historical and natural environmental heritage.

For area homeowners looking to do some home improvements, visiting the Show is the first step. Finding the products and services they need and the companies who can help will go a long way toward getting that project done. Visitors are encouraged to bring photos, plans and designs and have their questions answered by the experts. Plus, visitors who complete a brief show survey will be registered to win a \$500 Show Shopping Spree good with any exhibitor at the Show.

Show hours are 10 a.m. to 7 p.m. on Friday, April 5 and Saturday, April 6 and 10 a.m. to 5 p.m. on Sunday, April 7. Admission and parking are free. For more information, visit STHomeShow.com.

TOTAL PROMOTIONAL IMPRESSIONS: 1,636,302
TOTAL PROMOTIONAL VALUE: \$51,252

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.

LP SmartSide®
TRIM & SIDING

BETTER
Living
STAGE



Kerry Ann Mendez, gardening author and Jeff Holper, The Mole Hunter



13th Annual St. Charles
Sausage
Festival
& Wine
Tasting



Walter Knoll Florist

Floral Seminars



REGISTER
TO WIN
\$500 Show
Shopping
Spree!



See Complete Rules and Regulations

SPA AND SWIM SPA
BLOWOUT SALE

Sponsored by
Spas and More!



KIDZONE

Presented by

ST. CHARLES
COUNTY
PARKS



DELIVERING YOUR AUDIENCE

SHOW OVERVIEW

6

A survey conducted at the Show helped determine attendee demographics and buying intentions. **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	56%
North County	12%
West County	12%
St. Louis City	5%
Illinois	3.5%
Jefferson County	3.5%
Lincoln County	3%
South County	3%
Warren County	1%
Other Missouri Counties	1%

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

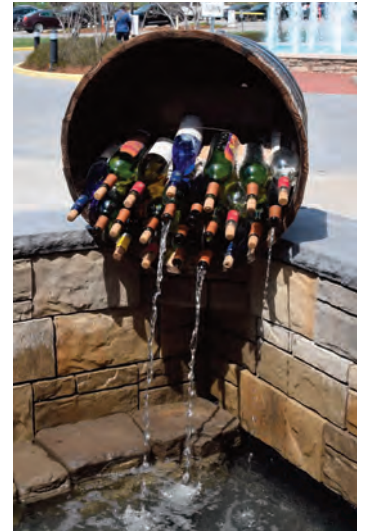
TOP PRODUCTS/SERVICES VISITORS PURCHASED AT THE SHOW

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



EXHIBITORS SAY IT BEST

SHOW OVERVIEW

9

Comments from exhibitors taken from a post-show survey.

“The Home show is a great opportunity to get your product out to a large group of people in a weekend!!!”

Davis Meat Processing, LLC

“Super grateful to have a show put on by you guys, you all do such a great job! The amount of people that come and lead quality is amazing. All the staff are awesome! Thank you guys so much!”

Midtown Home Improvements

“It was a really nice venue. The way it was set up it seemed to get people moving throughout the entire venue. Well Done!!!”

Bath Transformations

“Great location - a lot of leads.”

AAA Home Services

“The event worked out really well in spite of the conflict with the opening day Cardinal game on Friday. [TheShow] helps to keep the ball rolling when things slow down.”

Siding Repair Systems

“Always a quality group of vendors. We have bought from various home remodeling companies through a first contact at this show.”

Consumer Quote from Show Survey



PARTICIPATING EXHIBITORS

SHOW OVERVIEW

10

- 3 Day Kitchen and Bath
AAA Home Services
Absolute Comfort Systems
Adams Power Shower
ADT, LLC
Aerus
Air Bed Pros
Al-Don Indoor Air Quality Specialists, LLC
ALENCO HOME IMPROVEMENT
AMAZING PRODUCTS UK, LLC
American Roofing & Exteriors
Andersen Windows
Aqua Systems
Art Van Furniture of St. Louis
Artistic Concrete Staining & Engraving, LLC
Astro Heating & Cooling
B&W Concrete Services
Bacchus Concrete & Construction
Backyard Furniture
Bath Transformations, LLC
BATHFITTER
BEAM of St. Louis, Inc.
The Bedroom Store
Berry Door & Window
Best Buy Flooring
Beyond the Soap Beauty Bar
BigYellowBag
Blind Ambition
The Boehmer Team-Berkshire Hathaway Home Service Select Properties
Borgil Enterprises
Branson.com
Brutus Exhibits
Butler Home Improvement
Cabela's
Cardinal Chiropractic & Physical Medicine
Centurion Stone
CertaPro Painters
Champion Windows & Home Exteriors
Chesterfield Fence & Deck
Classic Kitchen Refacing, LLC
Classic Outdoor Sales
Click Heat, Inc.
Closet Factory
Cole's Classic Remodeling
Costco Wholesale
COUNTRY Financial.com
COUNTRY ROAD CUPBOARD DIP & SALSA MIXES
Craig and Sons Concrete, Inc.
Custom Design Fence & Deck
Custom Discount Exteriors
Cutco Cutlery
Darn Good Seasoning
Das Holz Haus Furniture
DAVIS MEAT PROCESSING, LLC
Deck & Patio Living
Deckman Designs
Designer Palms, Inc.
Diamond Resorts
Discount Draperies
Dogtopia of St. Peters
Doing It Doggy Style
Dynamic Protective Coatings
EFS Energy
Elite Air Systems
Enercept SIPs
EntryPoint by Aiello Construction
EP Construction, LLC
EuroCast USA
Farmers Insurance
Faszold Heating & Cooling
Fence and Deck Depot
Five Star Painting
Flagpole Farm
Floor & Decor
Floor Coverings International of West County
Foundation Recovery Systems
Freedom Restoration and Roofing
Front Porch Boutique
GADGETS & MORE
Garden Green
Generations Marketplace
Genuine Digital
GoEco Exteriors
GoliathTech of St. Louis
The Good Feet Store
Granite Busters
Granite Transformations
Greene Prairie Woodworks
The Gutter Cover Company
Gutter Helmet by Harry Helmet Lednor Corp.
GutterPros
Happy Housewares
Happys Appliance
hc awnings
Helitech Waterproofing & Foundation Repair
Hermann Wurst Haus
Hoffmann Brothers
Holper's Pest & Animal Solutions
HomeSource Custom Homes
Hometown Floors
Hot Shotz Mobile Power Wash
Indian Creek Ironworks
InnovationX
Inriguez Marketing
Gourmet Grater
Invisible Fence of St. Louis
Invision Roofing
J&R Excavating and Construction
Jacob Sunrooms, Exteriors & Baths
Johnson Fitness and Wellness
K+R Building Materials
Kitchen Craft
Kuenzel Construction
Lawn & Landscape Solutions
Lawn Doctor
Leaf Solutions of St. Louis
LeafFilter Gutter Protection
LeafGuard of St. Louis
Lombardo Homes
Lost Valley Lake Resort
LP SmartSide Trim & Siding
Maris Home Improvements
Masonry & Glass Systems
Mattress Firm
Mattress Tech
Maverick SoftWash
McManus Construction, Inc.
Metro Lawn Sprinklers & Landscapes
Mid America Cabinet Refacing
Midtown Home Improvements
Midwest Exterior Design
Midwest Lifetime Roof Systems
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.
Nectar of the Vine
NHance Wood Refinishing
Ohlemacher's Wisconsin Meat and Cheese Products
Overhead Door Company of St. Louis
Patriot Sunrooms & Home Solutions
Pella Windows & Doors
Performance Plumbing, Inc.
PermaSeal
Plank And Sons Woodworking
Prairie Pride
Premium Cabinets
Prestige Pools & Spas
Prestige Products Direct
Professional Irrigation Systems
Professional Wine Opener
Quest Painting, LLC
R&R Remodeling
Raintight Decks
Re-Bath of St. Louis
Renewal by Andersen
Rhodes Custom Finishes Painting Company
Ronald Gomora Construction
Rottler Pest & Lawn Solutions
Salus Saunas
Scentsy
Seal Smart, LLC
SealTek Surface Coatings
Shade Your World
Shady Creek Woodworking
The Sherwin-Williams Co.
Siding Repair Systems
SlabJack Concrete Lifting, LLC
Small Batch Winery
Softub
Spas and More!
St. Louis Post-Dispatch
STL Design and Build, LLC
Stone Hill Winery
StoneCraft Epoxy Resurfacing
Summer Accents Umbrellas by Water Canopy
Superior Sleep Experience
Syndicate Sales Corporation
Team Dillick
Tether Tug
TheHomeMag
Thinkpergola, LLC
Timeless Fence Systems
Total Tinting
Town & Country Custom Boulders
Traeger Pellet Grills, LLC
Tri County Fence and Deck
Tri-State Water, Power & Air
Tuff Shed Storage Buildings and Garages
Two Blind Guys
Universal Windows Direct
U.S. Bank
Valenti's Design Build & Remodel
Value City Furniture
Visionary Associates, Inc.
Vital Performance Chiropractic
Wall 2 Wall Cleaning Services
Walter Knoll Florist
Window Depot USA of St. Louis
Window Genie
Window World
Woods Basement Systems
The Wright Door Co.
XteriorPRO
Zillis, The Lotion Co. and More

38th Annual Builders



September 20-22, 2019
St. Charles Convention Center
St. Charles, MO

43rd Builders St. Louis



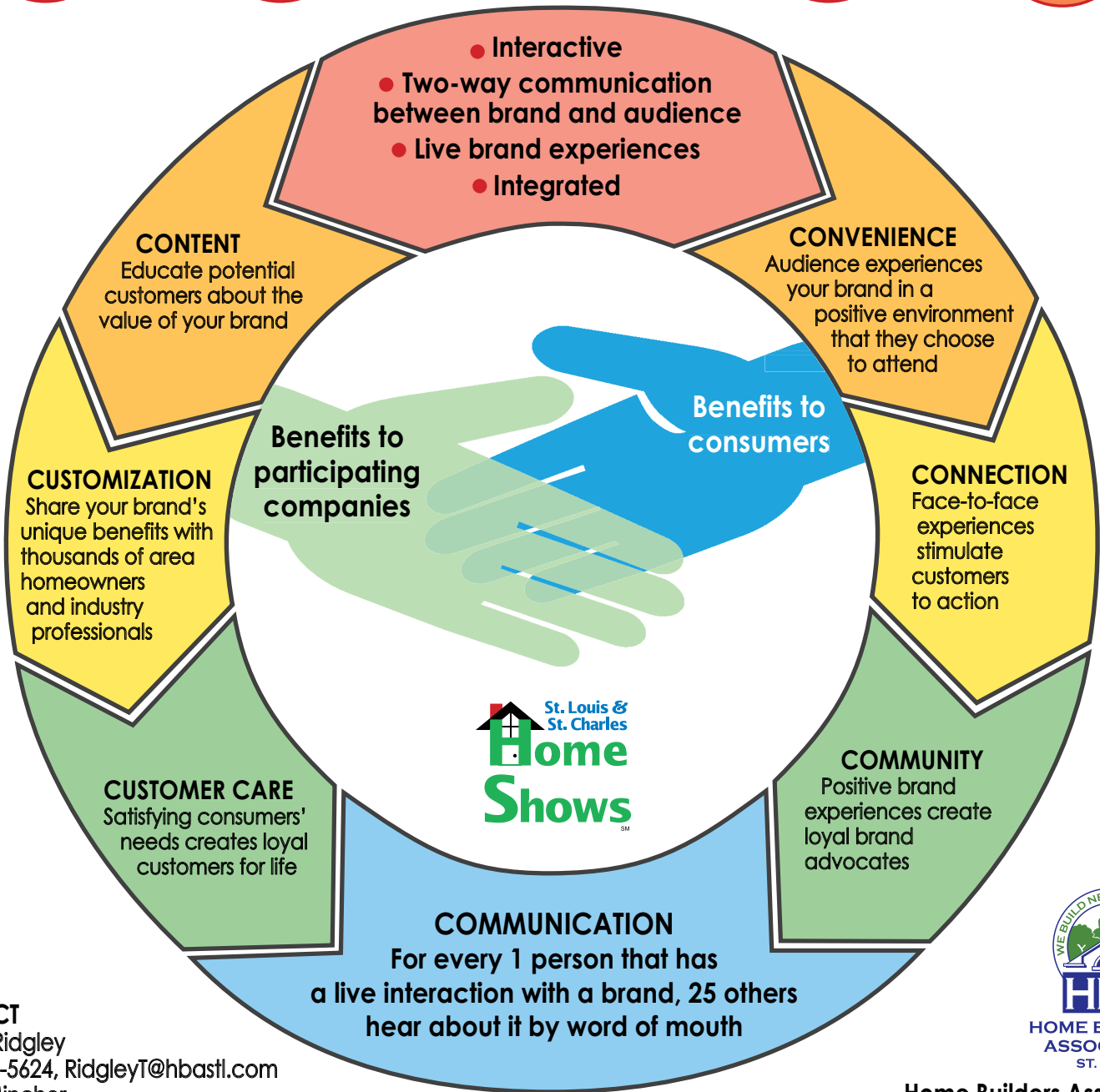
March 5-8, 2020
America's Center, St. Louis, MO

16th Annual Builders



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

Where Your Brand Comes to Life!



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