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Remodeling Show 2008: A Solid Success in a Complex Economy

October 6, 2008, Dallas, TX – The amount of activity generated at the 2008 Remodeling Show proved the remodeling cross-section within the residential marketplace is still thriving despite the housing industry slow down. Owned and operated by Hanley Wood Exhibitions, the Remodeling Show returned to Baltimore for the 2008 event, held September 10 – 12 at the Baltimore Convention Center. The show is officially sponsored by NAHB, NAHB Remodelers and REMODELING magazine.

The Remodeling Show generated bright futures for exhibitors looking ahead to 2009. Total buyer attendance was up 5.3% from the 2007 event held in Las Vegas with total registration at 7,220. Tracy Nedzesky of Fein Power Tools thought the event “exceeded expectations” and Joe Skach, President of Artillery Tools, said that “the orders on new items far surpassed [his] expectations.” Remodelers had plenty to keep them busy with over 295 companies filling 86,700 square feet of exhibit space comprised of new products, services, and business opportunities.

Now more than ever, continuous learning and education is an integral part of running a better business. The Remodeling Show helps foster this process by increasing the hands-on components offered on the Show Floor. This year, the Remodeling Show expanded the show floor demonstrations to include three Installation Clinics: Green Construction Practices sponsored by Home Depot; Customizing the Front Porch sponsored by Azek; Moisture Resistant Basement and Bath by Georgia Pacific. Similarly, manufacturer-produced Presenting Exhibits included Window and Door Replacement by Andersen Windows; Remodeling Doors & Doorways by Festool; Improving Communication with Trade Contractors by Lowe's; Energy Efficient Choices by PERC; Innovative Installation Systems for Ceramic Stone and Tile by Schluter Systems; and Exterior Door Replacement by Therma-Tru.

Two of the most popular areas on the Show Floor were the Kitchen and Bath Showcase and Tool Alley. The Showcase, introduced in 2006, offered attendees 7 unique K & B sessions focusing on installation and 12 unique sessions focusing on design. Premier sponsors for 2008 included Kohler, Sterling, Merillat and Reico. As an area dedicated exclusively to tool manufacturers, Tool Alley provided attendees with the opportunity to demo and use new tools and products. Boar Blades, one of 12 exhibiting companies who displayed in Tool Alley, was also voted as the “Best New Product” in the ever-popular, New Product Pavilion.

The Business Clinic sponsored by OPEN by American Express was also back by popular demand. It was standing room only as top conference speakers gave hour-long power sessions on topics such as *Getting Through the Slowdown* and *Show Me Where The Money WENT*. Attendees also enjoyed the Best Booth Awards, announced on Thursday afternoon. New favorites were awarded by a panel of industry judges. Best Booth Design was awarded to Armstrong Ceilings. Most Interactive Booth was awarded to Rheem Water Heating and Most Innovative Booth was awarded to NAHB Remodelers.

For attendees looking for classroom education, the Remodeling Show provided over 86 seminars, including 38 new courses, in 9 unique tracks including business, marketing, production, sales, kitchen and bath design,

master series, CGR, CAPS and the new Certified Green Professional designation (CGP) offered by NAHB. Changes to this year's conference program included more sustainable building education and technical-focused production courses, many of which sold out prior to the start of the show. Chris Labs, owner of Kitchen Design Specialists from Lancaster, Pennsylvania, thought "the seminar we attended affirmed some strategic decisions we made this year and stimulated our thinking about making our business more productive and profitable." Lester O'Malley, President of Dreamworks Remodeling traveled from Anaheim, California with two other members from his company to capitalize on the seminars. "The 2008 Remodeling Show was the complete educational experience we were looking for as a company, it surpassed the 2007 show with flying colors," O'Malley stated.

For those looking for new things to try out during the 2008 event, there was no shortage of options. Dodge welcomed all attendees to the convention center with a Ride and Drive event, allowing remodelers to test drive the all new Ram 1500. In addition, 2008 marked the launch of CONNECT, the online exhibitor-attendee match making service used to set appointments in advance to maximize time while at the show.

For attendees anxious for the 2009 DeckExpo co-location, the Remodeling Show featured a Deck Design Competition. For three show days, 5 deck building companies along with 6 manufacturers, competed to build the best deck in terms of design, execution and workmanship. The participants included AZEK built by Maryland Decks and Hot Tubs, A.E.R.T. (MoistureShield) built by Holloway Company, DryJoist built by TW Ellis, TAMKO built by T&A Contractors, TigerClaw & Viance built by TigerClaw. In the end, TigerClaw was announced as the winner for Best Deck Design but all five groups would rate the competition a success.

With past DeckExpo attendees and exhibitors participating at this year's Remodeling event, the Deck Design Competition just happens to be another indication that success lies ahead for the co-location between the Remodeling Show and DeckExpo. "Exhibiting at the show [and participating in the Deck Design Competition] provided not only a debut for our new waterproof solution," said Terrie Kwiatkowski, Senior Marketing Analyst for DryJoist, "but also an opportunity to show our support for the cooperative efforts that will combine the synergies of the Remodeling Show and Deck Expo as a unified industry trade show in 2009."

The Remodeling Show and DeckExpo will co-locate in 2009 at the Indiana Convention Center in Indianapolis, Indiana. Exhibits will be held October 28-30, 2009. Conferences will begin October 27 and run through October 30, 2009. For more information on the Remodeling Show, please visit www.TheRemodelingShow.com. For more information on DeckExpo, please visit www.DeckExpo.com

About Hanley Wood

Hanley Wood, LLC, is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. Hanley Wood Exhibitions (Dallas) conducts 17 trade shows, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.