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### **A Big Win in the Windy City**

November 7, 2011 - Dallas TX – Residential remodeling and deck professionals gathered with building product manufacturers October 13 – 15 in Lakeside Center at McCormick Place in downtown Chicago for Remodeling Show and DeckExpo. From residential remodelers to deck-builders, replacement contractors and general contractors, all target audience groups were in attendance, including commercial remodelers, builders, custom builders, dealers, distributors, architects, inspectors and engineers. When surveyed, 94% stated they would likely attend a future Remodeling Show /// DeckExpo based on their experience in 2011 and comments from exhibitors and attendees confirmed the event was a win all around:

“I had five employees at the show and they enjoyed very much. They’re still talking about it!!!!” shared Tom Naatz of Naatz Construction out of Janesville, WI.

“Everything on the floor was great... I did not sit at anywhere I did not pick up at least one good idea,” shared Bill James of B & L Remodeling in Howell, Michigan.

“Cabinet installation tricks I learned at the kitchen installation seminar . . . I thought that I knew them all!” exclaimed Bill Mihelich of American Home Improvement in South Bend, Indiana.

As a first-time exhibitor, “It’s been very positive... You talk to contractors and you talk to the actual decision makers,” shared Wade Bowman of 3M Lead Check out of St. Paul, Minnesota. “The benefit... is coming here and actually seeing those customers first-hand - the decision-makers.... A lot of these guys have ‘ground-level’ information [on Lead RRP] that I need and certainly cannot get over the phone.”

Marvin Windows and Doors has exhibited in the show for the past 10 years and has “found good channel partners to help promote our products, but also has been able to identify and get closer to remodeling and replacement contractors as well to educate them on what we do to support them,” stated Scott Walbridge. “It’s very important to be a part of this show. It is a national show. It does travel around the country, so you really have to be to part of it ongoing. If you just try to do it once in a while, you wouldn’t get the right effect. To get the national exposure and to show our support of the industry to the contractors, we have to be here consistently year after year, not only to show what we have new and educate them, but

just to show our support of their segment of the business...and really show them more what we can do for them.”

SpecRail of Hamden, Connecticut, exhibits in DeckExpo to grow their market share of the handrail business and reach their target audience. “DeckExpo is really good for new prospects,” shared William Batts III, President of SpecRail.

The 2011 event had 325 exhibiting companies and 88,451 net square feet, up 6% from 2010. Year-over-year participation by new exhibiting companies grew 18% and total attendance was 6,170. Additionally, entries into the New Product Showcase increased 25% over the 2010 event. Attendees traveled from 49 U.S. states and 19 countries, including Canada, Japan, Australia and Brazil.

“We are pleased to see business for our exhibiting companies is rebounding in terms of leads, sales and product development,” shared Amy Allen, Director of Remodeling Show and DeckExpo.

“Additionally, to see more attendee companies bring more employees to the show and use it as a vehicle for knowledge, employee team-building and peer networking truly re-affirms that there is no substitute for the face-to-face interaction,” added Allen.

The event featured new ways to drive attendance while creating new partnership opportunities for exhibiting companies. One example feature area was the Tool Challenge, sponsored by Bosch Power Tools and Accessories. Lee Brooks of Anthony Slabaugh Remodeling and Design out of Ohio “enjoyed the tool challenges. It gave our team a chance to compete for fun and definitely gave us a boost in morale”. Other live action education included the Building Performance Zone, Outdoor Living Pavilion, Containment Central and a clinic dedicated to a Kitchen Under Construction: Implementing the Critical Path Method.

At the conclusion of the 2011 events, both Remodeling Show and DeckExpo launched YouTube channels to showcase the action in the exhibit hall. Subscribe and view clips of the 2011 events at: [www.youtube.com/remodelingshow2011](http://www.youtube.com/remodelingshow2011) or [www.youtube.com/deckexpo2011](http://www.youtube.com/deckexpo2011).

Booth space is available for the 2012 event which is scheduled for October 10-12 at the Baltimore Convention Center in Baltimore, Maryland. Visit [www.RemodelingShow.com](http://www.RemodelingShow.com), [www.DeckExpo.com](http://www.DeckExpo.com) or call 800.681.6970 for further details on participating in the 2012 events.

### **About Remodeling Show and DeckExpo**

Both events are owned and produced by Hanley Wood Exhibitions. Remodeling Show is North America’s strongest live event for the residential remodeling industry and is officially sponsored by NAHB, NAHB Remodelers and *REMODELING* magazine. DeckExpo, the leading industry show for

deck, dock and railing professionals, is officially sponsored by the North American Deck and Railing Association (NADRA) and *PROFESSIONAL DECK BUILDER* magazine.

### **About Hanley Wood**

Hanley Wood is comprised of four platforms: Business Media, which publishes more than 30 magazines, featuring Builder, Remodeling and Architect magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit [www.hanleywood.com](http://www.hanleywood.com).