

SHOW OVERVIEW

42nd Annual Builders

Home & Remodeling Show SM

Presented by



September 23-25, 2022

St. Charles Convention Center

St. Charles, MO

***The One
Stop for
Your Next
Home Project!***

Produced by



HOME BUILDERS
ASSOCIATION
ST. LOUIS

**Media
& PR
Impressions
20,267,241**



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Official Siding Partner



ADVERTISING

SHOW OVERVIEW

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

TV - 142 Commercials

Buy included 2 top stations with an emphasis on News



Impressions: 3,262,747

Radio - 425 Spots

Buy included 6 top local stations focused on drive-time



Impressions: 3,994,996

Print

Ads in TheHomeMag and Valpak

Impressions: 360,000

Outdoor

Buy included 6 billboards rotating on 11 positions covering the Metro area



Impressions: 7,925,836

Online

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

Impressions: 1,157,392

Email

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

Opens: 25,849

Social Media & Website

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

Impressions: 136,423

**TOTAL PAID MEDIA
IMPRESSIONS:
16,863,243**

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: 1,038,100
Added Value: \$17,000

Radio - 313+ Promotional Spots

Added-value spots ran on 6 top local stations
PLUS - 7 website banner ads, eblasts, a live remote at the Show and numerous social media mentions

Impressions: 1,003,800
Added Value: \$16,000

Print/Online - Show Articles

Show information featured in articles on websites of the Belleville News-Democrat and Illinois Business Journal



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

Ty Hawkins, KTVI-Fox2, live at Show on Friday, September 23 in AM News from 7:15-8:30 am. Two live interviews, plus teases, with Jeff Devlin and Tammy Ridgley.

Malik Wilson, Show Me St. Louis, KSDK-5 (NBC), live at the Show on Friday, September 23 10:00-10:30 am.

Shoshana Stahl, KMOV-4, live at Show on Sunday, September 25 in AM News from 6:00-7:15 am. Two live interviews, plus tease, with Jeff Devlin and Tammy Ridgley.

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

Numerous radio mentions.

Impressions: 1,362,098
Added Value: \$102,568

TOTAL PROMOTIONAL IMPRESSIONS:

3,403,998

TOTAL PROMOTIONAL VALUE:

\$135,568

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.

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**DURABLE SIDING.
NOW IN COLOR.**

Customize your home with LP® SmartSide® Trim & Siding, now available in 16 versatile ExpertFinish® colors. From lap siding and trim to accessories such as outside corners, LP SmartSide Trim and Siding provides you with durability you can trust, in colors you'll love.

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SPEAKERS & SHOW FEATURES

SHOW OVERVIEW

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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.

Jeff Devlin, TV star and licensed contractor, shared expert information on how to remodel like a pro - plus he hosted the Home Improvement Olympics, sponsored by Mid-America Carpenters Regional Council, where show visitors competed in a carpentry challenge for prizes and glory.



Home Improvement Olympics



8th Annual! Party Flavors SAMPLING EVENT SM

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



The Show collected 125 pounds of food for St. Louis Area Foodbank.

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



Spa & Swim Spa Sale Sponsored by Spas and More!



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%
West County	14.5%
North County	12%
Jefferson County	8%
South County	6%
Illinois	5%
St. Louis City	4%
Other Missouri Counties	3%
Other States	1.5%

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

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PARTICIPATING EXHIBITORS

SHOW OVERVIEW



3 Day Kitchen & Bath
360 Painting
ACI Exteriors
Adams Power Shower
Aerus
AirMedCare Network
Alenco Home Improvement
Alenco (Kohler Div.)
Aloha Pools & Spas
AMAYA
Anton's Air Conditioning and Heating
Aqua Pool Pros
Bacchus Concrete and Construction
Bath and Kitchen Connection
Bath Planet of St. Louis and More
BATHFITTER
Beachy's Stairways
BEAM Vacuum Systems
Berry Door & Window
Blind Ambition
The Brothers That Just Do Gutters -
St. Louis Westplex
Carrolton Bank
CertaPro Painters
Chiro One Wellness Centers
Classic Kitchen Refacing, LLC
Closet Factory
Costco Wholesale - St. Charles
Culinary Elite, LLC
Custom Discount Exteriors
Cutco Cutlery
Das Holz Haus
Davis Meat Processing, LLC
Diamond Buildings, LLC
Dogs on Duty
Dynamic Protective Coatings
Eyman Kitchen & Bath
FasterHouse
Five Star Sausage
Flagpole Farm
Floor & Decor
Floor Coverings International
of West County
Foundation Recovery Systems
Freddie Lee's Gourmet Sauces, LLC
Freedom Restoration And Roofing
Garage Force
Granite Transformations of St. Louis

Greene Prairie Woodworks
GRID, LLC
The Grout Medic of St. Louis
Gutter Helmet By Harry Helmet
Helitech Waterproofing
& Foundation Repair
Hello Garage of St. Louis
A Holistic Solution
HomeSource Custom Homes
Independent Scentsy Consultant
Jeanel Tomnitz
Innovation X of Michigan
Innovative Shade Solutions, LLC
Jacob Sunrooms, Exteriors & Baths
Kitchen Craft Cookware
Lawn & Landscape Solutions
Leaf Home Water Solutions, LLC
LeafFilter Gutter Protection
Leafguard of St. Louis
Leafs Out Gutter Protection
LP SmartSide
Luminous Flooring, LLC
M&E Sales
Mattress World USA /
Massage World USA
McManus Construction, Inc.
Meramec Hardscapes
Mid America Cabinet Refacing
Mid-America Carpenters
Regional Council
Midtown Home Improvements, Inc.
Modern Solutions, LLC
Nightworks Lighting
Oberweis Dairy
OnDemand Painters
Outdoor Living Solutions
Patio Enclosures
Pella Windows & Doors
Permaseal USA, LLC
Plank And Sons Woodworking
Prestige Pools and Spas
Prestige Products Direct/Triad Aer
R&R Awnings
RainTight Decks
Raising Solutions, LLC
ReBath
Redfern Enterprises, Inc.
Renewal by Andersen

Rhodes Custom Finishes
Ron Hauser Enterprises, LLC -
Hemingway Exhibit
Rustic Grain Furniture & Fixtures
Sam The Concrete Man
Seal Smart, LLC
Second To None Beauty
Show Me Snakes, LLC
Show Me Weights
Siding Repair Systems
Silverback Web
Sit Means Sit
Small Batch Winery
Something New
Spas and More!
Spectrum Communications
StateWide Solar
STL Design and Build
Sugar Creek Artworks
Summer Accents Umbrellas
By Water Canopy, LLC
Sun Solar
Sunpro Solar Energy Specialist
Superior Sleep Experience
TheHomeMag
Timber & Ash Custom Kitchens
Toms Fire Pits
TRIMLIGHT ST. LOUIS
Two Men and a Spa Dolly
U. S. Jaclean
Ultrasteam Tile & Grout Restoration
Unique Canine, LLC
Universal Windows Direct
Valenti's Design, Build & Remodel
Valpak
Visionary Associates, Inc. /
ATT Preferred Dealer
Wagner Roofing
& Construction Solutions
Window Depot USA of St. Louis
Window World
Woods Basement Systems, Inc.
The Wright Door Company
ZenHammer

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

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

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

**Contact Tammy Ridgley
to Reserve Space Today!
RidgleyT@hbastl.com
314-817-5624**

45th Annual Builders St. Louis

**Home &
Garden Show**  SM

**March 3-5, 2023
America's Center**

18th Annual Builders

St. Charles

Home Show  SM

**April 14-16, 2023
St. Charles
Convention Center**

43rd Annual Builders

**Home &
Remodeling
Show**  SM

**September 22-24, 2023
St. Charles Convention
Center**

STLHomeShow.com