

# SHOW OVERVIEW

19th Annual Builders

## St. Charles



Presented by



**April 5-7, 2024**

St. Charles Convention Center  
St. Charles, MO

*Your  
Hometown  
Community  
Event!*

Produced by



**Media  
& PR  
Impressions  
16,918,163**



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 - 139 Commercials

Buy included commercials on KTVI-Fox2 and KSDK-5 (NBC) with an emphasis on news, plus OTT (Over the Top TV / internet streaming)



**Impressions: 4,111,074**  
**OTT Impressions - 177,132**

### Radio - 187 Spots

Buy included two top stations focusing on drive-time



**Impressions: 1,494,555**

### Print

Ad in House to Home Pages Magazine, St. Charles zone

**Impressions: 162,500**

Print Ad

Billboard - digital

### Outdoor - 5 Billboards

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

**Impressions: 7,815,992**

### Online

Digital campaign with Facebook ads and retargeting

**Impressions: 770,611**

### Email

Three eblasts to our consumer database of 10,000 people, plus one eblast to HBA members

**Impressions: 21,750**

### Social Media, Website, Enewsletters

Show information and updates on Facebook, Twitter and Instagram, plus numerous newsletters to HBA members

**Impressions: 197,406**

**TOTAL PAID MEDIA IMPRESSIONS: 14,751,020**

Billboard - static

# PROMOTIONS & PUBLICITY

## SHOW OVERVIEW

3

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 - 16+ Promotional Spots

Added-value spots ran on KSDK-5 (NBC)

**Impressions: 316,200**

**Added Value: \$8,000**

### Radio - 90+ Promotional Spots

Added-value spots ran on 93.7 The Bull and 103.3 KLOU.  
**PLUS** - website event listings and social media posts.

**Impressions: 364,000**

**Added Value: \$7,500**

### Online Press Releases

Show information distributed through two online press release distribution services.

**Impressions: 9,320**



### 19th annual St. Charles Home Show returns April 5 through 7

By Editor (<https://www.bjonline.com/author/editor/>) | March 22, 2024 | 0 (<https://www.bjonline.com/2024/03/22/19th-annual-st-charles-home-show-returns-april-5-through-7/#respond>)

The 19th Annual Builders St. Charles Home Show, presented by James Hardie Building Products, is April 5 through 7 at St. Charles Convention Center. Show hours are 10 a.m. to 7 p.m. on Friday, April 5 and Saturday, April 6 and 10 a.m. to 5 p.m. on Sunday, April 7. Admission and parking are free.

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. Louisians 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.

### TV & Radio Coverage

iHeart Radio - 10 minute pre-show interview w/Ellen Viehmann ran on all stations weekend of March 9-10

Live in-studio interview on Fox2 9AM News on Tuesday, April 2 featuring show exhibitor.

Live in-studio interview on Fox2 8AM News on Friday, April 5 featuring Patric Richardson, The Laundry Guy.

Live interview at the show with KSDK Show Me St. Louis on Friday, April 5 featuring Patric Richardson, The Laundry Guy and Show Manager, Tammy Ridgley.

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: 1,477,623**

**Added Value: \$59,574**

### Sponsored: Builders St. Charles Home Show, presented by James Hardie Building Products, is the Place for Expert Advice

The Builders St. Charles Home Show offers free admission and free parking and is a top-quality suburban consumer home show that takes place each April.



**TOTAL PROMOTIONAL IMPRESSIONS: 2,167,143**

**TOTAL PROMOTIONAL VALUE: \$75,074**





# SPEAKERS & SHOW FEATURES

## SHOW OVERVIEW

5

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

**Patric Richardson, The Laundry Guy,** shared expert tips from his books *Laundry Love* and *Home Love*.



### SPA AND SWIM SPA BLOWOUT SALE

Sponsored by  
Spas and More!



### 17th Annual St. Charles Sausage Festival, Wine Tasting & More!



Show visitors could tour a  
tiny home from Veterans  
Community Project



### FAMILY FUN!

Show visitors  
donated food and  
household items  
for St. Louis Area  
Foodbank





# AUDIENCE DEMOGRAPHICS

## SHOW OVERVIEW

6

The St. Charles Convention Center uses software that tracks apps on consumers' cell phones to compile data about show visitors. Zip codes are a combination of cell phone data and register to win forms.

### HOUSEHOLD INCOME

Less than \$50,000 27%

\$50,000 - \$94,999 31%

**\$100,000 - \$149,999 20%**

**\$150,000 or more 22%**

*42% of Show Visitors Have Household Incomes of \$100,000+*

### AGE

18 - 24 9.5%

25 - 34 18%

35 - 44 18.5%

45 - 54 15%

55 - 64 17.5%

65 or older 21.5%

*69% are between 25 - 64 years old*

### EDUCATION

High School or Less 24.5%

Associate Degree 28.5%

Bachelor Degree 28.5%

Advanced Degree 18.5%

*75.5% of Show Visitors Have More Than a High School Education*

### RESIDENCE

St. Charles County 59%

West County 21%

South County 8%

North County 4%

Lincoln County 2%

St. Louis City 2%

Boone County 1.75%

Other States 1.5%

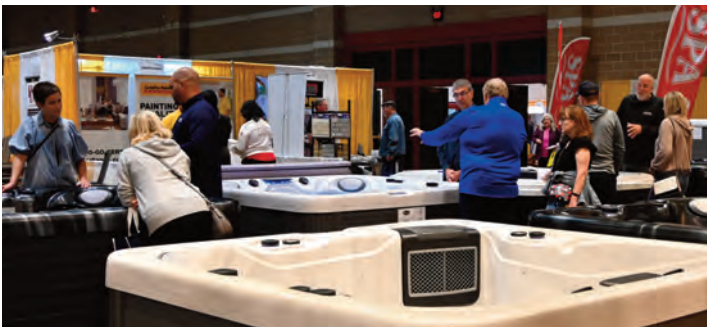
Other Missouri Counties .5%

Illinois .25%

# SCENES FROM THE SHOW

## SHOW OVERVIEW

7





# PARTICIPATING EXHIBITORS

## SHOW OVERVIEW

8

ACADEMY AIR	Floor Coverings International West County	Meramec Hardscapes	Siding Repair Systems
Adams Power Shower	Fortify Building Solutions	Metro Lawn Sprinklers & Landscapes	Signature Stairways
Advance Carpet One	Foundation Recovery Systems	Mid America Cabinet Refacing	Sit Means Sit STL
Aerus	FULTON WURST HAUS & BUTCHERY	Midtown Home Improvements, Inc.	Small Batch Winery Spas and More!
Alenco Home Improvement	G&P Concrete	Midwest Exterior Design	Spectrum
All Solutions Pest Control	Garage Force	Mighty Dog Roofing of Northwest St. Louis	St. Louis Screens
Aloha Pools & Spas	Garagezilla	Mike Brown Construction	STL Design and Build
Amaya Contracting	Garden Green	Missouri Constructors	Stream Connect TV
American Sleep Therapy	Gateway Borders, LLC	Modern Solutions, LLC	Summer Accents Umbrellas By Water Canopy
Amini's Home Rugs & Game Room	Gemstone Lights Bloom Lawn & Landscape	Mosquito Squad of West St. Louis & Metro East	Sun Solar
Aspen Contracting	Granite Busters, Inc.	Nectar of the Vine	SunSent Solar
Bacchus Concrete and Construction	Greene Prairie Woodworks	New Frontiers Home & Garden Furnishings	Superior Fence and Rail of St. Louis
The Bath Authority	Gutter Helmet by Lednor Home Solutions	Nightworks Lighting	Superior Sleep Experience
Bath Planet of St. Louis	HammerTime Services	Outdoor Lighting Perspectives	T-Mobile
BATHFITTER	Happy Housewares	Outdoor Living Solutions	Top Deck Inc
BEAM Vacuum Systems	Helitech Waterproofing & Foundation Repair	Outdoor Oasis, LLC	Top Notch Materials
Bear Creek Yard Creations	HomeSource Custom Homes	Patio Enclosures	TRIMLIGHT ST. LOUIS
Berry Door & Window	Hot Tubs Of St. Louis	Patriot Sunrooms & Home Solutions	True Honey Teas
Blind Ambition	House to Home Pages	Pella Windows & Doors	TruGrit Concrete Coatings
Blue Haven Pools	iFOAM Insulation	Perma Seal USA	TSR Concrete Coatings
Branson.com	Indian Creek Ironworks	Plank and Sons Woodworking	Tuff Shed, Inc.
Budget Heating Cooling & Plumbing	Itouch	Premier Design Furniture	Uncommon USA, Inc.
Bugout	Jacob Sunrooms, Exteriors & Baths	Prestige Pools and Spas	Universal Windows of St. Louis
Bumble Bee Blinds	James Hardie Building Products	Prestige Products Direct	Upkeep Home Warranty + Maintenance
Cabinets for Less	Jones Home Improvements	Pro Cabinets	USA Insulation of St. Louis
CertaPro Painters	King's Excavation and Land Management	Pro Outdoor	Valenti's Design, Build & Remodel
Champion Windows	Kitchen Craft Cookware	Property Pros	Verizon
Chaney Windows and Doors	Klaus Roofing St. Louis	R&R Awnings	Veterans Community Project
Chesley Fence & Deck	Koala Insulation of Gateway West & Metro East IL	RainTight Decks	Virginia Tile Company
Chiro One Wellness Centers	LaChance Vineyards	RAISING SOLUTIONS, LLC	Visionary Associates, Inc. / ATT Preferred Dealer
Classic Kitchen Refacing, LLC	Leaf Home Water Solutions, LLC	ReBath	Wagner Roofing & Construction Solutions
Closet Factory	LeafFilter Gutter Protection	Reliable Heating and Cooling	Whole Feet Arch Supports
Coach House Garages	Leafguard of St. Louis	Reliant Security	Window Depot USA of St. Louis
Coast To Coast Exteriors	LeafShield Gutters & Protection	Renewal by Andersen	Window Nation
Coffee Cake Guys	Luminous Flooring, LLC	Renner Garage Door	Window World
Consort Homes	M & M Golf Cars, LLC	Rhodes Custom Finishes	Woods Basement Systems, Inc.
Crosscut Lawn & Landscape	M&E Sales	RiverTowne Family Chiropractic	The Wright Door Company
Curb Appeal Landscape Edging	Mad City Windows	Ron Hauser Enterprises, LLC	
Cutco Cutlery	Mattress World USA	A Saint Louis Closet Co.	
D. Lawless Hardware	McBride Homes	Sam The Concrete Man	
Davis Meat Processing, LLC	Med Mutual Protect	Second To None Beauty	
Designer Palms, Inc.		Shade Your World	
Dynamic Protective Coatings		The Sherwin Williams Co.	
Edge Rail and Screen		Shingle Magic Exteriors	
Entry Point Door and Fence		Show Me Soils	
Eyman Kitchen & Bath			
Fair Price Properties, LLC			
Five Star Painting of St. Charles			



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

44th Annual Builders



Presented by



September 20-22, 2024  
St. Charles  
Convention Center



November 2-3, 2024  
STL Athletic Center



HOME BUILDERS  
ASSOCIATION  
ST. LOUIS



March 15-16, 2025  
STL Athletic Center

20th Anniversary Builders

St. Charles



April 4-6, 2025  
St. Charles  
Convention Center

Tammy Ridgley - 314-817-5624, [RidgleyT@hbastl.com](mailto:RidgleyT@hbastl.com)  
[STLHomeShow.com](http://STLHomeShow.com)