

# SHOW OVERVIEW

44th Annual Builders

## Home & Remodeling Show SM

Presented by



**September 20-22, 2024**

St. Charles Convention Center

St. Charles, MO

*The One Stop  
for Your Next  
Home Project!*

Media  
& PR  
Impressions  
15,176,876

Produced by



HOME BUILDERS  
ASSOCIATION  
ST. LOUIS

Home Builders  
Association of St. Louis  
and Eastern Missouri



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to Our  
Sponsors**

PRESENTING SPONSOR  
Official Siding Partner



# ADVERTISING

## SHOW OVERVIEW



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

### TV - 89 Commercials

Buy included 2 top stations with an emphasis on local news programming



**Impressions: 2,681,600**

### Radio - 524 Spots

Buy included 5 top local stations focused on drive-time



**Impressions: 3,903,800**

### Outdoor

Buy included 8 billboards covering the Metro area

**Impressions: 4,526,525**

Builders  
**Home & Remodeling Show**  
presented by JamesHardie  
September 20-22  
St Charles Convention Center  
STLHomeShow.com

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### Online

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

**Impressions: 1,969,300**

### Email

Three eblasts to our consumer database of approximately 9,000 people

**Opens: 18,814**

### Social Media & Website

Extensive social media campaign with Show updates on Facebook and Instagram

**Impressions: 221,415**

**Home & Remodeling Show**  
Sept 20-22  
St. Charles Convention Center  
Presented by JamesHardie  
FREE Admission!

Home & Remodeling Show  
Sept 20-22  
St. Charles Convention Center  
STLHomeShow.com  
FREE Admission & Parking

0:11 - Sponsored Learn more

STLHOMESHOW.COM/HR  
Fun for All Ages at Our ...  
The Builders Home & Remode...

Instagram

stlhomeshow Sponsored

**Home & Remodeling Show**  
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St. Charles Convention Center  
STLHomeShow.com  
FREE Admission & Parking

Learn more

stlhomeshow The Builders Home & Remodeling Show, September 20-22, at the St. Charles Conventio...

**TOTAL PAID MEDIA IMPRESSIONS: 13,321,454**

# 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 - 150+ Promotional Spots

Added-value spots ran on 5 top local stations  
PLUS - 6 website banner ads, eblasts, 2 live remotes at the Show and numerous social media mentions

**Impressions: 1,168,600**  
**Added Value: \$2,050**

### 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

Ad Pages

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

Tim Ezell, KTVI-Fox2, live at Show on Friday, September 20 in AM News from 6:40-7:30 am. Two live interviews with exhibitors, plus teases.

Malik Wilson, Show Me St. Louis, KSDK-5 (NBC), live at the Show on Friday, September 22 10:00-10:30 am.

KTVI-Fox2 pre-recorded interview with Tim Ezell aired in Studio STL on Friday, September 20.

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

Numerous radio mentions.

**Impressions: 686,822**  
**Added Value: \$56,454**

**TOTAL PROMOTIONAL IMPRESSIONS:**  
**1,855,422+**  
**TOTAL PROMOTIONAL VALUE:**  
**\$58,504+**

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 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 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

### ADDITIONAL OPPORTUNITIES

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.

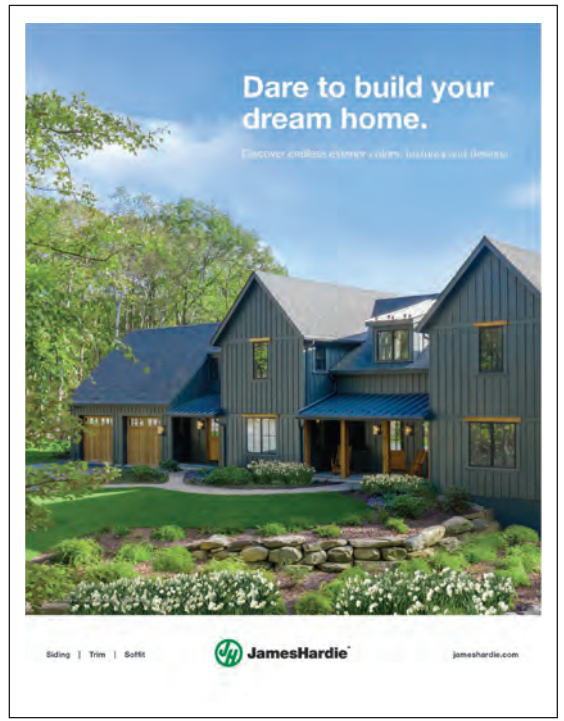
Exhibitors have opportunities for added exposure when purchasing the following options:

- 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!

HOME SHOW EXHIBITORS	
Aerco	807
Alenco (Korler Div.)	415
All Seasons Pest Control	1034
AMVA	3
American Lung Association	300
Amer's Home Rug & Game Room	218
America's Plumbing, Heating/Cooling and Energy Experts	821
Arco Heating & Cooling	595
Aschbach Concrete and Construction	106
Bath and Kitchen Connection	258
The Bath Authority	100
Bath Planet of St. Louis and More	2106
Bath Wizard	2009
BATHFITTER	295
Bayer Feltz	697
BEAM Vacuum Systems	691
Blind Ambition	490
Boz Wood Truss S33	210
Cabinets To Go	2036
Cardel Cabinetry	806
CashPro Painters	702
Chloe One Wellness Centers	2251
Classic Kitchen Refacing, LLC	1017
Click Heats	2120
Closet Factory	695
Closets By Design St. Louis	1015
Culinary Elite, LLC	801
Custom Discount Interiors	2014
Colco Cutley	219
Davis Mold Processing, LLC	1202
Drops on Duty	2126
Dynamic Protective Coatings	1014
Easy Living Products	2114
EKO-Concept Energy Solutions	490
Elite Spa Sales	2032
Elmer's Garlic Seasoning	1209
Eyman Kitchen & Bath	518
Floor Coverings International of West County	2028
Foundation Recovery Systems	106
Freddie Lutz's Gourmet Sauces, LLC	1201
Garage Force	1518
Giangreffe	953
Garcon Glean	511
Gateway Borders, LLC	2011
GateGuard Concrete Coatings	914
Genesis Business, Inc.	206
Genetic Transformations of St. Louis	918
GRID, LLC	2118
The Great Media of St. Louis	1018
Gutter Helmet	406
by Ledcor Home Solutions	

Healthch Waterproofing & Foundation Repair	609
Herko Garage of St. Louis	700
A Heistic Solution	817
HomeSource Custom Homes	1698
I3 Baseball	410
IFDAM Insulation	2106
Innovative Shade Solutions, LLC	606
Jacob's Sarcosine, Estimators & Bats	1000
Jazzcoo Bath Remodel	813
Johnson Fitness & Wellness	815
Kitchen Craft Countertops	2003
Klein Roofing St. Louis	512
Landscape Viewpoints	1202
LeafFilter Gutter Protection	215
LeafGuard of St. Louis	811
LP SmartSide Trim & Siding	109
Luminox Flooring, LLC	303
M&E Sales	715
Mad City Windows	707
Mattress World USA 1	210
Massage World USA	418
Mil America Cabinet Refacing	1012
Midwest Home Improvements, Inc.	301
Midwest Exterior Design	407
Modern Solutions, LLC	816
Moosh FEZival of Trees	2017
Nahel Renewable Energy	304
Nightlight Lighting	
Oberweil Dany	
Outdoor Living Solutions	
Patio Enclosures	
Pella Windows & Doors	
Planet Art Stone Woodworking	2000
Premier Design Furniture - formerly Das Holz Haus	
Preville Pools and Spas	
Pringle Products Direct/Trade Air Fry Cabinets	
RainTight Decks	
Raising Solutions, LLC	
ReBath	
Reliant Security	
Renewed by Andersen	
Reiner Garage Door	
Rhodes Custom Finishes	
Ron Hauser Enterprises, LLC - Hemingway Exhibit	
A Saint Louis Closet Co.	
Scott Smart, LLC	
Second To None Beauty	
Shogin Magic Exteriors	
Siding Repair Systems	
Signature Stainways	
Small Bath Winery	
Something New	408
Spas and More!	200
St. Louis Bathful and Tile Reglazing	2205
STL Design and Build	1022
Star Spas	250
Somerset Solar	1013
Superior Fence and Rail of St. Louis	1016
Superior Sweep Experience	101
T.A. Marble	610
TRIM, LIGHT 'ST LOUIS	1007
TSR Concrete Coatings	2016
Uncommon USA, Inc.	405
Unique Colors, LLC	2119
Universal Windows Direct	1005, 2101
Valet's Design, Build & Remodel	2100
Vasary Associates, Inc.	401
VEIT Professional Dealer	911
W&W Roofing	911
Wagner Roofing	2208
& Construction Solutions	2022
WG 3D Home Design, LLC	221
Whole Fast Arch Supports	502
Window Depot USA of St. Louis	802
Window World	201
Woods Basement Systems, Inc.	508
The Wright Door Company	2202

EXHIBITORS BY CATEGORY	
<b>ART GALLERIES/FRAMED ART</b>	
Ron Hauser Enterprises, LLC - Hemingway Exhibit	2000
<b>SHOWER</b>	
Innovative Shade Solutions, LLC	606
<b>BASEMENT FINISHING</b>	
Valet's Design, Build & Remodel	2100
<b>BATHROOM REMODELING</b>	
Alenco (Korler Div.)	415
Bath and Kitchen Connection	206
Bath Planet of St. Louis and More	100
The Bath Authority	100
Bath Wizard	2009
Bath Planet of St. Louis and More	2106
BATHFITTER	295
Eyman Kitchen & Bath	518
Jacob's Sarcosine, Estimators & Bats	1000
Jazzcoo Bath Remodel	813
Kitchen Craft Countertops	2003
Modern Solutions, LLC	816
ReBath	604
St. Louis Bathful and Tile Reglazing	2205
STL Design and Build	1022
Valet's Design, Build & Remodel	2100
<b>BEDS - THERAPEUTIC</b>	
Superior Sweep Experience	101
<b>BUILDING MATERIALS</b>	
LP SmartSide Trim & Siding	109
<b>CABINET REFACING</b>	
Classic Kitchen Refacing, LLC	1017
Herko Garage of St. Louis	700
Healthch Waterproofing & Foundation Repair	609
Mill America Cabinet Refacing	1012
Something New	408
Spas and More!	200
St. Louis Bathful and Tile Reglazing	2205
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Whole Fast Arch Supports	502
Window Depot USA of St. Louis	802
Window World	201
Woods Basement Systems, Inc.	508
The Wright Door Company	2202
<b>CABINET RESTORATION</b>	
Rhodes Custom Finishes	1029
<b>CABINETS</b>	
Cardel Cabinetry	806
Planet Art Stone Woodworking	915, 918
Pho Cabinets	2203
<b>CARPENTRY SUBCONTRACTORS</b>	
Luminox Flooring, LLC	303
<b>CELLULAR PHONES &amp; DEVICES</b>	
T-Mobile	810
<b>CLEANING PRODUCTS</b>	
Easy Living Products	2114
Pringle Products Direct/Trade Air	112
Something New	405
<b>CLOSET ORGANIZERS</b>	
Classet Fitters	805
Danielle By Design St. Louis	1915
A Saint Louis Closet Co.	2212
Raising Solutions, LLC	2113
Dynacore Protective Coatings	5014
Garage Force	516
GateGuard Concrete Coatings	914
<b>CONCRETE - FLATWORK</b>	
Bachsch Concrete and Construction	108
<b>CONCRETE - SPECIALTY</b>	
TSR Concrete Coatings	2016
<b>CONTRACTORS - GENERAL</b>	
Reinight Design	850
<b>CONTRACTURES - REMODELING</b>	
STL Design and Build	1022
<b>COUCHWARE</b>	
Culinary Elite, LLC	801
<b>COUNTERTOPS</b>	
Genesis Business, Inc.	395
<b>DECKS</b>	
Outdoor Living Solutions	820
STL Design and Build	1022
Valet's Design, Build & Remodel	2100
<b>DECKS - SEALING</b>	
Small Seal, LLC	1032
<b>DESIGN SERVICES</b>	
WG 3D Home Design, LLC	2022
<b>DOORS</b>	
Custom Discount Interiors	2014
Universal Windows Direct	1005, 2101
Window Depot USA of St. Louis	802
<b>EDUCATION</b>	
Dogs on Duty	2105
<b>EXERCISE EQUIPMENT</b>	
Johnson Fitness & Wellness	815
<b>FAMILY ENTERTAINMENT</b>	
Moosh FEZival of Trees	2017
<b>FENCING</b>	
AMVA	3
Shoreline Fence and Rail of St. Louis	1016



# SPEAKERS & SHOW FEATURES

## SHOW OVERVIEW



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



Twiggy the Water Skiing Squirrel was a big hit with Show attendees!



Kids had fun painting pumpkins and adults could try axe throwing.



Visitors could try and buy local foods and beverages.

**Party  
Flavors**  
SAMPLING  
EVENT SM



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

**Spa & Swim  
Spa Sale**  
Sponsored by  
Spas and More!



Register  
to **WIN**

Show visitors could register to win great prizes - like a one-week Florida vacation home rental or \$500 Cash!



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



# AUDIENCE DEMOGRAPHICS

## SHOW OVERVIEW



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A survey conducted at the Show collected information on show visitors' demographics and buying intentions. Zip codes are collected on surveys and register to win forms. The Show provides exhibitors with qualified buyers in a face-to-face selling environment.

### HOUSEHOLD INCOME

Less than \$50,000	16%
\$50,000 - \$99,999	31%
\$100,000 - \$149,999	32%
\$150,000 or more	21%
53% have incomes of \$100,000+	

### AGE

24 or younger	6%
25 - 34	11%
35 - 44	8%
45 - 54	9%
55 - 64	27.5%
65 or older	38.5%

### RESIDENCE

St. Charles County	47%
North County	12%
West County	10%
Illinois	8.5%
South County	6.5%
St. Louis City	6%
Lincoln County	4%
Other Missouri Counties	6%

### AT-SHOW PURCHASES

45% of Show visitors made a purchase at the Show

### BUYING INTENTIONS

80% 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	34%
\$5,000 - \$14,999	33%
\$15,000 - \$24,999	18%
\$25,000 or more	15%

### SHOW EXPERIENCE

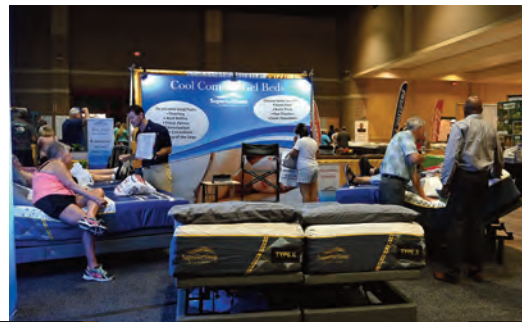
94% of Show visitors rated the Show Excellent or Good

### SHOW DIRECTORY

83% 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

ACADEMY AIR  
ACI Exteriors  
Ad Pages and House To Home  
Aerus  
Alenco Home Improvement  
AMAYA  
American Lung Association  
Amini's Home Rugs & Game Room  
Anton's Plumbing, Heating/Cooling  
and Energy Experts  
Aqua Systems  
Bacchus Concrete and Construction  
The Bath Authority  
Bath Planet of St. Louis and More  
BATHFITTER  
BEAM Vacuum Systems  
Best Choice Roofing of Greater St.  
Louis  
Big Foot Fence Co.  
Blind Ambition  
Blue Haven Pools  
Budget Blinds of St. Charles  
and St. Peters  
Bumble Bee Blinds  
C. BENNETT PREMIUM  
BUILDING SUPPLY  
C. Bennett Building Supply  
Central Epoxy Flooring  
CertaPro Painters  
Chaney Windows and Doors  
Chiro One Wellness Centers  
Classic Kitchen Refacing, LLC  
Closet Factory  
Closets By Design St. Louis  
The Cooling Pillow and Cushion Guy  
Curb Appeal Landscape Edging  
Cutco Cutlery  
Davis Meat Processing, LLC  
Dynamic Protective Coatings  
Ellbee's Garlic Seasonings  
Eyman Kitchen & Bath  
Fair Price Properties, LLC  
Fireplace and Grill Center  
Foundation Recovery Systems  
Freddie Lee's Gourmet Sauces, LLC  
Garage Force of St Louis  
Garagezilla  
Garden Green  
Gateway Borders, LLC  
GatorGuard Concrete Coatings  
Gatsby Glass of West St. Louis  
Gutter Helmet  
by Lednor Home Solutions  
Hatchet Haus Bar & Grill  
Helitech Waterproofing  
& Foundation Repair  
HomeSource Custom Homes  
Hot Tubs Of St. Louis  
Hungry Carpenters  
iFOAM Insulation  
Itouch  
Jacob Sunrooms, Exteriors & Baths  
Jacuzzi Bath Remodel  
James Hardie  
Johnson Fitness & Wellness  
Kitchen Craft Cookware  
Klaus Roofing St. Louis  
LeafFilter Gutter Protection  
LeafGuard of St. Louis  
LeafShield Gutters & Protection  
Lebanon Seibert Electric, LLC  
Luminous Flooring, LLC  
M&E Sales  
Mad City Windows  
MB Save Cost Savings Club  
Mid America Cabinet Refacing  
Midtown Home Improvements, Inc.  
Midwest Exterior Design  
Mike Brown Construction  
Modern Solutions, LLC  
Moolah FEZtival of Trees  
Morningside Woodcraft, LLC  
Nu-Vista Siding and Window  
Outdoor Living Solutions  
Outdoor Oasis, LLC  
The Pace Group, Inc.  
Patio Enclosures  
Patriot Sunrooms & Home Solutions  
Pella Windows & Doors  
Plank And Sons Woodworking  
Premier Design Furniture  
Prestige Pools and Spas  
Pro Cabinets  
Property Pros  
RainTight Decks  
Raising Solutions, LLC  
ReBath  
Renew Custom Closets  
Renewal by Andersen  
Renner Garage Door  
Rhodes Custom Finishes  
RiverTowne Family Chiropractic  
Ron Hauser Enterprises, LLC -  
Hemingway Exhibit  
Second To None Beauty  
Shamrock Roofing Co., LLC  
Siding Repair Systems  
Signature Stairways  
Sit Means Sit  
Skyscaping Artistic Lighting  
Small Batch Winery  
Snacks Galore & More, LLC  
Spas and More!  
Spectrum Communications  
STL Design and Build  
STL Roof Renew  
Sun Solar  
Superior Sleep Experience  
T-Mobile  
Tesson Roofing & Exteriors, LLC  
TheHomeMag  
Trail's End - Boy Scout Troop 533  
TRIMLIGHT ST. LOUIS  
Tuff Shed, Inc.  
Ultrasteam Floor Restoration  
Universal Windows Direct  
Valenti's Design, Build & Remodel  
Visionary Associates, Inc. /  
ATT Preferred Dealer  
Wagner Roofing  
& Construction Solutions  
Whole Feet Arch Supports  
Wildwood Roofing & Construction  
Window Nation  
Window World  
Woods Basement Systems, Inc.  
The Wright Door Company



# Be a Part of the HBA's Successful Home Shows



March 15-16, 2025  
STL Athletic Center



Builders

St. Charles



Presented by



April 4-6, 2025  
St. Charles  
Convention Center



HOME BUILDERS  
ASSOCIATION  
ST. LOUIS

45th Annual Builders



Presented by



September 19-21, 2025  
St. Charles  
Convention Center



November 1-2, 2025  
STL Athletic Center

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