

# SHOW OVERVIEW

21st Annual Builders

## St. Charles



Presented by



April 10-12, 2026

St. Charles Convention Center, St. Charles

*Your Hometown Community Event*

Produced by



# 25,086,409

## MEDIA & PR IMPRESSIONS

# SHOW OVERVIEW

21st Annual Builders St. Charles Home Show

April 10-12, 2026

St. Charles Convention Center

## ADVERTISING

### TV

235 :30, :15 TV spots on St. Louis' three major networks (CBS, Fox and NBC)

**TV Impressions - 11,594,000**



### Radio

377 :30 and :15 radio spots on five top stations focused on drive time

**Radio Impressions - 3,651,300**



### Outdoor Advertising

Eight digital billboards around the Metro Area

**Outdoor Impressions - 3,684,107**

### Print

Half-page ad in Ad Pages and half-page ad in TheHomeMag

**Ad Pages Distribution - 137,500 homes**

**TheHomeMag Distribution - 120,000 homes**

### Digital Advertising

Comprehensive online campaign including Facebook, Instagram, Google display and search, YouTube

**Digital Ad Impressions - 1,855,784**

### Social Media

Facebook and Instagram posts

**Views - 650,930**

### Email

Three eblasts to 10,000+ consumer subscribers, one eblast to HBA members

**Opens - 22,981**



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## PROMOTIONS & PUBLICITY - \$34,143 Value

### TV

20 bonus TV spots ran on KMOV and KSDK (CBS and NBC), website and social media videos and articles



TV Impressions - 1,006,000, Value \$1,604

### Radio

122 bonus radio spots ran on five stations, five web ads and an interview



Radio Impressions - 996,000, Value \$2,507



### Outdoor Advertising

22,150 bonus billboard spots

Outdoor Impressions - 609,512, Value - \$1,241

### PR

TV and radio interviews and stories covering the Show totalling 16 minutes, 24 seconds of air time, including:

- KSDK, Show Me St. Louis, live in-studio interview on Friday, April 10, 10-10:30 am
- KMOV four live interviews at show Sunday, April 12, 6-7:30 am
- Numerous additional news stories on four TV stations, including KPLR-11, in morning, afternoon and evening news, and mentions on a variety of radio stations



HOME NEWS SPORTS COMMUNITY LIFESTYLE OPINION OBITUARIES E-EDITIONS



MARCH 26, 2026

St. Charles Home Show coming April 10-12

The 21st Annual Builders St. Charles Home Show, presented by James Hardie, is April 10-12 at St. Charles Convention Center, with free admission and parking.

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.

St. Louisans can find what they need for their homes, inside and out, including kitchens and bath designs and fixtures, window treatments, decks, fencing, windows, siding, doors, landscaping, pools, spas, saunas and so much more.

Show visitors can save time by comparing products side-by-side in one location and save money with valuable show specials and discounts. Visiting the Show is also a great opportunity to have a fun family day out.

The Home Show is a great resource to help people create homes that fit the needs of today's families for their best home life. Show visitors are encouraged to bring photos of their homes as well as their wish list to create their ideal space.

Attendees can save time by visiting a variety of companies in one location and get started on their home improvement journey.

Show visitors can get expert gardening advice from Bevin Cohen at the Better Living Stage. Cohen is an award-winning author, herbalist, owner of Small House Farm and host of the popular Seeds & Weeds podcast.

He lives and works with his wife and two sons on their family homestead in Michigan. He offers workshops and lectures across the country on the benefits of living closer to the land through seeds, herbs, and locally grown food. He's the author or editor of more than 10 books, including Saving Our Seeds and The Artisan Herbalist.

Cohen will present Grow an Herb Garden. Whether your interest is in culinary or medicinal herbs, he will guide you through planning, planting and caring for your herbs to ensure a bountiful harvest. He will cover topics like starting herbs from seed, propagation and container gardening, plus harvesting and storage techniques.

Bevin will also present Grow Your Best Tomatoes and share how to maximize harvest with the least amount of work! He'll cover soil health, planting methods, mulching, pruning, trellising, and share the secrets he's learned over a lifetime of gardening.

The 19th Annual St. Charles Sausage Festival, Wise Tasting & More is a favorite destination for attendees. Visit this area for free tastings and products for purchase from a variety of sausage producers, Missouri wineries and more.

Shop the Spa & Swim Spa Blowout Sale, sponsored by Spa and More! for a great deal on a new spa or swim spa. Visitors can shop a 3,300-square foot tent, accessible from just outside the main show entrance in the south parking lot, for a variety of spas.

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, so bring the kids. They can have fun coloring and making creative crafts in the free Kids Craft Area. Plus, visitors can enjoy entertaining dog shows featuring obedience, agility, tricks and therapy, by Sit Means Sit STL.

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, nuts, canned meats and beans, canned fruits and vegetables, fruit jellies, jams and dried fruit; cereal, oatmeal, rice and crackers; pasta and sauce, 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.

One lucky show visitor can get a start on their next home project when they win \$500 cash, courtesy of the Home Builders Association. Register at the show.

Show hours are 10 a.m. - 7 p.m. on Friday, April 10 and Saturday, April 11 and 10 a.m. - 5 p.m. on Sunday, April 12. Admission and parking are free. For more information, visit <http://www.STLHomeShow.com>.

#### Latest Stories

04026 STL LFCS

March 26, 2026

Golf Tournament Supports Efforts to

Build Affordable Homes

March 26, 2026

04026 STL Press Release Trash to Art

March 26, 2026

04026 STL Support System

March 26, 2026

04026 Land Cruiser

March 26, 2026

Mission Clean Stream: April 11th &

April 12th - Register Now to Volunteer

March 26, 2026

04026 STL St. Peters

March 26, 2026

Granger earns national honor for

teaching innovation

February 26, 2026

Headling home

February 26, 2026

Judge issues instructions, timeline for

Happi jury selection

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Audience Impressions - 758,295, Value \$28,791

### Online Press Releases

Show information distributed through two online press release services, resulting in numerous online articles

### Sponsored: Get inspired at the 21st Annual Builders St. Charles Home Show with expert Bevin Cohen

Explore home innovation and sustainable gardening at the Builders St. Charles Home Show, featuring expert seminars by author Bevin Cohen.

Author: Malik Wilson  
Published: 10:18 AM CDT April 10, 2026  
Updated: 10:18 AM CDT April 10, 2026

ST. LOUIS — The Home Builders Association of St. Louis and Eastern Missouri is inviting residents to gather inspiration, expert advice, and the latest in home innovation at the 21st Annual Builders St. Charles Home Show, presented by James Hardie.

The highly anticipated event brings together local companies and industry professionals, offering attendees access to valuable home improvement knowledge in one convenient location. From remodeling ideas to landscaping solutions, visitors can explore, learn about, and purchase the newest home products and services—all with free admission and parking.

A highlight of this year's show is special guest Bevin Cohen, an award-winning author, herbalist, and owner of Small House Farm. Cohen is also the host of the popular "Seeds & Weeds" podcast and has earned national recognition for his workshops and lectures on sustainable living. He has authored or edited more than ten books, including Saving Our Seeds and The Artisan Herbalist, which focus on connecting people to locally grown food, herbs, and seeds.

During the event, Cohen will lead educational seminars designed to help homeowners and gardening enthusiasts cultivate their own thriving gardens.





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## SHOW FEATURES

Informative speakers, interesting features and family fun areas bring thousands of people to the Show, keep them there longer and spread the word as people talk to family and friends about their experience.

### Better Living Stage

Bevin Cohen, author and host of the popular Seeds & Weeds podcast, presented popular gardening seminars



### 19th Annual St. Charles Sausage Festival, Wine Tasting & More!

A variety of foods and beverages from sausage companies, wineries, and more



### Spa & Swim Spa Blowout Sale, sponsored by Spas and More!

Visitors shopped the 3,200 sq. ft. tent for great deals on hot tubs and more



### Entertaining Dog Shows, by Sit Means Sit STL

Dogs showed off basic and advanced obedience, plus some flashier tricks



### Kids Craft Area

Free make-it and take-it area for kids

### Register To Win!

One lucky show visitor won \$500 Cash!

### Home Show Food Drive

The show once again hosted a food drive to benefit St. Louis Area Foodbank



## WHERE SHOW ATTENDEES LIVE

56% St. Charles County

28% St. Louis County

14.5% North County

10% West County

3.5% South County

5.5% Franklin County

4% Illinois

3% Jefferson County

2% Warren County

.5% St. Louis City

1% Other Missouri Counties

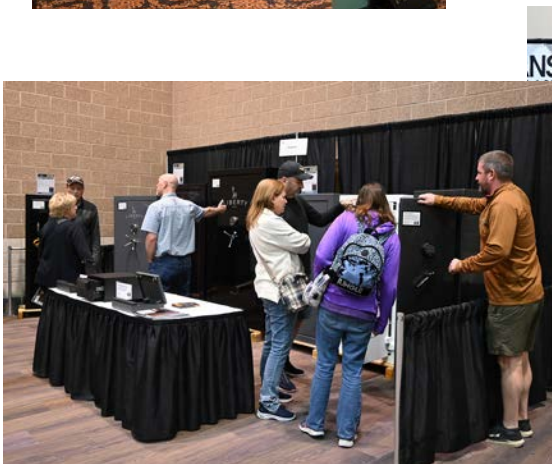
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## SCENES FROM THE SHOW



## PARTICIPATING EXHIBITORS

- A Plus Quality Spas  
and Showers
- ACADEMY AIR & MORRISON  
PLUMBING, HEATING,  
COOLING & ELECTRICAL
- Aerus
- Aholt Construction /  
Wausau Homes
- AL-Don Indoor Air Quality  
Specialists, LLC
- Alenco Home Improvement
- All Solutions Pest Control
- Aloha Pools & Spas
- Amaya Contracting
- Ambassador Floor
- American Family Insurance
- Anton's Plumbing, Heating/Cooling  
& Energy Experts
- Art of Drawers
- ASP
- B. E. Permanent Lighting
- Bacchus Concrete  
and Construction
- Bath Planet of St. Louis
- BATHFITTER
- BEAM Vacuum Systems
- Bear Creek Yard Creations
- Berry Door & Window
- Best Choice Roofing  
of Greater St. Louis
- Better Painting, LLC
- BigFoot Landscape
- Blind Ambition
- Blue Haven Pools & Spas
- Blunier Builders, Inc.
- Bone Dry Roofing
- Budget Blinds of St. Charles  
and St. Peters
- C. Bennett Premium  
Building Supplies
- Cabinets to Go
- Central Epoxy Flooring
- CertaPro Painters
- Champion Window
- Chaney Windows and Doors
- Chesley Fence & Deck
- Children's Specialties
- Chiro One Wellness Centers
- Classic Aire Care
- Classic Kitchen Refacing, LLC
- Closet Factory
- Closets by Design
- Coffee Cake Guys
- Cole's Classic Remodeling
- Connected Community Solutions
- The Cooling Pillow Guy
- Countryside Carpets & Interiors
- Craig & Son Concrete, Inc.
- Crosscut Lawn & Landscape
- Crossroads Supply
- Curb Appeal Landscape Edging
- Custom Door Transformations
- Custom Sleep Therapy
- Cutco
- D & B Sales, Inc.
- Dalco Home Remodeling
- Davis Meat Processing, LLC
- Designer Palms
- Drury Concrete Coatings
- Dungarees
- Dynamic Protective Coatings
- Ellbee's Garlic Seasonings
- Enduracrete / Marblelife
- Eyman Kitchen & Bath
- EZ Cool and Heat Mini Splits
- Fair Price Properties, LLC
- Farmers Insurance/  
Taxman Insurance Group
- Five Star Painting of St. Charles
- FM Exteriors
- Forefront Windows and Doors
- Fortify Building Solutions
- Foundation Recovery Systems
- Fresh Start Outdoors
- Garage Force
- Garden Green
- Grandview Garage Doors
- Granite Busters, Inc.
- Green Envy Lawns
- Gutter Helmet by Lednor  
Home Solutions
- Helitech Waterproofing  
& Foundation Repair
- Hermann Wurst Haus
- HomeSource Custom Homes
- Honest Water
- Hot Shotz Mobile Power Wash
- House to Home Pages / Ad Pages
- Innovate Electric - Shinnova Power
- Insulation Pros
- Jacob Sunrooms,  
Exteriors & Baths
- Jacuzzi Bath Remodel
- James Hardie
- Kitchen Craft Cookware
- Koala Insulation of Gateway West
- La-Z-Boy Home Furnishings  
and Decor
- LeafFilter Gutter Protection
- Leafguard of St. Louis
- LeafShield Gutters & Protection
- Local Handyman St. Louis
- Luminous Flooring
- M&E Sales
- Major League Pressure Washing
- Maniaci Construction, Inc.
- Masterstone, LLC
- Mattress Firm, Inc.
- MB Save Cost Savings Club
- McBride Homes
- Meramec Pools & Outdoors
- Metro Lawn Sprinklers  
& Landscapes
- Mid America Cabinet Refacing
- Mid America Flooring  
Solutions, LLC
- Mid America Remodeling  
and Re-Bath
- Midtown Home Improvements, Inc.
- Midwest Construction  
Group, LLC (MCG)
- Midwest Window Tinting
- Missouri Department of Health &  
Senior Services Bureau of  
Environmental Epidemiology
- Missouri Hardscapes, LLC
- Modern Solutions, LLC
- Moolah Shrine Circus
- Moxie Pest Control
- Nectar of the Vine
- New Frontiers Home  
& Garden Furnishings
- Outdoor Lighting Perspectives  
& Mosquito Squad Plus

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## PARTICIPATING EXHIBITORS

Outdoor Living Solutions  
Outdoor Oasis/  
Stockman Stoneworks  
OwlEye Landscaping  
Patio Enclosures  
Patriot Sunrooms  
& Home Solutions  
pawTree  
The Pets Table  
Pinnacle Pools and Spas  
Plank and Sons Woodworking  
Prestige Pools and Spas  
RAISING SOLUTIONS, LLC  
Renewal by Andersen  
Renuity  
Resort Sales Missouri  
RiverTowne Family Chiropractic  
Ron Hauser Enterprises, LLC  
The Roof Warrior  
RoofRestor St. Louis  
A Saint Louis Closet Co.  
Sam The Concrete Man  
Sanctuary IAM  
Sandi's Story Garden  
Second To None Beauty

Send Me A Pro North St. Louis  
Shinnova Home and Solar  
Show-Me Mowers  
Siding Repair Systems  
Sit Means Sit STL  
Small Batch Winery  
SnirtStopper  
SNS Contracting  
Softub of the Ozarks  
Spas and More!  
Spectrum  
St. Louis Screens  
STL Design and Build  
Stone CATZ Showers  
StoneCraft Epoxy Resurfacing  
Storm Guard 360  
StudioMarq  
Summer Accents Umbrellas  
By Water Canopy  
Suncoast Enclosures  
SunSent Solar  
Sunspace Sunrooms  
Superior Fence and Rail  
of St. Louis  
Superior Sleep Experience

T-Mobile  
TheHomeMag  
Top G Contracting  
Total Softwash Solutions  
A Touch of Glass  
Shower Enclosures  
Triad Aer/Prestige Products Direct  
TRIMLIGHT ST. LOUIS  
True Grit Health Center  
TruGrit Concrete Coatings  
Tuff Shed, Inc.  
Ultrasteam Floor Restoration  
Uncommon USA, Inc.  
Universal Windows Direct  
Valenti's Design, Build & Remodel  
Whole Feet Arch Supports  
Wholesale Flooring  
And Cabinets West  
Window Depot USA of St. Louis  
Window Nation  
Window World  
Woods Basement Systems, Inc.  
Wreaths Across America

21st Annual Builders

## St. Charles



Presented by



April 10-12, 2026

St. Charles  
Convention Center  
St. Charles, MO

## Don't Miss Our Other Successful Area Home Shows!

46th Annual Builders



Presented by



October 2-4, 2026

St. Charles  
Convention Center  
St. Charles, MO

47th Builders St. Louis



Presented by



March 19-21, 2027

America's Center  
St. Louis, MO