

The One Stop for Your Next Home Project!

41st Annual Builders

Home & Remodeling Show

September 24-26, 2021
St. Charles Convention Center
St. Charles, MO

Presented by



SHOW OVERVIEW



Media & PR Impressions: 19,074,688 • Exhibitors: 150+ • Booths: 300



Thank You to Our Sponsors

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Official Siding Partner



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St. Louis, MO 63141
314-994-7700

STLHomeShow.com

ADVERTISING

SHOW OVERVIEW



A comprehensive Metro-wide media buy included TV, radio, outdoor, online, email and social media.

TV - 120 Commercials

Buy included 2 top stations with an emphasis on News



Impressions: 2,975,640

Radio - 586 Spots

Buy included 6 top local stations focused on drive-time



Impressions: 2,952,130

Print

Ad in TheHomeMag

Impressions: 300,000

Has spending more time at home made you reevaluate your space and realize it's time for some changes?

41st Annual Builders
Home & Remodeling Show
Presented by
LP SmartSide
ExpertFinish™ TRIM & SIDING

Visit the Home Show to discover the latest products and trends for your best home life. Meet hundreds of local home pros who can make your dreams a reality!

Produced by
HBA
HOME BUILDERS ASSOCIATION BY COLORADO

September 24-26 at St. Charles Convention Center
Free Admission & Parking • STLHomeShow.com

Outdoor

Buy included 6 billboards covering the Metro area PLUS - Three additional boards for early exposure



Impressions: 8,704,847

Online

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

Impressions: 899,727

Email

Three eblasts to our consumer database of approximately 11,000 people

Opens: 14,557

Social Media & Website

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

Impressions: 39,422

**TOTAL PAID MEDIA IMPRESSIONS:
15,886,323**

PROMOTIONS & PUBLICITY

SHOW OVERVIEW

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

PLUS - information is circulated through online press release distribution services. The HBA's strong partnerships with local media and special promotions gave the show fantastic added exposure.

TV - 70+ Promotional Spots

Promotional spots ran on KSDK-5 (NBC) and KTVI-Fox2

Impressions: 987,728
Added Value: \$17,000

Radio - 223+ Promotional Spots

Added-value spots ran on 6 top local stations
PLUS - 8 website banner ads, 2 eblasts, a live remote at the Show and numerous social media mentions

Impressions: 730,466
Added Value: \$21,500

Print - Show Articles

Show information featured in article in St. Charles Community News

Impressions: 30,000
Added Value: \$7,128

St. Charles Community News - August 25, 2021

The Builders Home & Remodeling Show returns to St. Charles Convention Center

The 41st Annual Builders Home & Remodeling Show, presented by LP SmartSide Trim & Siding, returns to **St. Charles Convention Center** Sept. 24-26. The show, produced by the Home Builders Association of **St. Louis**, gives area residents the opportunity to see more than 150 companies in 300 booths on both levels of the Convention Center. Show visitors can shop the latest home products and services in one convenient location and meet hundreds of local home pros.

Spending more time at home recently has prompted many people to reevaluate their homes. From design to functionality, many homeowners have found areas of their homes that would benefit from some updating. The Home Show is a great source for home products, services and local experts to help with those updates to create homes that fit the needs of today's families and give them their best home life. Show visitors are encouraged to bring photos of their homes as well as examples of items on their wish list to create ideal spaces in their homes. No question is too small and with hundreds of home improvement pros in attendance, the answers are easy to find. Save time by visiting a variety

of companies in one convenient location and get started on your home improvement journey.

St. Louisans can find what

they need for their homes, inside and out, including kitchen and bath designs and fixtures, flooring, window treatments, decks, fencing, windows, siding, doors and so much more. And the show has free admission and free parking. Visiting the show is also a great opportunity to have a fun family day out, with a little something for everyone.

Internationally recognized and self-proclaimed "Grillologists," Mad Dog & Merrill, will entertain and educate backyard enthusiasts with the finer points of grilling. They want nothing more than to make everyone a better grillers and have a ton of fun doing it. They travel the country performing in front of live audiences and hosting the TV series "Mad Dog & Merrill Midwest Grill'n" that shows viewers how easy it is to be creative and entertain in their own backyard.

Since 1983 these grilling gurus have delivered delicious recipes for a variety of food, all in keeping with their motto, "If you can cook it, you can grill it!" Their wacky blend of barbequing, satire and wit-tiness makes for an entertaining

show. But stunts and quick-witted humor aside, Mad Dog and Merrill are expert cooks with exceptional culinary skills who offer valuable tips to the outdoor grillers. Show times: Friday and Saturday at 11:30 a.m., 2:30

p.m. and 5:30 p.m. and Sunday at 11:30 a.m. and 2:30 p.m.

Visit the Party Flavors Sampling Event to try and buy a variety of local foods and beverages. Find smoked and cured meats and sausages (Davis Meat Processing); garlic seasonings, brines, dips and jerky (Ellbee's Garlic & Seasonings); all-purpose gourmet sauces (Freddie Lee's Gourmet Sauces and Pure Heat Gourmet Sauces); bundt cakes (Nothing Bundt Cakes) and wine (Small Batch Winery).

The Home Show is excited to feature the third annual Flower Show and Competition. The Greater **St. Louis** Council of Nationally Accredited Flower Show Judges presents "Take Me Out to the Ballgame" Flower Show. Area designers will create floral displays in themed classes, plus there will be a wide variety of horticulture specimens including annuals, perennials, herbs, ornamental grasses and more. There will also be Botanical Arts designs and Education exhibits about flower balls and

TV & Radio Coverage - Live at-Show TV Interviews + Numerous News Stories & Radio Mentions

Tim Ezell, KTVI-Fox2, live at Show on Friday, September 24 in AM News from 5:30-8:30 am. Four live interviews, plus teases, with multiple exhibitors and show features.

Show Me St. Louis, KSDK-5 (NBC), featured the Show on Friday, September 24 10:30-11:00 am.

Additional news stories across dayparts on KSDK-5 (NBC) and KTVI-Fox2.

Numerous radio mentions on at least 6 stations.

Impressions: 1,440,171
Added Value: \$108,580

TOTAL PROMOTIONAL IMPRESSIONS:

3,188,365

TOTAL PROMOTIONAL VALUE:

\$154,208

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.

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.

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 \$225!

HOME SHOW EXHIBITORS	
AARP in St. Louis	2114
abc Seamless Siding of Missouri	2127
Absolute Comfort Systems	1028
Adams Power Shower	901
Advanced Exteriors, LLC	2224
Affordable Kitchens and Baths	1005
Alair Homes	830
Angie's List	318
B&W Concrete Services	615
Bachus Concrete & Construction	712
Barcom Security	104
Bath Planet of St. Louis	900
BathFitter	200
Beam of St. Louis, Inc.	601
The Bedroom Store	703
Berry Door & Window	1018
Best Buy Flooring	2206
Blind Ambition	412
Budget Heating, Cooling & Plumbing	2500
BUILDERS BLIND SUPPLY	2408
Butler Home Improvement	316
C. Bennett Premium Building Supplies	4
Cardinal Home Improvements	107
CartPro Painters	107
of St. Charles County	419
CHAMPHION	908
Chesterfield Fence & Deck Company	612
Choice Pet Foods, Inc.	2021
Classic Kitchen Refacing, LLC	
Classic Outdoor Sales	
ClearCaptions	
Click Heat	
Close Factory	
Cole's Classic Remodeling	
Cool Cow Cheese	
Costco Wholesale	
CTI MIDWEST, LLC	
CULLIGAN WATER	
Custom Discount Exteriors	
Custom Windows by Beldon	
CUTCO	
Das Holz Haus	
Davis Meat Processing, LLC	
Deck & Patio Living	
Dynamic Protective Coatings	
EFS Energy	
Woods Basement Systems	215
EntryPoint by Aielo Construction	
EP Construction	
Everlast Home Improvements	
Federal Protection, Inc.	
Fence & Deck Depot, Inc.	
Fire Safety Services	
Floor Coverings International	
Footpharmacy Direct	
Gateway Residential Remodeling	
Genuine Digital	
The Good Feet Store	
Grandma's Nuts, LLC	
Granite Transformations	513
The Gutter Cover Co.	211
Gutter Helmet of St. Louis	903
Habitat St. Charles ReStore	2007
Hackmann Lumber & Home Centers	1024
Henry Kitchens and Bath	1023
Hermann Wurst Haus	1302
Home Improvement Select	2308
HomeSource Custom Homes	1008
HomeTown Floors	2019
Indian Creek Ironworks	907
Infinite Therapeutics	801
Integrity Home Solutions	2131
Jacob Sunrooms, Exteriors & Baths	501
Jerry Kelly Heating	
& Air Conditioning	1004
Joyce Factory Direct	100
Keller Window & Door	408
Kitchen Craft	2103
Kitchen Tune-Up St. Louis	219
Lawn & Landscape Solutions	5
LeafFilter Gutter Protection	309
LeafGuard by Beldon	216
Lifestyle Marketplace	2003
Light My Space Sky Lights	2018
Lowes	517
Masonry & Glass Systems	811
Mattress Firm	
PRP Wine International	1206
R&R Remodeling	101
Re-Bath	312
Renewal By Andersen	401, 2005
Rhodes Custom Finishes	1029
Rico's Bio Energy	2119
Rotlier Pest & Lawn Solutions	207
Royal Prestige Cookware	417
The Saffron Group	2200
Scantny	2109
Seal Maxx Plus	701
Seal Smart, LLC	414
Shen Yun 2017	2125
Sleep Number	305
Shade Your World	617, 618
Shady Creek Woodworking	2006
Siding Repair Systems	522, 2110
Slyman Bros.	109
Softub, Inc.	2202
Spas and More!	1202
Squeak Stoppers	2225
St. Charles Kitchens & Baths, LLC	610
St. Louis Post-Dispatch	7207
STL Fenceworks	836
STL Spaces	514
Stone Hill Winery	1202
Streamline Home Services, LLC	2023
Superior Sleep	516
Synchrone Sales Corporation	2406
T-Mobile	2012

MAKE A SMART DECISION.

- Durability that is backed by a 5/50-year warranty
- Protection from hail, wind, moisture and termites
- Lasting curb appeal

Learn more at LPSmartSide.com

LP SmartSide
TRIM & SIDING

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Free Fall Fun for the Kids!

Booth 2030, Upper Level

pumpkin games

enter

visit us on Journals

Central Vacuum

roller for excellent grooming, but it also has a large diameter fan which creates its own powerful suction. The turbo-charged airflow picks up dirt, dust and pollen, shoots it into the airstream of the system - removing it from your living space forever. It actually boosts the cleaning power of your BEAM. VOLT has a 60 minute run time, will completely recharge in just two hours and has a squeegee for bare floor cleaning.

For all features, visit BEAM of St. Louis in Booth 601.

REDISCOVER YOUR BACKYARD!

STOP BY OUR BOOTH (#5) FOR A CHANCE TO WIN A FREE FIRE PIT AND 10' X 12' PAVEN PATIO

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for situations where previously you could only use turbine (air driven) powerheads. The VOLT's powerful motor not only drives the brush

Have Complete Control over your Custom Home Building or Remodeling Process

Alair Homes is a custom home builder and remodeler that offers a unique service - a revolutionary Client Control™ model, which gives their clients complete control over their entire project. Every detail of their project is available to them, including budgets, trade quotes, trade contracts and material costs.

Alair Homes never charges a "luxury markup" so quality of materials, appliances and labor is never compromised. Their relationships with top-level experts in building and renovating allow for huge cost benefits and value that they pass on to their clients.

Visit Alair Homes in Booth 830 to learn more.

Clients have 24/7 insight into the details, real-time budget, supplier quotes and selections, and timeline of their project, so they always know where it stands and what to expect next. The end result is total control from day one, far more buying power and no surprises.

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.



“Grillologists” Mad Dog & Merrill shared expert barbecuing tips and techniques with show visitors.



7th Annual!
**Party
Flavors**
SAMPLING
EVENT SM



**FAMILY
FUN!**

Kids had fun painting pumpkins.



Visitors were able to try and buy of a variety of foods and beverages.

**SPA AND
SWIM SPA
BLOWOUT
SALE**

Sponsored by
Spas and More!

The Spa Tent Sale was bigger than ever, increasing to a 3,200 square foot tent.



One lucky visitor won \$1,000 to spend on their next home project with any exhibitor.



The Show again hosted a food drive to benefit St. Louis Area Foodbank. **Show visitors donated a record 171 pounds of food!**

DELIVERING YOUR AUDIENCE

SHOW OVERVIEW



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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

SHOW EXPERIENCE

90% rated the Show Excellent or Good

RESIDENCE

St. Charles County	46%
North County	11%
South County	10%
West County	10%
Lincoln County	8%
Jefferson County	6%
Illinois	4%
St. Louis City	3%
Warren County	1%
Other Missouri Counties	1%

NUMBER OF SHOWS ATTENDED

5 or more	42%
3 - 4	17%
2	16%
First show attended	25%

FUTURE SHOW ATTENDANCE

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

DELIVERING YOUR AUDIENCE

SHOW OVERVIEW



PURCHASES AT SHOW

36% of Show visitors made a purchase at the Show

HOME IMPROVEMENT SPENDING

38% of Show visitors plan to spend more than \$10,000 on their next home improvement project

HOME IMPROVEMENT PLANS

82% of Show visitors plan to do a home improvement project in the next year

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%

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%

SHOW DIRECTORY

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

APPOINTMENTS MADE AT SHOW

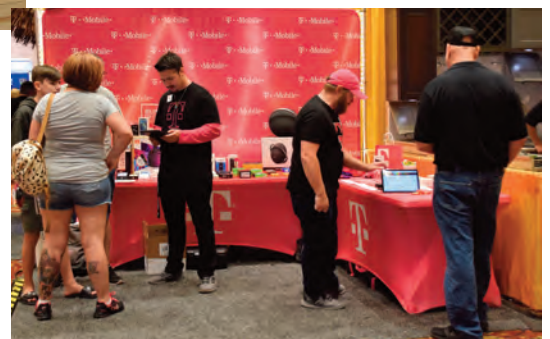
33% of Show visitors scheduled an appointment with an exhibitor at the Show

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



PARTICIPATING EXHIBITORS

SHOW OVERVIEW

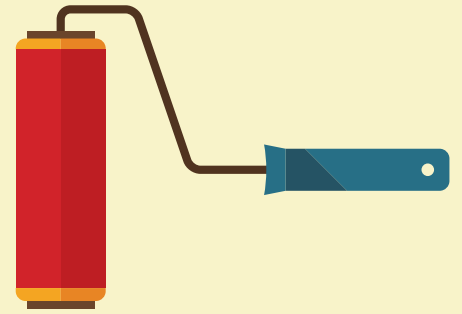


ACC Cabinets
ACI Exteriors
Adams Power Shower
Aerus
Alenco Home Improvement
Alenco (Kohler Div.)
Allstate - Korando Insurance Agency
AMAYA
American Roofing & Exteriors
Aqua Pool Pros
Astro Heating & Cooling
Bacchus Concrete and Construction
Backyard Furniture
Bass Pro Shops/Cabelas
Bath and Kitchen Connection
Bath Planet of St. Louis
and Perfect Choice
BATHFITTER
BEAM Vacuum Systems
Best Buy Flooring
Better Living Sunrooms of St. Louis
Blind Ambition
Bone Dry Roofing
Canine To 5 Pet Services
CertaPro Painters
Chiro One Wellness Centers
Classic Kitchen Refacing, LLC
Closet Factory
Contemporary Roofing
Costco Wholesale - St. Charles
Custom Discount Exteriors
Custom Door Transformations
Cutco Cutlery
Davis Meat Processing, LLC
Dogs on Duty
Dynamic Protective Coatings
Eagle Eye Builder Group, LLC
Easter Fence, Deck & Renovations
EcoMaids
Elegance by Scentsy
Elite Air Systems
Ellbee's Garlic Seasonings
Entry Point of St. Louis
eXp Realty & Homestar Financial -
Christi Ragland
Eyman Kitchen & Bath
Farmers Insurance/
Taxman Insurance Group

Foundation Recovery Systems
Freddie Lee's Gourmet Sauces, LLC
Garage Force
Gateway Synthetics Amsoil
Granite Transformations of St. Louis
Greene Prairie Woodworks
GRID, LLC
The Grout Medic of St. Louis
The Gutter Cover Company
Gutter Helmet By Harry Helmet
Habitat for Humanity
of St. Charles County
Hawaiian Moon
Helitech Waterproofing
& Foundation Repair
Hello Garage of St. Louis/St. Charles
A Holistic Solution
HomeSource Custom Homes
Hot Shotz Mobile Power Wash
Innovation X of Michigan
Innovative Shade Solutions, LLC
Jacob Sunrooms, Exteriors & Baths
Johnson Fitness & Wellness
KCWI Kitchen & Bath
Kitchen Wise of St. Louis
Koala Insulation of Gateway West
Lawn & Landscape Solutions
Lawn Doctor of St. Louis
LeafFilter Gutter Protection
Leafguard of St. Louis
LP SmartSide ExpertFinish
Trim & Siding
Mattress World USA /
Massage World USA
McManus Construction, Inc.
Meramec Hardscapes
Mid America Cabinet Refacing
Midtown Home Improvements, Inc.
Midwest Exterior Design
Miss Lynns Candles of Affirmation
Missouri Dept. of Health & Senior
Services, Bureau of
Environmental Epidemiology
Modern Solutions, LLC
Mold Solutions
Nightworks Lighting
Nothing Bundt Cakes
Outdoor Living Solutions

Paradise Grills
Pella Windows & Doors
Performance Plumbing
Plank And Sons Woodworking
Prestige Products Direct
Progressive Insurance
Proper Home Maintenance
Queen Monarch Design
R&R Remodeling
RainTight Decks
Raising Solutions, LLC
ReBath
Renewal by Andersen
Renovate-Rite
Rhodes Custom Finishes
Roof ReNEWal, LLC
Sam The Concrete Man
Seal Smart, LLC
Second To None Beauty
Siding Repair Systems
Small Batch Winery
Something New
Spas and More!
St. Louis Post-Dispatch/
Barden Circulation
StateWide Solar
STL Design and Build
STL Pure Heat
Summer Accents Umbrellas
By Water Canopy
Sunpro Solar Energy Specialist
Superior Sleep Experience
Susan Fry Real-Estate
T-Mobile
TheHomeMag
Timber & Ash Custom Kitchens
Trelora Realty
TRIMLIGHT ST. LOUIS
Two Men and a Spa Dolly
Unique Canine, LLC
Universal Windows of St. Louis
Valenti's Design, Build & Remodel
Visionary Associates, Inc. /
ATT Preferred Dealer
Window World
Woods Basement Systems, Inc.
The Wright Door Company

***Keep the Good
Times Rolling!***



**Keep your company, products and services
top of mind with local homeowners.**

44th Annual Builders St. Louis

**Home &
Garden Show**



March 3-6, 2022 at America's Center

**Exhibit in the HBA's
successful Home Shows!**



HOME BUILDERS
ASSOCIATION
ST. LOUIS

17th Annual Builders

St. Charles

Home Show



April 1-3, 2022 at
St. Charles Convention Center

42nd Annual Builders

**Home &
Remodeling Show**



September 23-25, 2022 at
St. Charles Convention Center

**Contact Tammy Ridgley
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or Renee Mincher
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314-817-5618**

STLHomeShow.com

