

RAB Home Show Revamped



Extensive plan to bring
the Home Show back.

1,800 to 10,000+



**Rochester Area
Builders Inc.**

Limitless Potential

The RAB Board recently tasked the Home Show committee to completely rethink the event. Based on the following data from 2024 events, we have room to grow:

Duluth Home Show – 20,000 attendees

- Duluth population: 86,000
- Median income: \$31,000 (individual) \$64,000 (household)
- Home Show attendance: 20,000 people over four days.

Sioux Empire Home Show – 10,000 attendees

- Sioux Falls population: 202,000
- Median income: \$41,000 (individual) \$72,000 (household)
- Home Show attendance: 10,000 over three days.

Rochester Home Show – 1,800 attendees

- Rochester population: 122,000
- **Median income: \$46,000 (individual) \$84,000 (household)**
- Home Show attendance: 1,800 over three days.

Evolve to Succeed

Next year will be the 46th anniversary of the Rochester Home Show. For almost fifty years, this event has provided RAB members and industry professionals with a platform to present their newest offerings to the community. Over the years, the Home Show has adapted to better serve the needs of our members and greater community.

It's **time to adapt** again. Recognizing the importance of staying relevant to the changing buyer landscape, we are implementing **strategic enhancements** designed to drive more people to the event, offer more diversity of exhibitors, and drive more leads – and more revenue – to your bottom line.

New this year:

Event Name	The Rochester Home & Outdoor Show
Dates/Timing	Feb. 13-15, 2025 was strategically chosen to coincide with the sectional state wrestling tournament. Show times: Thu., 3-8pm, Fri., 3-8pm, and Sat., 9am-5pm.
Location	Moved from the Mayo Civic Center 2nd floor ballroom to the 1st floor Auditorium, Exhibition Hall, and North Lobby.
Pricing	Admission price will be \$10 – with free admission for kids 12 and under.
Marketing	RAB is investing more resources into new tactics designed to get more people to the event – and to your booth.
Exhibitor Mix	Moving to the 1st floor allows companies with large displays and/or grittier products to exhibit again.



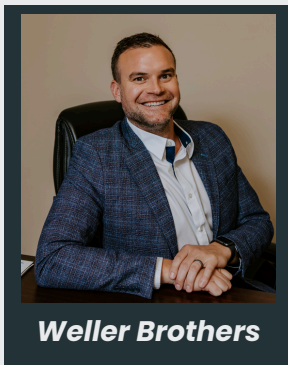
Austin Ryan, RAB Vice President
Chair, Home Show Committee (L)
Adam Giannini, RAB President (R)



Mission Statement

Rochester Area Builders, Inc., established in 1953, supports commercial and residential builders in Southeast Minnesota. The organization provides leadership, education, networking opportunities, and other resources to members and the community. It also serves as a hub for building professionals and those seeking construction-related services.

Shaping the Future



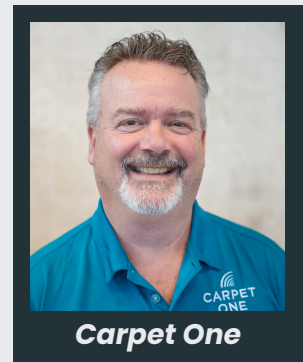
Weller Brothers

"We're thrilled to support the RAB's home show revamp! It's a great chance to educate Rochester homeowners about the home service companies that build our community. We admire the RAB's fresh leadership and their commitment to a bigger and better show, which aligns with our goals for industry collaboration. A thriving builder's association benefits its members and the entire Rochester community."

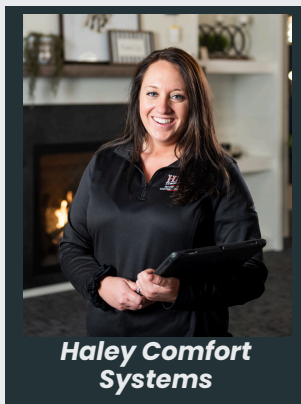
- Brent Weller, Owner

The RAB Home Show has always been a great venue to showcase local construction and home improvement products and services. Consumers want to see, touch, and feel products before purchasing and the Home Show allows consumers to do just that with multiple product and service categories all under one roof. The 2024 Home Show was very successful for Carpet One. We have already covered our hard costs from the Show more than 20 times over with more sales to come! We are looking forward to great success with "RAB Revamped" and the changes to the 2025 Home Show.

- John Eischen, Dir. of Business Development



Carpet One



**Haley Comfort
Systems**

"I'm thrilled about the changes happening with the home show. As part of our company's marketing strategy, we aim to focus on the hands-on approach to generate leads. Remembering the past success of the home show for our company, I am excited to be a part of the changes happening. The expanded capacity gives me confidence, and I look forward to the new marketing initiatives that aim to transform the event into a more experiential and interactive experience, moving away from the conventional trade show setup."

- Nicole Haley, Marketing Director

Rochester Home & Outdoor Show

Presented by: Rochester Area Builders, Inc.

The following tactics are being deployed to elevate the Home & Outdoor Show to the next level. These include, but are not limited to, a new event name and logo, new dates and location to ensure a diversified exhibitor mix, and a strong marketing campaign.

New event branding

RAB is in the process of refreshing the Home Show's brand to better reflect the way people live today. Since the pandemic, outdoor living has exploded with more people building grills, courts, and living areas outside. A new name and logo will reflect that change.



New times, location, price & exhibitor mix

For years, Sundays have seen a significant drop in attendance. We plan to draw people to come each day with varied entertainment and other strategically curated mini-events to attract the audiences our sponsors and exhibitors want to see at their booths.

Expecting new exhibitors and entertainment, we are creating a new value proposition for attendees, one that is aligned with competitive events and markets. The previous location (MCC Ballroom) was impressive, but limiting. The Auditorium and Exhibit Hall are ideal for displaying landscaping, pools products, outdoor vehicles, fireplaces, and grills - and more easily accessible.



Strategic New Date

With 2,000+ parents, families, coaches and others coming to the Minnesota State High School League Section 1A Wrestling Tournament every year, that aligns with our goal of driving more people to the Home & Outdoor Show. Families will have hours in between matches, so special promos and incentives will be offered to get them interacting at the booths during downtime.

Marketing Investment

Strengthened budget

In the past, the RAB Home Show had a constrained promotional budget. Recognizing the significance of marketing the event as brand-new and rejuvenated, we aim to evoke a sense of nostalgia for the vibrant and thrilling shows of the past, while staying on trend and looking to the future.

Our strategy involves transforming it into a more engaging and experience-focused event to attract a larger audience, providing excellent opportunities for our exhibitors.

Focused approach

Transforming our connection to your audience through:

- Enhanced advertising strategies - we are aiming to engage a larger audience with an enticing message.
- A structured advertising strategy that vendors can also leverage, which includes negotiated rates with local media sponsors.
- Maintaining frequency and ensuring a consistent message.

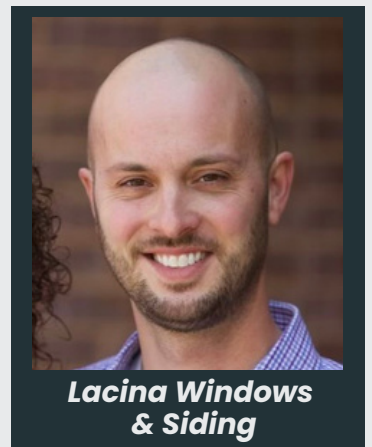
Marketing Investment

What's the plan?

- Cohesive branding and visual ID refresh
- Web updates to ease navigation and align with branding
- Printed postcard/posters with QR code for distribution
- Social media
 - Organic and paid, including geo-targeting week of the event
 - Blogs
- Email campaign
- Digital billboards/media buys
- Discounted admission, promos, and giveaways
 - Wrestling discounts and 2 for 1 admission on Valentine's Day
- Local influencer engagement and regional community calendars
- Enhanced entertainment, including vendors, live music, demonstrations, interactive showcases, and competitions
- New experiential partnerships that add value for attendees

Who attends... And why?

"Lacina Siding & Windows has proudly been the signature sponsor of the RAB home show for over 13 years and we look forward to the show every year. Not only is the experience fun, it has also consistently provided us with new, high-quality leads. The value of the opportunity to showcase our products and services to a large number of people in a short period of time cannot be overstated. The investment we make in the home show each year is a key part of our marketing strategy in Rochester, and we look forward to continuing the partnership in the years ahead." - **Chad Fisher, Sales**



"The Home Show has been an annual staple for our company. Our team looks forward to it and always make it a point to highly showcase Peak to prospective clients. Each year is an opportunity for our project managers to really hear the public's wants and needs

first hand while displaying our top tier craftsmanship with our wide ranging display. We at Peak are excited for what the future holds within the Home show and will continue to support the initiative."

- **Gary and Brandon Miller, Owners**

How do we succeed **together?**

Booth Investment

Your support is indispensable for this endeavor to succeed. We encourage you to be the catalyst in turning this vision into reality. Your company's investment is crucial as our audience seeks industry innovators like you to be present at the event with exciting displays.

Promoting the Show

We believe your support can help us reach a wider audience and make the show a success. Your involvement is crucial in spreading the word and generating excitement. Together, we can create a buzz that will attract more people.

Commitment for Change

We recognize change can bring about hesitation. We are shifting the narrative by proactively considering what attendees desire and how we can enhance the event for you, our exhibitors, and attendees. We believe change is vital to sustain this event, and we genuinely value your support.

Booth Pricing

Booth Pricing (includes standard electricity)	
Gold Endcap	\$2,850
Gold	\$1,425
Silver Endcap	\$2,000
Silver	\$1,000
Standard	\$875
Non-member fee	\$350

[*Click to view interactive event map*](#)

Sponsorships

Sponsorship Opportunities			
Signature Event Sponsor	1 avail	SOLD	
Exhibitor Party	1 avail	\$1,500	Covers band, food, and 1 keg of beer. Logo on signs and website. 3 social media mentions and 2 media mentions. Bag insert opportunity.
Date Night	1 avail	\$1,000	Logo on website and promo materials. 2 social media mentions and 1 media mention.
Music	6 avail	\$500	Logo on website and promo materials. Logo in front of performer. 1 social media mention.
Seminars	6 avail	\$500	Logo on website and promo materials. Logo in front of stage during seminar. 1 social media mention.
Clean & Green Zone	Unlimited	\$200	Logo on website, promo materials, and on-site signage. 1 social media mention.
Lanyard	1 avail	SOLD	
Exhibitor Hospitality Room	3 avail	\$400	Logo on door and in space. Area for your promo materials.

Other creative sponsorship options are available. **Have an idea?**
Reach out to Meghann at Meghann@RochesterAreaBuilders.com

Contact Us


Let's succeed together.

Reach out to Rochester Area Builders staff and committee members to learn more.


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