

SHOW OVERVIEW

45th Annual Builders

Home & Remodeling Show SM

Presented by



September 19-21, 2025

St. Charles Convention Center

St. Charles, MO

*The One Stop
for Your Next
Home Project!*

**Media
& PR
Impressions
21,893,205**

Produced by



HOME BUILDERS
ASSOCIATION
ST. LOUIS

Home Builders
Association
of St. Louis and
Eastern Missouri



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to Our Sponsor**

PRESENTING SPONSOR
Official Siding Partner



ADVERTISING

SHOW OVERVIEW



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

TV - 225 Commercials

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



Impressions: 8,800,600

Radio - 579 Spots

Buy included 6 top local stations focused on drive-time



Impressions: 4,403,000

Outdoor

Buy included 8 billboards covering the Metro area

Impressions: 3,706,316



Online

Comprehensive online campaign, including Google ads, YouTube ads, Facebook and Instagram ads

Impressions: 2,787,922

Email

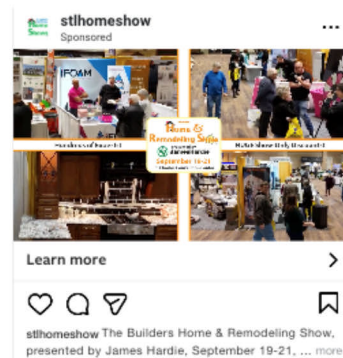
Three eblasts to our consumer database of approximately 10,000 people

Opens: 27,478

Social Media & Website

Extensive social media campaign with Show updates on Facebook and Instagram

Impressions: 337,236



**TOTAL PAID MEDIA
IMPRESSIONS:
20,062,552**

PROMOTIONS & PUBLICITY

SHOW OVERVIEW



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.

Radio - 160+ Promotional Spots

Added-value spots ran on 6 top local stations
PLUS - 8 website banner ads, 2 eblasts and numerous social media mentions

Impressions: 1,019,000
Added Value: \$2,548

Print/Online - Show Articles

Magazine ads in Ad Pages and TheHomeMag publications, plus articles about the Show appeared on the websites of the Illinois Business Journal, The Healthy Planet magazine, and others.



TheHomeMag

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

Malik Wilson, Show Me St. Louis, KSDK-5 (NBC), interview Jonathan Travetto, James Hardie, to run Friday, September 19 10:00-10:30 am.

Additional news stories across dayparts on KMOV-4 (CBS), KSDK-5 (NBC) and KTVI-Fox2.

Numerous radio mentions.

Impressions: 380,368
Added Value: \$21,168

**TOTAL PROMOTIONAL
IMPRESSIONS:**

1,830,653+

**TOTAL PROMOTIONAL
VALUE:**

\$23,716+

Ad Pages



Impressions: 431,285+

A comprehensive Show Directory is handed out at each Show entrance. According to the Show survey, 83% of attendees plan to use the Show Directory as a buying guide for future home product/service purchases.

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, 83% 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 to be shared with media upon inquiry.

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!

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SPEAKERS & SHOW FEATURES

SHOW OVERVIEW

5

Interesting features and family fun areas bring thousands of people to the Home Show and keep them at the show longer.

Visitors enjoyed Bird Shows by World Bird Sanctuary and Dog Shows by Sit Means Sit St. Louis Dog Training!



Kids had fun painting pumpkins and playing in the Haunted Obstacle Course and Slide.



Spa & Swim Spa Sale

Sponsored by
Spas and More!



The Flower Show & Competition returned, with creative designs and beautiful horticulture.



Party Flavors SAMPLING EVENT SM

Visitors could try and buy a variety of local foods and beverages.



Register
to **WIN**

Show visitors
could win
\$500 Cash!



The Show
once again
collected
food for St.
Louis Area
Foodbank.

AUDIENCE DEMOGRAPHICS

SHOW OVERVIEW



A survey conducted at the Show collected information on visitors' demographics and buying intentions. St. Charles Convention Center uses software that tracks apps on consumers' cell phones to compile data about show visitors. The Show provides exhibitors with qualified buyers in a face-to-face selling environment.

HOUSEHOLD INCOME

Less than \$50,000	27%
\$50,000 - \$99,999	30%
\$100,000 - \$149,999	21%
\$150,000 or more	22%
43% have incomes of \$100,000+	

AGE

24 or younger	9.5%
25 - 34	17%
35 - 44	16%
45 - 54	15%
55 - 64	17.5%
65 or older	25%

RESIDENCE

St. Charles County	47%
North County	15%
West County	13%
South County	9%
Illinois	3%
St. Louis City	3%
Franklin County	2.5%
Jefferson County	2.5%
Other MO Counties / States	5%

AT-SHOW PURCHASES

40% of Show visitors made a purchase at the Show

BUYING INTENTIONS

70% of Show visitors said they plan to make a purchase from an exhibitor in the next 12 months

BUDGET FOR NEXT HOME PROJECT

Up to \$4,999	25%
\$5,000 - \$14,999	37.5%
\$15,000 - \$24,999	25%
\$25,000 or more	12.5%

SHOW EXPERIENCE

74% of Show visitors rated the Show Excellent or Good

SHOW DIRECTORY

80% of Show visitors said they would use the Show Directory as a buying guide for future home purchases

SCENES FROM THE SHOW

SHOW OVERVIEW



PARTICIPATING EXHIBITORS

SHOW OVERVIEW

8

A Plus Quality Spas and Showers
Aerus
AirMedCare Network
Alenco Home Improvement
AMAYA
Amini's Home Rugs & Game Room
Art of Drawers - St. Louis
B. E. Permanent Lighting
Bacchus Concrete and Construction
The Bath Authority
BATH FITTER
Bath Planet of St. Louis and More
BEAM Vacuum Systems
Best Choice Roofing
of Greater St. Louis
Better Painting, LLC
Bigfoot Fence Co.
Bigfoot Landscape Co.
Blind Ambition
Budget Blinds of St. Charles
and St. Peters
Central Epoxy Flooring
CertaPro Painters
Champion Windows
Chesley Fence & Deck
Classic Kitchen Refacing, LLC
Closet Factory
Closets By Design St. Louis
The cooling pillow and cushion guy
Crosscut Lawn & Landscape
Curb Appeal Landscape Edging
Custom Door Transformations
Cutco Cutlery
Davis Meat Processing, LLC
Drury Concrete Coatings
Dungarees
Dynamic Protective Coatings
Ellbee's Garlic Seasonings
& General Store
Eyman Kitchen & Bath
Fair Price Properties, LLC
Farmers Insurance/
Taxman Insurance Group
Fireplace and Grill Center
Five Star Painting of St. Charles
Foundation Recovery Systems

Fresh Start Outdoors
Garage Force of St. Louis
Garden Green
Gateway Borders, LLC
GatorGuard Concrete Coatings
Greater St. Louis Scouting
Packs 375 and 55
Gutter Helmet and Sunesta Awnings
by Lednor Home Solutions
Helitech Waterproofing
& Foundation Repair
HomeSource Custom Homes
House to Home Pages
iFOAM Insulation
Innovative Shade Solutions, LLC
Jacob Sunrooms, Exteriors & Baths
Jacuzzi Bath Remodel of St. Louis
James Hardie
Jones Home Improvements
Lasbury Security and Fire
LeafFilter Gutter Protection
LeafGuard of St. Louis
LeafShield Gutter Protection
Luminous Flooring, LLC
M&E Sales
Mad City Windows
Many Bidets
MB Save Member Benefits
Savings Club
Mid America Cabinet Refacing
Mid America Flooring Solutions, LLC
Midtown Home Improvements, Inc.
Missouri Hardscapes
Modern Solutions, LLC
Moolah FEZtival of Trees
Morningside Woodcraft, LLC
MosquitoNix
Outdoor Living Solutions
Patio Enclosures
Patriot Sunrooms & Home Solutions
Pella Windows & Doors
The Pinball Company
Plank And Sons Woodworking
Porch Windows Direct
Premier Design Furniture
Prestige Pools and Spas

RainTight Decks/RT Construction
Raising Solutions, LLC
R.E. Plastering
ReBath
Rebecx Cutlery
Renewal by Andersen
Rhodes Custom Finishes
RiverTowne Family Chiropractic
Ron Hauser Enterprises, LLC -
Hemingway Exhibit
The Roof Warrior
A Saint Louis Closet Co.
Second To None Beauty
Shinnova Home and Solar
Siding Repair Systems
Sit Means Sit
Small Batch Winery
SNS Contracting
Spas and More!
Spray-Net St. Louis Metro East
STL Design and Build
StoneCraft Epoxy Resurfacing
StudioMarq
Suncoast Enclosures
Superior Sleep Experience
T-Mobile
TheHomeMag
TRIMLIGHT ST. LOUIS
True Grit Health Center
TruGrit Concrete Coatings
Tuff Shed, Inc.
Ultrasteam Floor Restoration
Valenti's Design,
Build & Remodel
Visionary Associates, Inc. /
ATT Preferred Dealer
Walk Your Plans
Wild Wood Edges
Window Nation
Window World
Woods Basement Systems, Inc.
Wreaths Across America
ZenHammer

Be a Part of the HBA's Successful Home Shows

46th Builders St. Louis



Presented by



March 6-8, 2026
America's Center

21st Annual Builders

St. Charles

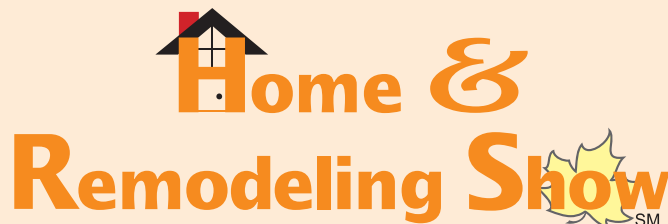


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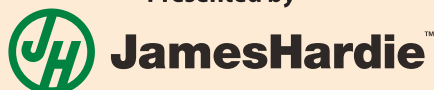


April 10-12, 2026
St. Charles
Convention Center

46th Annual Builders



Presented by



October 2-4, 2026
St. Charles
Convention Center

Tammy Ridgley - 314-817-5624, RidgleyT@hbastl.com
STLHomeShow.com