

# SHOW OVERVIEW

**20th Anniversary**

**Builders**

**St. Charles**



Presented by



**April  
4-6, 2025**

**St. Charles  
Convention Center**

**Media & PR  
Impressions  
15,915,051**

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to Our Sponsors**

**PRESENTING SPONSOR  
Official Siding Partner**



**STLHomeShow.com**

**HOME BUILDERS  
ASSOCIATION  
ST. LOUIS**

# ADVERTISING

## SHOW OVERVIEW

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A comprehensive media buy included TV, radio, print, outdoor, online, email and social media.

### TV - 111 Commercials

Buy included commercials on KMOV-4 (CBS), KSDK-5 (NBC) and KTVI-Fox2 with an emphasis on news



**Impressions: 5,993,100**

### Radio - 344 Spots

Buy included five top stations focusing on drive-time



**Impressions: 2,658,400**

### Print

Two ads in TheHomeMag magazine

**Impressions: 360,000**

Print Ad

**TOTAL PAID MEDIA  
IMPRESSIONS:  
13,866,823**

### Outdoor - 8 Billboards

Covering most of the area highways

**Impressions: 4,547,724**

### Online

Digital campaign with Facebook, Google, Instagram and YouTube ads

**Impressions: 2,292,775**

### Email

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

**Impressions: 22,747**

### Social Media, Website, Enewsletters

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

**Impressions: 284,852**

Billboards

# PROMOTIONS & PUBLICITY

## SHOW OVERVIEW

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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 - 21+ Promotional Spots

Added-value spots on KMOV-4 (CBS) and KSDK-5 (NBC)

**Impressions: 1,077,300**  
**Added Value: \$2,076**

### Radio - 70+ Promotional Spots

Added-value spots ran on 93.7 The Bull, 102.5 KEZK and 103.3 KLOU. PLUS - website event listings, social media posts. and an interview that ran on all iHeart stations.

**Impressions: 436,000**  
**Added Value: \$1,592**

### Online Press Releases

Show information distributed through two online press release distribution services.

**Impressions: 9,756**



### TV & Radio Coverage

iHeart Radio - 5 minute pre-show interview w/Ellen Viehmann ran on all stations weekend of March 22-23

Three live interviews at the show with Steve Harris, KMOV-4, on Friday, April 4 featuring show exhibitors and Show Manager, Tammy Ridgley.

Live interview at the show with Malik Wilson, KSDK-5 Show Me St. Louis, on Friday, April 4 featuring Spas and More! 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: 525,172**  
**Added Value: \$29,411**



**TOTAL PROMOTIONAL IMPRESSIONS:**  
**2,048,228**

**TOTAL PROMOTIONAL VALUE:**  
**\$33,079**



# 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 Show survey, 80% 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

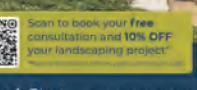
## HOME SHOW EXHIBITORS

ACCLAIM AIR HEATING COOKING	2603	Foundation Recovery Systems	904	Theridge Products Div.	3115
ACCLAIM & ELECTRICAL	2603	Tren-Stout Chimneys	811	Pro Cerals	2201
Adams Power Shower	925	Gerage Tube	815	Property Pro	2404
Advances of Irrigation	925	Gerage Tube	815	PRG America	2007
A/E	925	Gertson Green	1001	Ramp Light the Right! Combustion	1001
Air Airline Techs.	2103	Ginsbury Sports, LLC	1004	RAISING SOLUTIONS, LLC	912
Air-More Heating	2103	Giverson Lumber & Biomass Lumber & Lumber	1004	Renall	912
Airco Home Home Improvement	417	Giverson Superior of St. Louis	401	Renall by American	401
All My Shores Moving	417	Green Builders	452	Rex Home Family Composite	2313
All Seasons Steel	210	Greene Builders, Inc.	101	Rex Vacuum Enterprises, LLC	2313
All Solutions (Floor Control)	210	Guder Interior	107	The Roof Master	2226
Aluka Pools	210	Habitat for Humanity of St. Charles	2605	A Saint Louis Detail Co.	2226
Aluka's Home Repair & Game Room	115	Habitat for Humanity of St. Charles	2605	Save The Concrete Man	2128
Amen's Plumbing, Heating/Coiming	321	Habitat for Humanity of St. Charles	2605	Save Windows and Doors	2128
Amen's Plumbing	321	Habitat for Humanity of St. Charles	2605	Securo 2 Home Beauty	2128
Amen's Plumbing	321	Habitat for Humanity of St. Charles	2605	Shade Your World	2128
Amen's Plumbing	321	Habitat for Humanity of St. Charles	2605	Shoreline Home and Solar	2128
Amen's Plumbing	321	Habitat for Humanity of St. Charles	2605	Siding Repair Systems	2128
Amen's Plumbing	321	Habitat for Humanity of St. Charles	2605	Signature Stairways	856
Amen's Plumbing	321	Habitat for Humanity of St. Charles	2605	St. Louis Steel	1011
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Amen's Plumbing					

## ADDITIONAL OPPORTUNITIES

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 \$225!




We bring beauty, order, and balance to outdoor spaces with

## Next-Level Landscaping

Scan to book your **Free** consultation and **10% OFF** your landscaping project\*



\*Text or Call (314) 830-9492  
www.fresh360outdoors.com



**SPAS MORE!**  
and 20% More Value to You!

**HOT TUBS**  
and **SAUNAS**  
and **WET ROOMS**

the outdoor oasis

Engineered custom spas, hot tubs, and saunas, and everything in between. Spas for full, semi, and wet rooms.

**Free  
Estimate**

**20%  
More  
Value**

**ALL THINGS BASEMENTY!**

"We love our new gutters!"  
-Susan, Collinsville, IL

"Walls fixed and waterproofed!"  
-James, Waterloo, MO

"No more tripping, sealed & leveled!"  
-Thomas, Decatur, IL

**Save Green... ENCAPSULATE**

**Wood's Basement Systems**  
*Your Family Serving Yours*  
888-634-1990

**Tired of Your Job? Looking for a Career? Consider the Trades.**

This construction career and industry showcase event was born out of a shared desire among industry professionals to remedy the dwindling pipeline of workers and lack of interest in the skilled trades.

It offers hands-on exhibits and virtual reality simulations in architecture, construction, bricklaying, heavy equipment, tile laying, welding, plumbing, HVAC and much more.

## INTERACTIVE TRADES EXPO



# 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.



Presented by

**SPAS AND MORE!**  
We put the cash in Spa!

Thank you to the exhibitors who donated prizes to help us celebrate the Show's 20th Anniversary! Attendees were excited to win all the great prizes.



The HBA thanked show visitors, HBA members and exhibitors for helping make the Show great for 20 years with a chance to grab cash in the Money Machine!



**18th Annual St. Charles Sausage Festival, Wine Tasting & More!**



**FAMILY FUN!**

Entertaining dog shows by Sit Means Sit. St. Louis had demonstrations of tricks and obedience.



**SPA AND SWIM SPA BLOWOUT SALE**

Sponsored by  
Spas and More!



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





# AUDIENCE DEMOGRAPHICS

SHOW OVERVIEW6

The St. Charles Convention Center uses software that tracks apps on consumers’ cell phones to compile data about show visitors. Zip codes were taken from show register to win forms.

HOUSEHOLD INCOME	
Less than \$50,000	25%
\$50,000 - \$99,999	30%
\$100,000 - \$149,999	20.5%
\$150,000 or more	24.5%
42% of Show Visitors Have Household Incomes of \$100,000+	

EDUCATION	
High School or Less	27%
Associate Degree	29%
Bachelor Degree	27%
Advanced Degree	17%
75.5% of Show Visitors Have More Than a High School Education	

AGE	
18 - 24	10%
25 - 34	18.5%
35 - 44	17.5%
45 - 54	16%
55 - 64	17%
65 or older	21%
69% are between 25 - 64 years old	

RESIDENCE	
St. Charles County	49%
North County	12.5%
West County	9.5%
Illinois	9%
South County	5%
Jefferson County	3%
Lincoln County	3%
Franklin County	2%
St. Louis City	2%
Other Missouri Counties	3%
Warren County	1.5%
Other States	.5%

# SCENES FROM THE SHOW

## SHOW OVERVIEW

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# PARTICIPATING EXHIBITORS

## SHOW OVERVIEW

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ACADEMY AIR HEATING, COOLING, PLUMBING & ELECTRICAL Adams Power Shower Adventures of Intrigue Aerus Air Alliance Team Air Med Care Network Alenco Home Improvement All My Sons Moving & Storage Saint Louis All Solutions Pest Control Aloha Pools & Spas American Sleep Therapy Amini's Home Rugs & Game Room Anton's Plumbing, Heating/ Cooling & Energy Experts Armstrong Plumbers Art of Drawers 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 Blind Ambition Blue Haven Pools Branson.com Budget Blinds of St. Charles and St. Peters Bugout Campbell Mattress Direct Cedar Ridge Sales CertaPro Painters Chaney Windows and Doors Chiro One Wellness Centers Classic Kitchen Refacing, LLC Closet Factory Coffee Cake Guys The cooling pillow guy Crosscut Lawn & Landscape Curb Appeal Landscape Edging Custom Door Transformations Cutco Cutlery D & B Sales, Inc. Dalco Home Remodeling Davis Meat Processing, LLC Designer Palms Drury Concrete Coatings	Dungarees Dynamic Protective Coatings Ellbee's Garlic Seasonings The Exercise Coach of St. Peters Eyman Kitchen & Bath Fair Price Properties, LLC Farha Roofing Fireplace and Grill Center Five Star Bath Solutions of St. Louis Five Star Painting of St. Charles Floor & Decor Floor Coverings International West County Fortify Building Solutions Foundation Recovery Systems Fresh Start Outdoors Garage Force Garagezilla Garden Green Gateway Borders, LLC Gemstone Lights Bloom Lawn & Lights Generator Supercenter of St. Louis Graber Outdoors Granite Busters, Inc. Green Envy Lawns Gutter Helmet by Lednor Home Solutions Habitat for Humanity of St. Charles County – ReStore Helitech Waterproofing & Foundation Repair Hermann Wurst Haus Home Shield Foundation Repair HomeSource Custom Homes Hungry Carpenter iFOAM Insulation Indian Creek Ironworks Innovation X of Michigan Insulation Pros Jacob Sunrooms, Exteriors & Baths / Chesley Fence & Deck Jacuzzi Bath Remodel James Hardie Building Products Johnson Fitness & Wellness Jones Home Improvements Kitchen Craft Cookware	LeafFilter Gutter Protection Leafguard of St. Louis LeafShield Gutters & Protection Luby Power Luminous Flooring, LLC M&E Sales Mad City Windows Masterstone, LLC MB Save Cost Savings Club McBride Homes Meramec Hardscapes Metro Lawn Sprinklers & Landscapes Mid America Cabinet Refacing Solutions, LLC Mid America Remodeling and Re-Bath Midtown Home Improvements, Inc. Midwest Window Tinting Modern Solutions, LLC Moolah Shrine Circus Morningside Woodcraft, LLC Mountain Man Skrub Nectar of the Vine Outdoor Lighting Perspectives Outdoor Living Solutions Outdoor Oasis, LLC Patio Enclosures Patriot Sunrooms & Home Solutions Pella Windows & Doors The Permanent Holiday Light Co. The Pets Table Pinnacle Pools and Spas Plank and Sons Woodworking Premier Design Cabinets & Furniture Prestige Pools and Spas Prestige Products Direct Pro Cabinets Property Pros R&R Awnings RainTight Decks/ RT Construction RAISING SOLUTIONS, LLC Redfern Enterprises, Inc. Renewal by Andersen RiverTowne Family Chiropractic Ron Hauser Enterprises, LLC	The Roof Warrior A Saint Louis Closet Co. Sam The Concrete Man Sane Windows and Doors Second To None Beauty Shade Your World Shinnova Home and Solar Siding Repair Systems Signature Stairways Sit Means Sit STL Small Batch Winery Softub of the Ozarks Spas and More! Spectrum St. Louis Screens State Bank STL Design and Build STL Roof Renew StoneCraft Epoxy Resurfacing Summer Accents Umbrellas By Water Canopy Sun Solar Suncoast Enclosures Superior Fence and Rail of St. Louis Superior Sleep Experience T-Mobile TheHomeMag Total Softwash Solutions Tri-State Water, Power & Air TRIMLIGHT ST. LOUIS True Grit Health Center TruGrit Concrete Coatings TSR Concrete Coatings Tuff Shed, Inc. Ultrasteam Floor Restoration Uncommon USA, Inc. Universal Windows Direct Valenti's Design, Build & Remodel Visionary Associates, Inc. / ATT Preferred Dealer Wagner Roofing & Construction Solutions Whole Feet Arch Supports Window Nation Window World Woods Basement Systems, Inc. Wreaths Across America The Wright Door Company
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# Be a Part of the HBA's Successful Home Shows

45th Annual Builders



Presented by



**September 19-21, 2025**  
**St. Charles**  
**Convention Center**



**November 1-2, 2025**  
**STL Athletic Center**



**HBA**  
HOME BUILDERS  
ASSOCIATION  
ST. LOUIS

46th Builders St. Louis



**March 6-8, 2026**  
**America s Center**

21st Annual Builders



**April 10-12, 2026**  
**St. Charles**  
**Convention Center**

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