

SHOW OVERVIEW

17th Annual Builders

St. Charles



Presented by



April 1-3, 2022

St. Charles Convention Center
St. Charles, MO

*Your
Hometown
Community
Event!*

Produced by



**Media
& PR
Impressions
14,709,122**



Thank You
to Our
Sponsors

PRESENTING SPONSOR
Official Siding Partner



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 - 108 Commercials

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



Impressions: 2,648,767

Radio - 441 Spots

Buy included four top stations focusing on drive-time



Impressions: 3,681,849

Print

Ad in TheHomeMag

Impressions: 300,000

Print Ad

Outdoor - 6 Billboards

Covering most of the area highways and busy secondary roads like Manchester and Hwy. 94

Impressions: 5,002,680

Online

Digital campaign focused on Facebook carousel ads

Impressions: 203,496

Email

Three eblasts to our consumer database of 10,500+ people

Impressions: 21,636

Social Media & Website

Show information and updates on Facebook, Twitter and Instagram.

Impressions: 73,829

Billboard

**TOTAL PAID MEDIA
IMPRESSIONS:
11,932,257**

PROMOTIONS & PUBLICITY

SHOW OVERVIEW

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The HBA sends Show information to 125+ media contacts in the metro St. Louis area. PLUS - information is circulated through two online press release distribution services. 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: 529,753
Added Value: \$7,500

Radio - 182+ Promotional Spots

Added-value spots ran on 102.5 KEZK, 103.3 KLOU, 106.5 The Arch, and Z107.7. PLUS - 1 on-site remote, 7 website ads/ event listings, 2 eblasts, and social media posts.

Impressions: 736,370
Added Value: \$19,000

Online Press Releases

Show information distributed through two online press release distribution services.

Impressions: 13,872

VISION

The St. Charles Home Show is the Place for the Latest Home Products and Services, Plus Expert Home Improvement Advice

The 17th Annual Builders St. Charles Home Show, presented by LP® SmartSide®, is April 1-3 at St. Charles Convention Center, with free admission and parking.

ST. CHARLES, Mo. (Feb. 16, 2022 /PRNewswire-PRWeb/ -- Local companies bring countless experts to this event who offer valuable home improvement knowledge and advice. People can see, learn about and buy the latest home products and services in one convenient location. The show is produced by the Home Builders Association of St. Louis and Eastern Missouri.

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 updates. The Home Show is a great source for the products, services and local home improvement pros to help with those updates to create homes that fit the needs of today's families and give them their best home life.

St. Louisans can find what they need for their homes, inside and out, including kitchen and bath designs and fixtures, flooring, furniture, window treatments, decks, fencing, windows, siding, doors, landscaping, hardscape materials and so much more. Visiting the Show will save attendees time and money, help them complete their home improvement projects and give them the opportunity to have a fun day out with their families.

Show visitors can get expert tips from Megan Cain, the Creative Vegetable Gardener. Megan offers simple advice to help gardeners cut through the noise of all the overcomplicated gardening advice out there and help them get better results from their garden. She focuses on the essentials first, making sure gardeners are growing more food and getting the results they want. Then she delves deeper into the beautiful details of gardening with fun experimentation.

Megan's topics include 5 Mistakes I Made in My Vegetable Garden So You Don't Have To, Design Inspiration for a Creative Vegetable Garden, which includes simple and fun elements to showcase a garden's beauty, and Your Garden Can Feed You All Year, which will show attendees how to have their earliest harvest ever in spring, keep the momentum going in summer through succession planting, and have a robust fall garden that feeds them all the way to holiday gatherings.

The 15th Anniversary St. Charles Sausage Festival, Wine Tasting & More is a favorite destination for show attendees. Visit this area for free tastings and products for purchase from Missouri sausage producers and wineries. Plus, try tasty wine slushies and a variety of foods. Show visitors can discover delicious new items and stock up on their favorites - also great for unique gifts!

Shop the Spa & Swim Spa Blowout Sale, sponsored by Spas and More! for great deals. This spectacular sale offers show visitors the opportunity to save 30-50% off regular retail prices, with many models of spas and swim spas to choose from.

TV & Radio Coverage

Tim Ezell, KTVI-Fox2, live at Show on Friday, April 1 in AM News from 5:30-8:30 am. Four live interviews, plus teases, with multiple exhibitors and show features.

Numerous additional news stories on all major TV stations in morning, afternoon and evening news and numerous mentions on a variety of radio stations.

Impressions: 1,496,870
Added Value: \$120,072

TOTAL PROMOTIONAL IMPRESSIONS: 2,776,865

TOTAL PROMOTIONAL VALUE: \$146,572

Outdoor living spaces are some of the most popular areas for home improvements. A variety of exhibitors, including pool and spa companies, landscape design and maintenance pros, and others offering decks and patios, outdoor kitchens, awnings and umbrellas, storage sheds and more can help people create amazing outdoor spaces.

The St. Charles Home Show is always a family-friendly destination. Bring the kids for a variety of fun, free activities at the KIDZONE, presented by the St. Charles County Parks and Recreation Department. Hours are Friday from 3:00 to 6:00 p.m., Saturday from 12:00 to 4:00 p.m. and Sunday from 12:00 to 3:00 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.

The Home Show is hosting a Food Drive. Visitors can donate food items to the St. Louis Area Foodbank and are encouraged to bring non-perishable food in non-breakable containers. Suggested items include: peanut butter, tuna, canned meats and beans, canned fruits and vegetables, fruit juice, jellies, jams and dried fruit, cereal, oatmeal, rice and crackers, pasta and sauces, boxed meals, soups and stews, and baby products like powdered formula, baby food, diapers and wipes.

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. Many exhibitors offer show specials and discounts for people who book projects or make appointments at the Show.

Plus, visitors can register to win \$500 cash to help them get started on their next home improvement project, courtesy of the Home Builders Association.

Show hours are 10:00 a.m. to 7:00 p.m. on Friday, April 1 and Saturday, April 2 and 10:00 a.m. to 5:00 p.m. on Sunday, April 3. Admission and parking are free. For more information, visit <https://www.STLHomeShow.com>.

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.

BETTER Living STAGE

Megan Cain, the Creative Vegetable Gardener, shared expert tips for successful gardens



SPA AND SWIM SPA BLOWOUT SALE

Sponsored by
Spas and More!



15th Annual St. Charles Sausage Festival, Wine Tasting & More!



KIDSZONE

Presented by

Kids enjoyed fun, free activities



Show visitors donated nearly 100 pounds of food and household items for St. Louis Area Foodbank



DELIVERING YOUR AUDIENCE

SHOW OVERVIEW

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A survey conducted at the 2019 Show collected information on show visitors' demographics and buying intentions. Zip codes from Register to Win forms at this year's show helped determine 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 | 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 | 47% |
| North County | 12% |
| West County | 9% |
| Illinois | 7% |
| Jefferson County | 7% |
| South County | 6% |
| St. Louis City | 4% |
| Lincoln County | 3% |
| Franklin County | 1% |
| Warren County | 1% |
| Other Missouri Counties | 3% |

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

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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% |

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% |

APPOINTMENTS MADE AT SHOW

40% of Show visitors said they made an appointment with a Show exhibitor

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

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PARTICIPATING EXHIBITORS

SHOW OVERVIEW

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| | | | |
|--|---|--|--|
| 360 Painting | & Roofing | Mold Solutions | Stonebridge Roofing |
| Absolute Comfort Systems | Furniture Showcase/ DBA Mattress World USA | Mosquito Joe | StoneCraft Epoxy Resurfacing |
| ACI Exteriors | Garage Force | Mosquito Shield | Summer Accents Umbrellas By Water Canopy |
| Adams Power Shower | Garden Green | of North St. Louis | Sun Solar |
| Advance Carpet One | Gemstone Lights | Naomi Events, LLC | Sunpro Solar Energy Specialist |
| Aerus | Bloom Lawn & Landscape | Nectar of the Vine | Sunsetter Awnings and Patio Covers |
| AirMedCare Network | Granite Busters, Inc. | Nothing Bundt Cakes | Superior Sleep Experience |
| Alenco Home Improvement | Granite Transformations of St. Louis | Oberweis Dairy Home Delivery | Sweet Berries |
| Alenco (Kohler Div.) | Greene Prairie Woodworks | Onsite Window Screening Pros of St. Louis | T-Mobile |
| Aloha Pools & Spas | Greener Shingles | Outdoor Cooking Sensation | Tastefully Simple |
| Amaya Contracting | GRID, LLC | Outdoor Living Solutions | TheHomeMag |
| American Sleep Therapy | The Grout Medic of St. Louis | Outdoor Oasis, LLC | Timber & Ash Custom Kitchens |
| Anderson Cabinet Company | Gutter Helmet By Harry Helmet | The Pace Group, Inc. | Total Tinting |
| Anton's Air Conditioning and Heating | Habitat for Humanity of St. Charles County - ReStore | Perma Seal USA | Traeger Pellet Grills, LLC |
| Astro Heating & Cooling | Helitech Waterproofing & Foundation Repair | Pezz Lawn Care & Landscapes | TRIMLIGHT ST. LOUIS |
| Bacchus Concrete and Construction | Hidow | POWERHOME Solar | Tuff Shed, Inc. |
| Backyard Furniture | A Holistic Solution | Prestige Pools and Spas | Turfbot |
| Bath and Kitchen Connection | HomeSource Custom Homes | Prestige Products Direct | Two Men and a Spa Dolly |
| Bath Planet of St. Louis | Hot Shotz Mobile Power Wash | Probuilt Pool & Patio of St. Louis | Ultrasteam Tile & Grout Restoration |
| BATHFITTER | Indian Creek Ironworks | Pure Heat Gourmet Sauces | Uncommon USA, Inc. |
| Beachy's Stairways | Innovation X of Michigan | R&R Awnings | UNITS Moving and Portable Storage |
| BEAM Vacuum Systems | Innovative Shade Solutions, LLC | RainTight Decks | Universal Windows of St. Louis |
| Bear Creek Yard Creations | Jacob Sunrooms, Exteriors & Baths | Raising Solutions, LLC | U.S. Bank Home Mortgage |
| Berry Door & Window | Kitchen Craft Cookware | ReBath | Valenti's Design, Build & Remodel |
| Blind Ambition | Kitchen Wise of St. Louis | Reeds Metals | Valpak |
| CertaPro Painters | Koala Insulation of Gateway West | Regions Mortgage | Visionary Associates, Inc. / ATT Preferred Dealer |
| Chiro One Wellness Centers | Lawn & Landscape Solutions | Renewal by Andersen | Wagner Roofing & Construction Solutions |
| Classic Kitchen Refacing, LLC | LeafFilter Gutter Protection | Rhodes Custom Finishes | Window Depot USA |
| Closet Factory | Leafguard of St. Louis | Roofing Force | Window World |
| Comfort Table | Leafs Out Gutter Protection | Rottler Pest Solutions | WonderPax |
| Country Financial | Level-All, LLC | Safe Senior Home | Woods Basement Systems, Inc. |
| Custom Discount Exteriors | Lifetymz | Sam The Concrete Man | The Wright Door Company |
| Custom Door Transformations | LP SmartSide | Scentsy - Cathy Bell | |
| Cutco Cutlery | Luminous Flooring, LLC | Sea Cay | |
| Das Holz Haus | M&E Sales | Seal Smart, LLC | |
| Davis Meat Processing, LLC | McManus Construction, Inc. | Second To None Beauty | |
| Designer Palms, Inc. | Meramec Hardscapes | Shade Your World | |
| Dynamic Protective Coatings | Metro Lawn Sprinklers & Landscapes | Shelby Roofing & Exteriors | |
| Eagle Eye Builder Group, LLC | Mid America Cabinet Refacing | Show Me Soils | |
| Eagle Eye Builder Group, LLC | Midtown Home Improvements, Inc. | Siding Repair Systems | |
| Elite Air Systems | Modern Solutions, LLC | Small Batch Winery | |
| EuroCAST Cookware | | Solar City STL | |
| Eyman Kitchen & Bath | | Solera Energy, LLC | |
| Farmers Insurance/ Taxman Insurance Group | | Something New | |
| Five Star Painting of St. Charles | | Spas and More! | |
| Floor Coverings International | | StateWideSolar.com | |
| Foundation Recovery Systems | | STL Design and Build | |
| Freedom Restoration | | Stone Hill Winery | |

EXHIBITORS SAY IT BEST

SHOW OVERVIEW

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Comments from exhibitors taken from a post-show survey.

“Had a great show. Excited to see y'all this fall!”

BATHFITTER

“Tammy is very organized and helpful, that definitely made our first experience at the home show more enjoyable.”

Pezz Lawn Care & Landscapes

“Renee and the whole staff are amazing to work with! I highly recommend both the St. Charles and St. Louis Home shows! They are amazing!”

Scentsy

“Professional and would recommend future vendors sign up without hesitation.”

Onsite Window Screening Pros of St. Louis

“We love working with the HBA team who help organize the shows in St. Charles!”

The Grout Medic of St.Louis

“We wanted to thank your organization for allowing us to have a booth at your event. We did well.”

Sweet Berries

Keep the Good Times Rolling!

HBA HOME BUILDERS ASSOCIATION ST. LOUIS

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

Exhibit in the HBA's successful Home Shows!

42nd Annual Builders Home & Remodeling Show
Presented by **LP SmartSide** ExpertFinish TRIM & SIDING
September 23-25, 2022 at St. Charles Convention Center

45th Annual Builders St. Louis Home & Garden Show
March 3-5, 2023 at America's Center

18th Annual Builders St. Charles Home Show
April 14-16, 2023 at St. Charles Convention Center