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## **RIBA to hold 2013 Home Show at the Rhode Island Convention Center**

February 07, 2013 - Rhode Island

RIBA will be holding the 2013 Home Show from April 4 - 7 at the Rhode Island Convention Center. RIBA tickets will soon be mailed to all members. These tickets will provide free admission for two members on member night (April 4), with free admission for one during the rest of the show.

The house is back, and it's bigger!

With the great popularity of the model home as the 2012 Home Show centerpiece, the Rhode Island Builders Association has arranged for an even bigger model home for the 2013 show. Working with member Carol O'Donnell of CRM Modular Homes, RIBA's home show committee has announced that the 902 s/f Saco Bay Model Modular Home will be brought from Maine to be set up at the Rhode Island Convention Center as the show's hub. The house will be the central showcase for everything from furniture, art and appliances to lighting and landscaping.

In the meantime, start planning not only your home show visit but your company's exhibit at the improved and expanded 2013 event!

As another RIBA member benefit, members get 5% off the standard exhibitor rates. What's more, if you are a first-time exhibitor or are returning to the show after an absence, you are eligible for up to a \$500 rebate that you can use toward purchase of a booth display.

RIBA has created this program to help small and large members alike participate in the Home Show.

"We wanted to make the process of participating in the Home Show as easy as possible so members can experience how the show can help market their businesses," said RIBA executive director John Marcantonio. "RIBA is here to assist you so that you don't feel that show participation is a daunting task. We can make it easy for you."

The first step is for members to attend the Home Show information seminar at RIBA headquarters on February 21.

The home show committee, headed by member Ronald Smith of Ron Smith Homes, is working to make the event, RIBA's biggest of the year, better than ever.

There will be more new features, the return of many of the most popular seminars, and a greater range of exhibitors. If you're a supplier, a general contractor or a subcontractor, 2013 is the year to put your products and services in front of the Home Show's visitors.

Remember, the vast majority of those who pass through the turnstiles are homeowners with construction or remodeling projects on their minds, or people who plan to be homeowners.

As a matter of fact, data from the 2012 Home Show indicate that

RIBA's targeting of new demographics is bringing more qualified leads to the show. Forty percent of last year's visitors were first-time attendees, and 87 percent reported being satisfied with the show.

"Our goal is a Home Show that will help the industry, one that will help members find work and one

that will help the public find good contractors," said Marcantonio. "RIBA is asking all members to consider exhibiting. There is still time."

Recovering housing and remodeling markets, and a convenient spring date, are expected to attract a huge number of visitors to the 2013 Home Show. Whether you're in building, remodeling, redecorating, financing, landscaping, energy efficiency, or any other field that provides what current and prospective homeowners need, this is your year to exhibit at the home show!

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