## remodeling SHOW

# **2020 EXHIBITOR PROSPECTUS**

#### EXHIBIT HALL: OCTOBER 14–15 CONFERENCE: OCTOBER 13–15 Baltimore convention center | Baltimore, MD



**REMODELINGDECK.COM** 



#remodelingdeck20







## **RE-DISCOVER REMODELING**

For nearly 3 decades, the Remodeling Show and DeckExpo have been serving the residential remodeling and building professional community—garnering loyal and passionate attendees along the way. As the only annual event devoted exclusively to the residential remodeling segment, the Remodeling Show continues to bring building & design professionals together to experience the hottest new products, leading industry trends, and learn the latest techniques.

In 2020, the show will transform into a design and educationcentric event targeted to full-service and design build remodeling firms. We've upped our marketing game by identifying new target audiences and we're finding the most creative ways to get them to the show. We've established new partnerships with key industry players in ways like never before. Become an exhibitor and re-discover Remodeling. To be at the top end of the spectrum, meet the innovators and trend setters in the industry, and continue to raise the bar of the masters of your market, the Remodeling Show/Deck Expo is a must attend event you don't want to miss out on! **Mike Parker, Simpson Strong-Tie** 



Exhibitor

## **REMODELING IN THE MID-ATLANTIC**

- The mid-atlantic region of the US accounts for the largest share of remodeling business locations & full-service contract firms.
- 5 of the top 20 markets for remodeling demand in 2020 are within driving distance of Baltimore
- Across the US, homeowner improvement and repair expenditures are set to expand this year to over \$330 billion.

Baltimore

### **SPONSORSHIP OPPORTUNITIES**

Stand out above your competition with a powerful advertising and sponsorship program that delivers unforgettable awareness in, around and even beyond the show. No matter what your exhibiting goal is, the perfect plan is available.

Contact us to find out how we can help you craft a plan that will meet your objectives for exhibiting, whether it be to generate new leads, maintain relationships with existing customers, or build brand awareness.

### **BOOTH RATES**

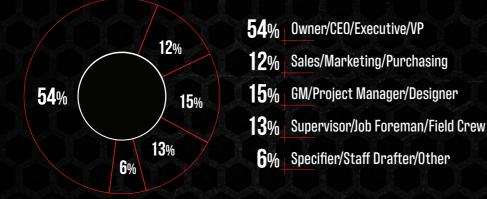




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### WHO ATTENDS



#### **Remodeling attendees** are experienced pros with purchase power

- 3 out of 5 have annual sales exceeding **\$1mil**
- 81% make or influence buying decisions
- 73% have been in the industry for 10+ years

## **PROJECTS THEY WORK ON**

Kitchen & Bath Remodels 61% Exteriors (Windows, Doors, Decks) 55% Additions 52% Whole House 46% Siding & Roofing 42%

Major Interior Remodel 32% Deck Only 11%

### **INDUSTRY PARTNERS**





remodeling



### **NEXT STEPS**

### **VIEW FLOOR PLAN »**

#### **START A CONTRACT »**

#### **REQUEST INFO »**



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2019 Attendee

The Remodeling Show and DeckExpo is a one of a kind event that's hard to find in North America. It's a very niche market and this is the show you need to attend if you are involved in remodeling or deck building. Jay Donnell, Precision Frameworks