

*The One Stop for Your Next Home Project!*

40th Anniversary Builders

# Home & Remodeling Show<sup>SM</sup>

Presented by



**September 25-27, 2020**  
St. Charles Convention Center  
St. Charles, MO

## SHOW OVERVIEW



**Media & PR Impressions: 20,952,493 • Exhibitors: 100+ • Booths: 200**



**Thank You to Our Sponsors**

Presenting Sponsor  
Official Siding Partner



10104 Old Olive St. Rd.  
St. Louis, MO 63141  
314-994-7700

**STLHomeShow.com**

# ADVERTISING

## SHOW OVERVIEW

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A comprehensive Metro-wide media buy included TV (including OTT), radio (including Spotify), print, outdoor, online, email and social media.

### TV - 112 Commercials

Buy included commercials on KSDK-5 (NBC) and KTVI-Fox2 with an emphasis on News, plus OTT

**Impressions: 3,232,850**

### Radio - 594 Spots

Buy included seven top local stations focusing on drive-time: 93.7 The Bull, 95.5 The Lou, 103.3 KLOU, 106.5 The Arch, KSHE-95 and WBGZ-AM/FM, plus Spotify

**Impressions: 3,685,980**

### Print - 7 Ads in 2 Publications

Buy included ads in St. Louis Post-Dispatch and TheHomeMag

**Impressions: 874,214**

2020 Print Ad

40th Anniversary Builders  
**Home & Remodeling Show**  
Presented by LP SmartSide  
SEPTEMBER 25-27  
St. Charles Convention Center

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

**Expert Advice**  
Jeff Holper, The Mole Hunter

**Family Fun!**  
Disc-Connected K9's, World Famous Frisbee Dogs!

**WIN**  
\$1,000 Show Shopping Spree!

**Great Products**  
• Party Flavors Sampling Event  
• Spa & Swim Spa Blowout Sale

**Inspiration**  
The latest home products, services, innovations and ideas  
Donate items to the Home Show Food Drive

**SAFETY**  
Continuous facility cleaning  
Hand sanitizer & wash stations  
One-way traffic  
Face coverings REQUIRED

**HOURS**  
Friday 10 am - 7 pm  
Saturday 10 am - 7 pm  
Sunday 10 am - 5 pm

**FREE ADMISSION & FREE PARKING**  
**STLHomeShow.com**

2020 Billboard

**Home & Remodeling Show**  
Presented by LP SmartSide  
SEPTEMBER 25-27  
St. Charles Convention Center  
**STLHomeShow.com**  
**FREE ADMISSION & PARKING**

### Outdoor

Six billboards: I-70 at Mid Rivers Mall Dr., I-70 at I-270, I-270 at McDonnell Blvd., Hwy. 40/61 at Hwy. K, Hwy. 94 at Jungs Station Rd. and Manchester Rd. at Weidman PLUS - Three additional boards for early exposure

**Impressions: 8,589,128**

### Online

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

**Impressions: 340,688**

### Email

Four eblasts to our consumer database of more than 12,000+ people

**Opens: 21,727**

### Social Media & Website

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

**Impressions: 49,463**

**TOTAL PAID MEDIA IMPRESSIONS:**  
**16,794,050**

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.



# PROMOTIONS & PUBLICITY

## SHOW OVERVIEW

3

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 - 35+ Promotional Spots

Promotional spots ran on KSDK-5 (NBC) and KTVI-Fox2

**Impressions: 324,198**  
**Added Value: \$28,500**

### Radio - 225+ Promotional Spots

Added-value spots ran on seven top local stations: 93.7 The Bull, 95.5 The Lou, 103.3 KLOU, 106.5 The Arch, KSHE-95 and WBGZ-AM/FM. **PLUS - 4 eblasts, 7 website banner ads, 3 Facebook Live remotes from the Show, social media mentions and 1 live broadcast from the Show**

**Impressions: 2,110,063**  
**Added Value: \$32,375**

Potosi Independent Journal  
August 27, 2020

#### The Builders Home & Remodeling Show Is the One Stop for Your Next Home Project!

*See, learn about and buy the latest home products and services and get expert advice from hundreds of local home improvement pros*

St. Louis--The 40th Anniversary Builders Home & Remodeling Show, presented by LPM SmartSide® Trim & Siding, returns to St. Charles Convention Center, September 25-27. The Show has what people need to plan and complete their home, yard and garden projects in one convenient location. Local companies bring countless experts to this event who offer valuable home improvement knowledge and advice. It will allow area companies and consumers to connect and easily get that next project started.

For the show's producer, the Home Builders Association of St. Louis and Eastern Missouri, the safety of show attendees and exhibitors is top of mind. A clean, well-thought-out environment will be a place for local companies to get back to business, and for homeowners to access their expertise and support with home upkeep and improvements. Additional cleaning measures will be implemented and changes to the layout have been made to accommodate the way people enter and walk the show, including one-way traffic just like your local stores. **Face coverings are required by the facility.**

St. Louisans can find what they need for their homes, inside and out, including kitchen and bath designs and fixtures, flooring, window treatments, decks, fencing, windows, siding, doors and so much more. And the Show has free admission and free parking! 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.

**Jeff Holper, The Mole Hunter**, is America's mole expert, with a tally of more than 35,000 moles trapped! Jeff's mission is to help the human race reclaim its lawn space. His entertaining presentation, *I Want to Be a Mole Killer*, and knowledge of the beast will equip attendees to win the battle of man vs. mole.

**Visit the Party Flavors Sampling Event** to try and buy a variety of local foods and beverages. Items are great additions to upcoming party menus and perfect for unique gifts. Find smoked and cured meats and sausages (Davis Meat Processing); garlic seasonings, brines, dips and jerky (Elbee's Garlic & Seasonings); all purpose sauces (Freddie Lee's Gourmet Sauces); and wine (Small Batch Winery).

**Shop the Spa & Swim Spa Blow-out Sale**, sponsored by Spas and More! Visit the 2,700 sq. ft. tent in the south parking lot for great deals.

Visitors can choose from a wide variety of models, with more than 100 spas and swim spas to choose from, at 30-60% off regular retail prices.

The Home & Remodeling Show is always a family-friendly destination, so bring the kids for a fun day out. Kids and adults alike will love the **Disc-Connected K9's Frisbee Dogs!** These amazing dogs have

provided fun, energetic entertainment around the world for more than 25 years. Shows are choreographed to music and have dogs performing hundreds of freestyle moves and tricks. Don't miss this amazing show! Kids will also enjoy pumpkin painting - free for kids 12 and under.

The Home Show is once again 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 sauce; boxed meals, soups and stews; and baby products like powdered formula, baby food, diapers and wipes.

The Home & Remodeling Show gives area residents the chance to discover the latest home products and services all under one roof! Visitors can bring their plans and ideas and have their questions answered by the experts. Local companies will be on hand to help get those home projects done. Show visitors can also register to win a **\$1,000 Show Shopping Spree** good with any exhibitor at the Show!

Show hours are 10 a.m. to 7 p.m. on Friday, September 25 and Saturday, September 26 and 10 a.m. to 5 p.m. on Sunday, September 27. Admission and parking are FREE! Visit [STLHomeShow.com](http://STLHomeShow.com) for details.

### Print - Show Articles

Show information featured in articles in Alton Telegraph, Independent News, Potosi Independent Journal and PULSE

**Impressions: 178,773**  
**Added Value: \$2,688**

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

Tim Ezell, KTVI-Fox2, live at Show on Friday, September 25 in AM News from 5:30-8:30 am. Four live interviews, plus teasers, with multiple exhibitors and show features.

Show Me St. Louis, KSDK-5 (NBC), featured the Show on Friday, September 25 10-10:30 am.

Smash Daily, WBGZ Radio, live broadcast at Show on Friday, September 25 from 4:00-6:00 pm with multiple interviews with exhibitors. **Plus two live interviews prior to the Show with Ellen Viehmann and Jeff Holper.**

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

Numerous radio mentions on at least five stations.

**Impressions: 1,545,409**  
**Added Value: \$138,630**

**TOTAL PROMOTIONAL  
IMPRESSIONS:**

**4,158,443**

**TOTAL PROMOTIONAL  
VALUE:**

**\$202,193**

# SHOW DIRECTORY = EXPOSURE

## SHOW OVERVIEW

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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, feature information and exhibitor articles. According to the 2018 Show survey, 79% of attendees plan to keep the Show Directory and use it as a buying guide for future home product/service purchases.

### FREE DIRECTORY LISTING

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. Space permitting, they may be included in the Directory.

HOME SHOW EXHIBITORS		
AARP in St. Louis	2114	
abc Seamless Siding of Missouri	2127	
Absolute Comfort Systems	1082	
Adams Power Shower	901	
Advanced Exterior, LLC	2224	
Affordable Kitchens and Baths	1005	
Alair Homes	830	
Angie's List	318	
B&W Concrete Services	615	
Bachus Concrete & Construction	712	
Barcom Security	104	
Bath Planet of St. Louis	900	
BathFitter	200	
Beam of St. Louis, Inc.	601	
The Bedroom Store	703	
Berry Door & Window	1018	
Best Buy Flooring	2206	
Blind Ambition	412	
Budget Heating, Cooling & Plumbing	2500	
BUILDERS BLIND SUPPLY	2408	
Butler Home Improvement	316	
C. Bennett Premium Building Supplies	4	
Cardinal Home Improvements	107	
Cortado Painters	409	
of St. Charles County	409	
CHAMPION	518	
Chesterfield Fence & Deck Company	612	
Choice Pet Foods, Inc.	2021	
Classic Kitchen Refacing, LLC		
Classic Outdoor Sales		
ClearCaptions		
Clean Heat		
Closet Factory		
Cole's Classic Remodeling		
Cool Cow Cheese		
Costco Wholesale		
CTI MIDWEST, LLC		
CULLIGAN WATER		
Custom Discount Exteriors		
Custom Windows by Beldon		
CUTCO		
Das Holz Haus		
Davis Meat Processing, LLC		
Deck & Patio Living		
Dynamic Protective Coatings		
EFF Energy		
EntryPoint by Aiello Construction		
EP Construction		
Everlast Home Improvements		
Federal Protection, Inc.		
Fence & Deck Depot, Inc.		
Fire Safety Services		
Floor Coverings International		
Footpath Direct		
Gateway Residential Remodeling		
Genuine Digital		
The Good Feet Store		
Grandma's Nuts, LLC		
Granite Transformations	513	
The Gutter Cover Co.	211	
Gutter Helmet of St. Louis	903	
Habitat St. Charles ReStore	2007	
Hackmann Lumber & Home Centers	1014	
Henry Kitchen and Bath	1023	
Hermann Wurst Haus	1302	
Home Improvement Select	2308	
HomeSource Custom Homes	1008	
HomeTown Floors	2019	
Indian Creek Ironworks	907	
Infinite Therapeutics	801	
Integrity Home Solutions	2111	
Jacob Sunrooms, Exteriors & Baths	501	
Jerry Kelly Heating	1004	
& Air Conditioning	100	
Joyce Factory Direct	408	
Keller Window & Door	2103	
Kitchen Craft	219	
Kitchen Tune-Up St. Louis	5	
Lawn & Landscape Solutions	309	
LeafFilter Gutter Protection	216	
LeafGuard by Beldon	106	
Lifestyle Marketplace	2003	
Light My Space Sky Lights	2018	
Lowes	517	
Masonry & Glass Systems	811	
Matress Firm	811	
PRP Wine International	1206	
R&R Remodeling	101	
Re-Bath	312	
Renewal By Andersen	401, 2005	
Rhodes Custom Finishes	1029	
Rico's Bio Energy	2119	
Rotter Pest & Lawn Solutions	207	
Royal Prestige Cookware	417	
The Saffron Group	2200	
Scantay	2109	
Seal Maxx Plus	701	
Seal Smart, LLC	414	
Shen Yun 2017	2125	
Sleep Number	305	
Shade Your World	617, 618	
Shady Creek Woodworking	2006	
Siding Repair Systems	522, 2110	
Slyman Bros.	109	
Softlux, Inc.	2202	
Spas and More!	Tent	
Squeak Stoppers	2225	
St. Charles Kitchens & Baths, LLC	610	
St. Louis Post-Dispatch	2207	
STL Fenceworks	836	
STL Spaces	514	
Stone Hill Winery	1202	
Streamline Home Services, LLC	2023	
Superior Sleep	516	
Synthetic Sales Corporation	2406	
T-Mobile	2012	

#### EXHIBITORS BY CATEGORY

##### AIR FILTRATION/PURIFICATION

Triad Air Prestige Products Direct 506

(305) 234-8081

##### APPLIANCES

Slyman Bros. 109

(636) 227-7727

www.SlymanBros.com

##### AWNINGS

Shade Your World 617, 618

(314) 740-5100

##### BASEMENT FINISHING

Woods Basement Systems 215

(800) 467-3410

##### BATHROOM REMODELING

Affordable Kitchens and Baths 1005

(636) 441-1550

www.AffordableKitchens

AndBaths.com

Bath Planet of St. Louis 900

(314) 801-8060

BathFitter

(636) 680-1956

Jacob Sunrooms, Exteriors & Baths 501

(800) 222-6676

www.ConvertMyBath.com

Modern Solutions

(636) 948-2690

Performance Plumbing, Inc. 416

(636) 332-8220

www.PerformancePlumbingInc.com

Re-Bath

(314) 849-4882

##### BUILDING MATERIALS

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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.



### Home Idea Stage

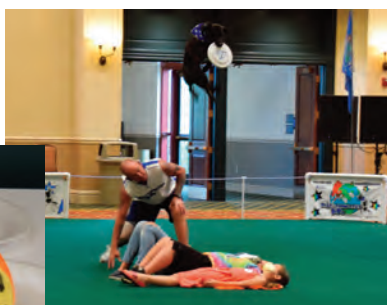
Jeff Holper, the Mole Hunter, shared tips to help attendees take control of unwanted critters in their yards.

### 6th Annual! Party Flavors SAMPLING EVENT SM



### FAMILY FUN!

Kids had fun with free pumpkin painting and everyone loved the Disc-Connected K9's World Famous Frisbee Dogs.



Visitors enjoyed samples of a variety of foods and beverages.

### SPA AND SWIM SPA BLOWOUT SALE

Sponsored by  
Spas and More!



### 3D STREET ART by WALK CHALK



### Foodbank *St. Louis Area Foodbank*

The Show again hosted a food drive to benefit St. Louis Area Foodbank. **Show visitors donated 163 pounds of food!**

# DELIVERING YOUR AUDIENCE

## SHOW OVERVIEW

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A survey conducted at the 2018 Show collected information on show visitors' demographics and buying intentions. Zip codes from Register to Win forms showed 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	23.5%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	20%
<b>\$100,000 - \$149,999</b>	<b>22.5%</b>
\$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	52%
West County	15.5%
North County	10%
South County	6%
St. Louis City	4.5%
Illinois	4%
Franklin County	2%
Lincoln County	2%
Jefferson County	.5%
Warren County	.5%
Other Missouri Counties	2%
Other States	1%

### NUMBER OF SHOWS ATTENDED

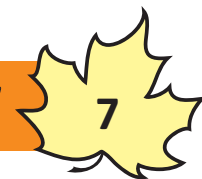
<b>5 or more</b>	<b>42%</b>
3 - 4	17%
2	16%
<b>First show attended</b>	<b>25%</b>

### FUTURE SHOW ATTENDANCE

**74% said they would definitely attend a future Home & Remodeling Show**

# DELIVERING YOUR AUDIENCE

## SHOW OVERVIEW



Show visitors' buying intentions and show purchases from the 2018 Survey.

### 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

### 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%

### APPOINTMENTS MADE AT SHOW

33% of Show visitors scheduled an appointment with an exhibitor at the Show

### 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%

### SHOW DIRECTORY

79% 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

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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# EXHIBITORS SAY IT BEST

## SHOW OVERVIEW



Comments from exhibitors taken from a post-show survey.

"The Home & Remodeling Show was a wonderful experience for Trimlight St. Louis! It gave us the opportunity to share the exciting possibilities of Trimlight with many of our target audience as well as network with other vendors! We have received a good deal of jobs from our contacts made at the Home Show and then referrals on top of that! It was definitely worth our time and money! We have already booked for next year!"

**Trimlight St. Louis**

"We had a great turnout."

**Spas and More!**

"I would like to say thank you to HBA staff and St. Charles Convention Center Staff for all the hard work and great customer service. It was great considering Covid 19 - easy setup, secure, clean, and best, friendly staff. This is one of Freddie Lee's Ghetto Sauce's favorite events of the year and we are thankful for the invite and hope to enjoy it again next year."

**Freddie Lee's Gourmet Sauces**



# PARTICIPATING EXHIBITORS

## SHOW OVERVIEW

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A Holistic Solution  
Absolute Comfort Systems  
Adams Power Shower  
ADT Security Services  
Aerus  
Agers Heating & Air Conditioning  
Alenco Home Improvement  
Alenco (Kohler Div.)  
AMAYA  
American Roofing & Exteriors  
Anderson Cabinet Company  
Autumn Exteriors  
Bacchus Concrete and Construction  
Backyard Furniture  
Bath Planet of St. Louis  
and Perfect Choice  
BATHFITTER  
BEAM Vacuum Systems  
The Bedroom Store  
Blind Ambition  
Borgil Enterprises  
Cabelas  
Cardinal Chiropractic  
& Physical Medicine  
CertaPro Painters  
Champion Windows  
Classic Outdoor Sales  
Closet Factory  
CMAC Development Deck and Fence  
Contemporary Roofing  
Custom Discount Exteriors  
Cutco Cutlery  
Davis Meat Processing, LLC  
Dynamic Protective Coatings  
Elegance by Scentsy  
Elite Air Systems  
Ellbee's Garlic Seasonings  
EP Construction, LLC  
Farmers Insurance/  
Taxman Insurance Group  
Five Star Painting of St. Louis  
Flagpole Farm  
Floor & Decor  
Freddie Lee's Gourmet Sauces, LLC

Furniture Showcase/  
DBA Mattress World USA  
Gateway Environmental  
Roofing Solutions  
Granite Transformations of St. Louis  
Gray Fox, LLC  
The Grout Medic of St. Louis  
The Gutter Cover Company  
Gutter Helmet By Harry Helmet  
Happys Appliances  
Health and Beauty Connection  
Helitech Waterproofing  
& Foundation Repair  
Holper's Pest & Animal Solutions  
HomeSource Custom Homes  
Hot Shotz Mobile Power Wash  
illumiwear, INC.  
Innovation X of Michigan  
Innovative Shade Solutions, LLC  
Jacob Sunrooms, Exteriors & Baths  
Johnson Fitness & Wellness  
K & R Wholesale Building Materials  
KC Exotic Air Plants  
Kitchen Craft Cookware  
Lawn & Landscape Solutions, LLC  
Leafguard of St. Louis  
LP SmartSide Trim & Siding  
McManus Construction, Inc.  
Meramec Hardscapes  
Mid America Cabinet Refacing  
Midtown Home Improvements, Inc.  
Missouri Dept. of Health  
& Senior Services, Bureau of  
Environmental Epidemiology  
Modern Solutions, LLC  
Mold Solutions  
My Pillow  
Nightworks Lighting  
Nothing Bundt Cakes  
Outdoor Living Solutions  
Outdoor Oasis, LLC  
Pella Windows & Doors  
Plank And Sons Woodworking  
POWERHOME Solar

Prairie Pride Industries, Inc.  
Prestige Products Direct  
R&R Remodeling  
RainTight Decks  
Renewal by Andersen  
Rhodes Custom Finishes  
Roofing Force  
Seal Smart, LLC  
Siding Repair Systems  
Small Batch Winery  
Spas and More!  
Spray-Net St. Louis  
St. Louis Cabinet Company  
St. Louis Post-Dispatch/  
Barden Circulation  
STL Design and Build  
Superior Sleep Experience  
TheHomeMag  
TRIMLIGHT ST. LOUIS  
Universal Windows of St. Louis  
Valenti's Design, Build & Remodel  
Visionary Associates, Inc. /  
ATT Preferred Dealer  
Window Depot USA of St. Louis  
Window World  
WonderPAX  
Woods Basement Systems, Inc.  
The Wright Door Company  
XteriorPRO



44th Annual Builders St. Louis



March 18-21, 2021  
America's Center  
St. Louis, MO

16th Annual Builders



April 9-11, 2021  
St. Charles Convention Center  
St. Charles, MO

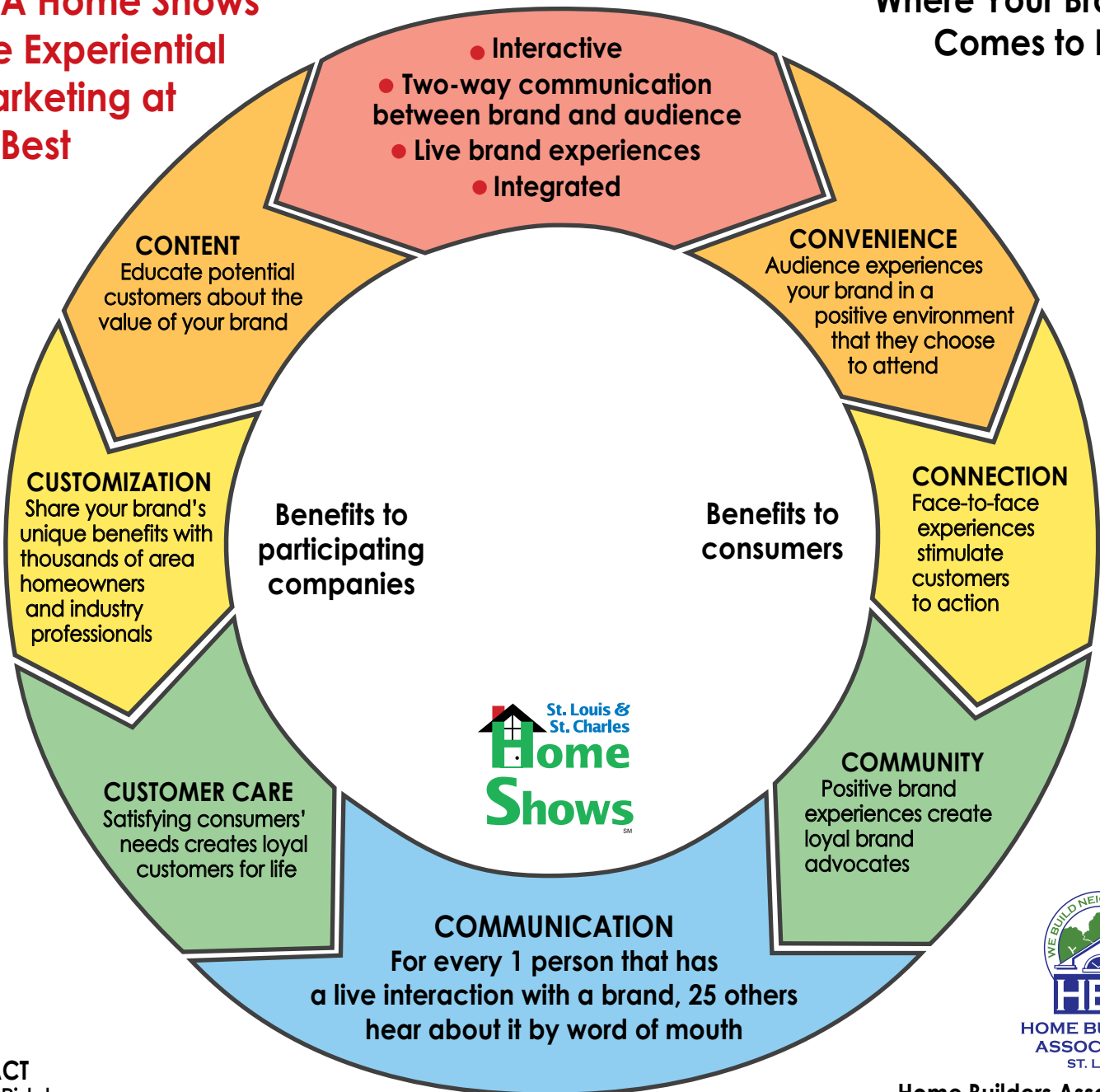
41st Annual Builders



September 24-26, 2021  
St. Charles Convention Center  
St. Charles, MO

## HBA Home Shows are Experiential Marketing at its Best

Where Your Brand  
Comes to Life!



HOME BUILDERS  
ASSOCIATION  
ST. LOUIS

### CONTACT

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