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## A Strong Remodeling Marketplace Reflected at the 2007 Remodeling Show

October 22, 2007, Dallas, TX – With the fluctuating housing market, the 2007 Remodeling Show proved that the remodeling industry is still going strong. For three days, October 10 – 12, thousands of residential remodelers filled the Mandalay Bay Convention Center looking for new products, new services and new techniques to take back to their businesses.

The Remodeling Show is owned and operated by Hanley Wood Exhibitions and is officially sponsored by NAHB, NAHB Remodelers and REMODELING magazine. Having rotated from the East Coast to the Midwest over the last 16 years, 2007 brought the Remodeling Show West to Las Vegas, attracting 85% new attendees. More importantly, the show pulled in a decidedly national audience with more than 57% of attendees having traveled more than 600 miles to attend. The 2007 Remodeling Show had a total verified attendance of 7,511 with conference attendance reaching a record high in show history. In terms of exhibit space, the show floor was filled with 380 companies, providing attendees with 99,700 square feet of new products, new services, new opportunities and show floor features.

For both new and repeat exhibitors, this year's Remodeling Show put manufacturers and suppliers face to face with new industry contacts. "This was my first year [to exhibit] in the Remodeling Show," said John Johnston, a retailer as well as the distributor of the Vergola Opening Roof System. "The response we experienced at the show was tremendous. The idea of having qualified Contractors approaching you rather than cold calling them is fantastic."

From all aspects, the take-away theme of this year's Remodeling Show was education. From the hands-on installation clinics and Kitchen and Bath Showcase to the 80+ education seminars and free Business Clinic, there was no shortage of information on any applicable remodeling-based topic. After a successful debut at the 2006 show in Chicago, the Kitchen and Bath Showcase made a commanding repeat performance. The Showcase offered attendees 6 free installation sessions from installing kitchen cabinets to designing Aging-in-Place details in a bathroom. For those looking for kitchen and bath design instruction, there were 9 unique (and free) sessions addressing a variety of topics from planning a kitchen by traffic pattern to encompassing furniture in bathroom design.

Also making a repeat debut was the Business Clinic sponsored by OPEN by American Express. This year's Business Clinic was standing room only as favorite conference speakers gave condensed lectures on topics such as *Pricing for Profit* and the *Real Cost of Doing Business*. "With around 65% of our attendees in an upper management position within their company, many of whom have under 5 employees, they must wear many hats," said Senior Show Manager Amy Allen. "The Business

Clinic offered our attendees free education that will help make the business side of their company more successful and easier to run so they can continue to focus on their passion – remodeling.”

Attendees also had the opportunity to participate in tried-and-true features exclusive to the Remodeling Show. USG, AZEK and Georgia Pacific each sponsored an Installation Clinic on the show floor, giving remodelers a look at the latest product innovations and construction techniques. In addition, Andersen Windows and Schluter Systems each held a Presenting Exhibit which gave attendees specific installation tips relative to their product. For those looking for networking and business-building resources, there was no shortage of opportunities at the show. Attendees could visit with top Hanley Wood editors at the Editors Corner as well as purchase remodeling resources at the REMODELING Magazine-sponsored Bookstore.

New to the 2007 Remodeling Show floor was Tool Alley. As an area dedicated exclusively to tool manufacturers, Tool Alley provided attendees with the opportunity to demo and use new tools and products. The Original 3<sup>rd</sup> Hand was one of 15 exhibiting companies who displayed in Tool Alley. Voted as the “Best New Product” at the show, Jack Tracy from the Original 3<sup>rd</sup> Hand thought “[the show] had great energy and the ability to interact one on one with the clients.”

In addition to the “Best New Product” from the New Products Pavilion, exhibitors were also rewarded for their booth displays and interactions. Best Booth Design was awarded to Whirlpool, exclusive Platinum sponsor of the Kitchen and Bath Showcase. The Most Interactive Booth was awarded to Fein Power Tools, an exhibitor within Tool Alley. Most Innovative Booth was awarded to A.E.R.T for their unique booth design and product display.

For attendees looking for classroom education, the Remodeling Show provided over 80 education sessions, including 39 new courses, in 8 unique tracks including business, marketing, production, sales, kitchen and bath design, master series, CGR and CAPS. Changes to this year’s conference program included more practical, immediate core coursework including a revamped kitchen and bath track which sold out prior to the start of the conference. Introduced in 2006, the Master Series was also broadened from three to five courses and achieved record attendance. Wade Freitag of Craftsman Design & Renovation, LLC attended both the conference program as well as the Master Series for the first time in 2007. “I left each conference course with a new idea or way of looking at a problem. It gave me a chance to think about the conference topic and how it relates to my business,” said Wade. “I found it to be, by far, the best and most well-run conference I’ve attended.”

In part, the overall increase in conference attendance may be associated to the recent changes in the housing market. “The remodeling industry is still vibrant but remodelers now have to stretch a little farther to get their pick of jobs,” said Paul Treanor, Senior Conference Manager for the Remodeling Show. “These businesspeople are hedging their bets for the future by learning new concepts and reinforcing practices and systems they have in place.”

Whether remodelers were looking for new products in the exhibit hall or new business practices in the education program, the Remodeling Show provided an opportunity to find the resources to meet growing industry needs. "The Remodeling Show provides me the stage for networking with other remodeling professionals for viewing and learning about new products and services, and for industry-specific educational training," said Jim Basnett of BASNETT Design/Build/Remodel. "By attending the show, I am able to grow friendships with other professionals from other parts of the country. This paves the way for open communication throughout the year to share ideas and documentation, or just to support each other through difficulties," continued Basnett. "This type of sharing can only benefit our businesses and the industry as a whole."

The Remodeling Show will return to the Baltimore Convention Center for 2008. Exhibits will be held September 10 – 12, 2008. Conferences will be held from September 9 – 12, 2008. For more information on the Remodeling Show, including a complete list of 2007 exhibitors, please visit [www.TheRemodelingShow.com](http://www.TheRemodelingShow.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 18 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.