



RI HOME SHOW

ENERGY EXPO RIBA PRESENTATION



History since 2014



- EERMC/OER wanted their own consumer show
- RICC made the suggestion to hold the show within a show
- Shows of this size cost over 500k to produce and promote
- This is not a sponsorship...it's a collaboration
- Dedicated funds go toward-prime space (used to be entire show hall, now entry concourse)
- 100k advertising, retainer marketing firm, CTE coordinator, materials for projects

Expo Benefits



- Industry Outreach
- CTE outreach and projects
 - Training next generation
 - *See video
- Consumer outreach
 - Solar
 - Weatherization
 - LED light bulbs
 - New technologies
- Incentives
- 2023 (heat pumps?)



New Developments

- Event management in house
- Better coordination with RICC
- Future coordination / opportunity



2022 ENERGY EXPO STATS at the 72nd Annual Home Show RI Convention Center



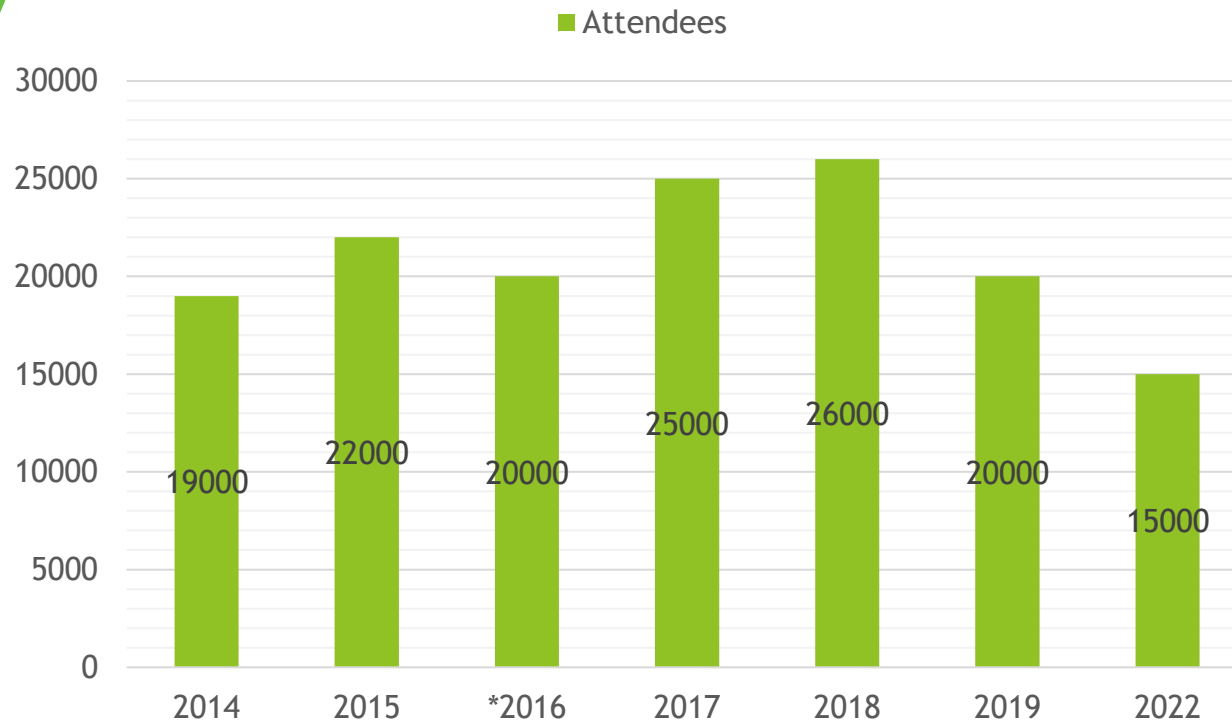
STATE OF RHODE ISLAND
**ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL**



**RI BUILDERS
ASSOCIATION**
BUILDING PROFESSIONALS | SINCE 1945

The Stats

Show Attendees



*2019 Down due to weather event | * 2016 Lower attendance due to snow on Sunday

Attendee Summary: Geographic Breakdown



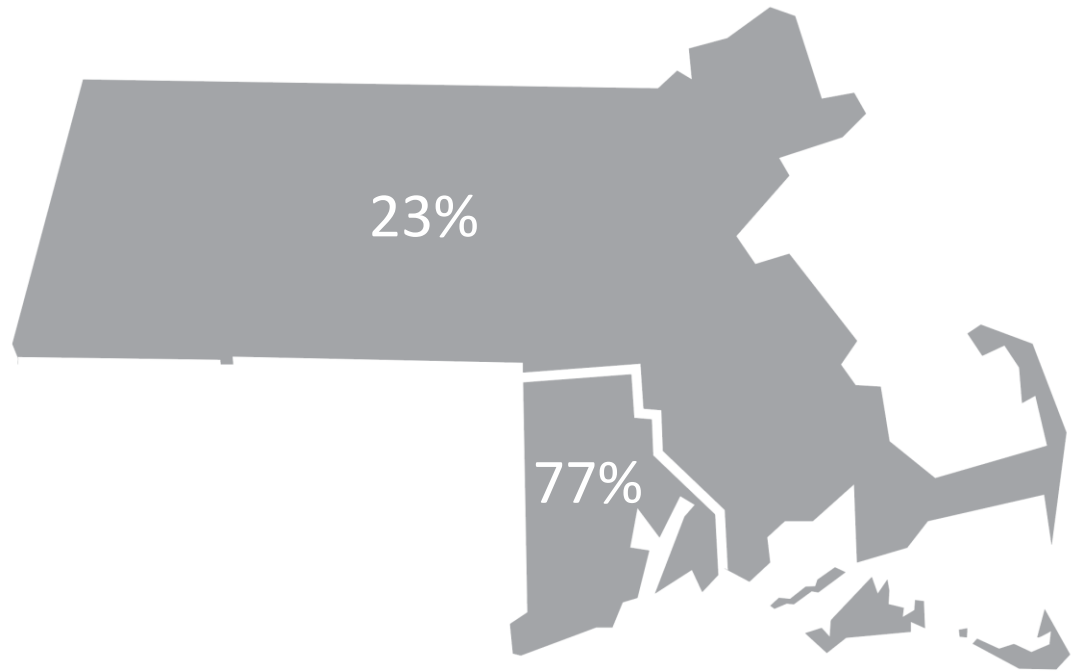
Historic Average 20,000+ Attendees

77% Rhode Island

23% Massachusetts

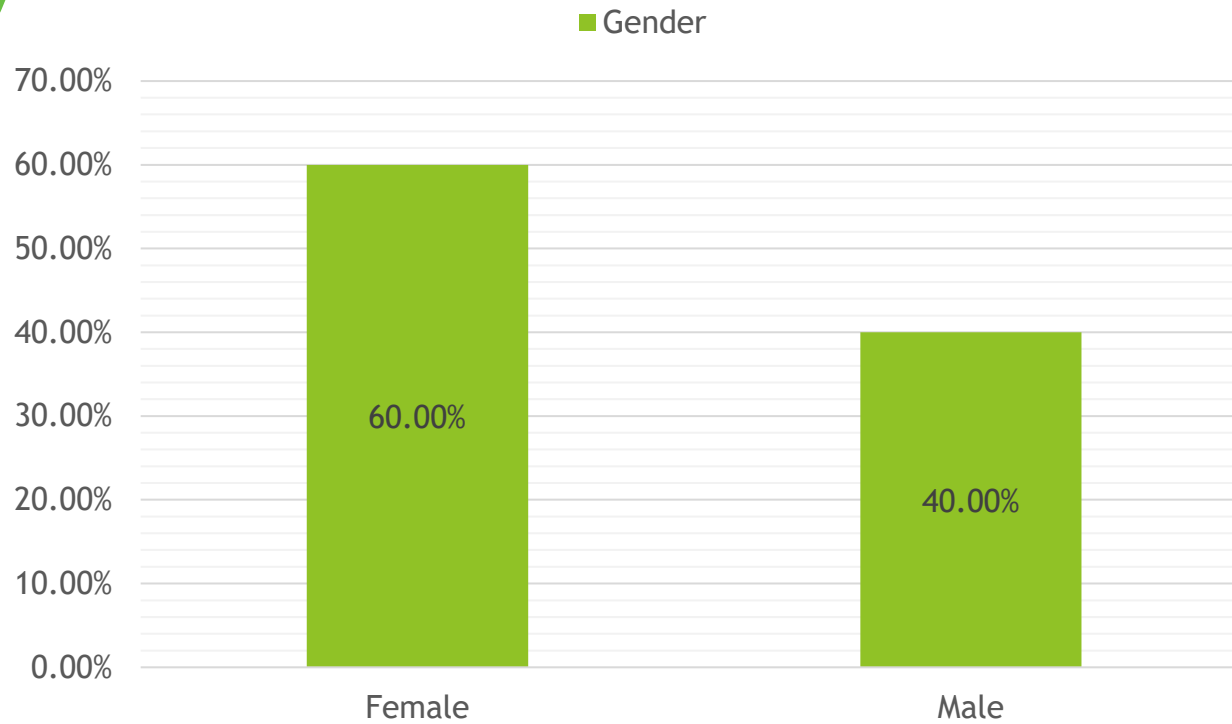
COUNTIES REPRESENTED

- Washington
- Bristol
- Providence
- Kent
- Newport



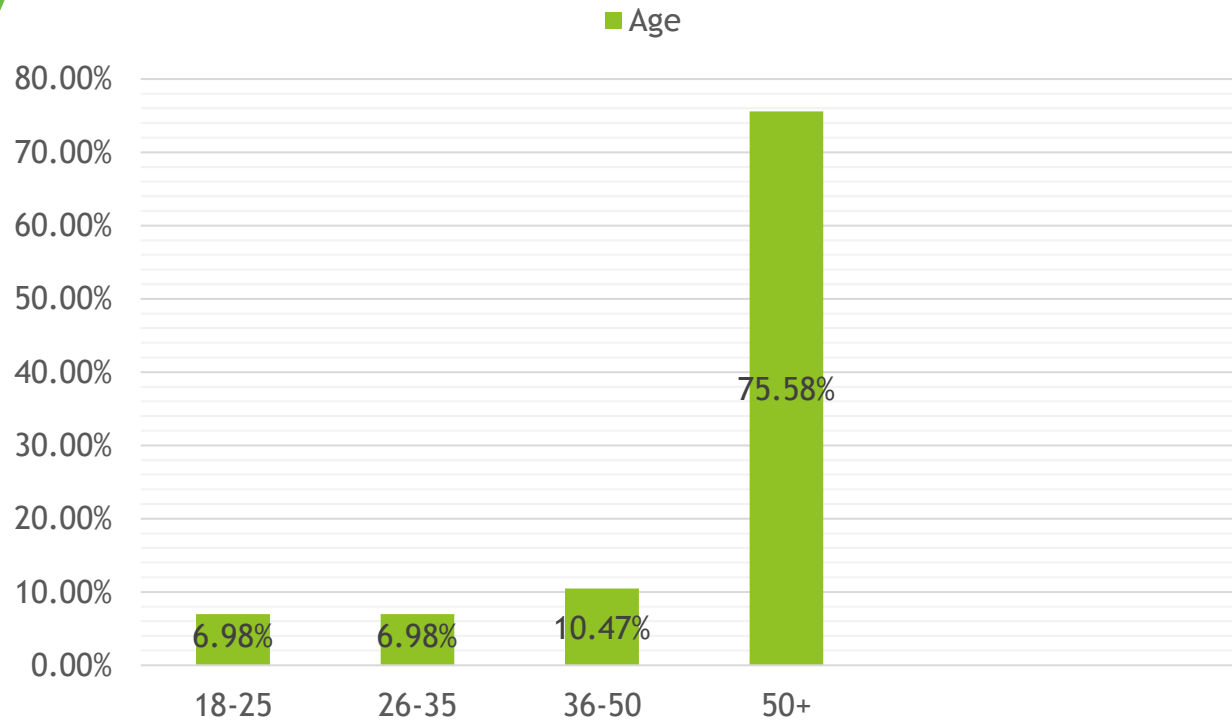
The Stats

Show Attendees by Gender



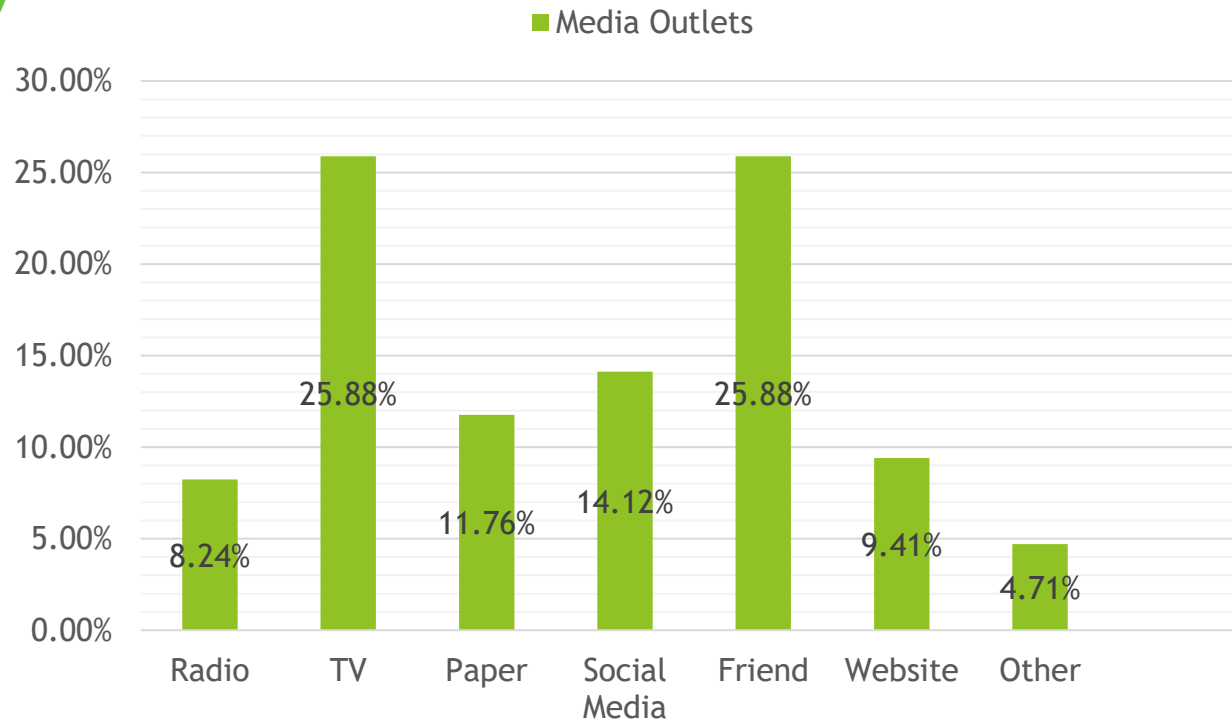
The Stats

Show Attendees by Age



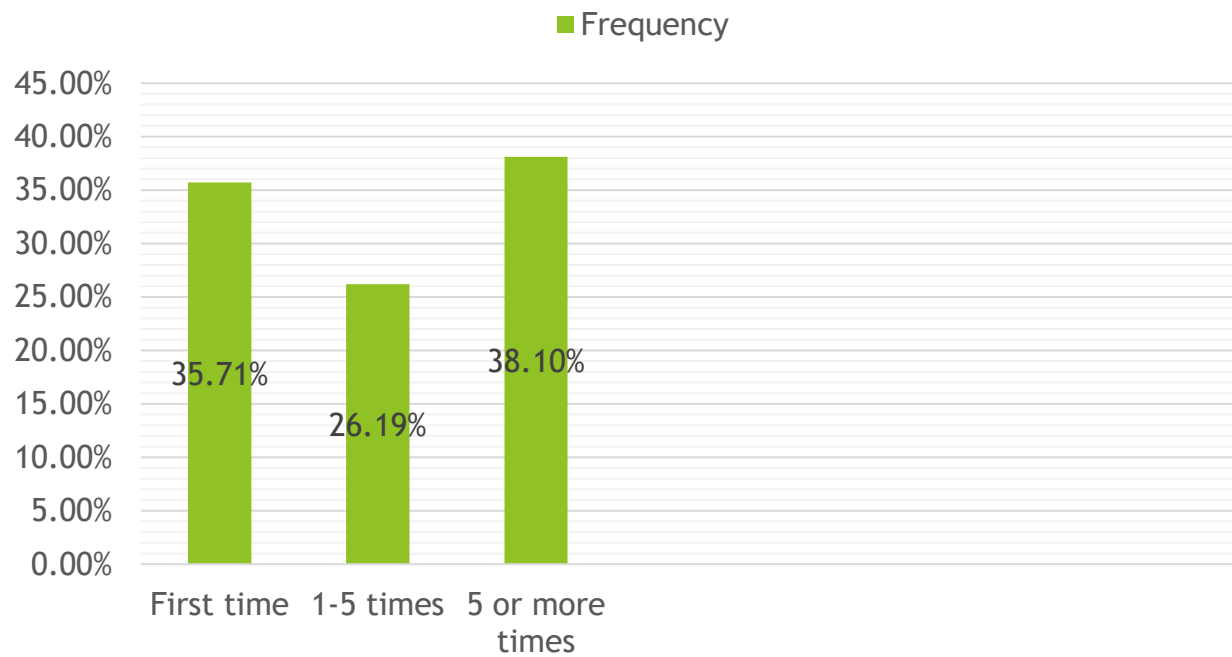
The Stats

How Attendees Heard About the Show



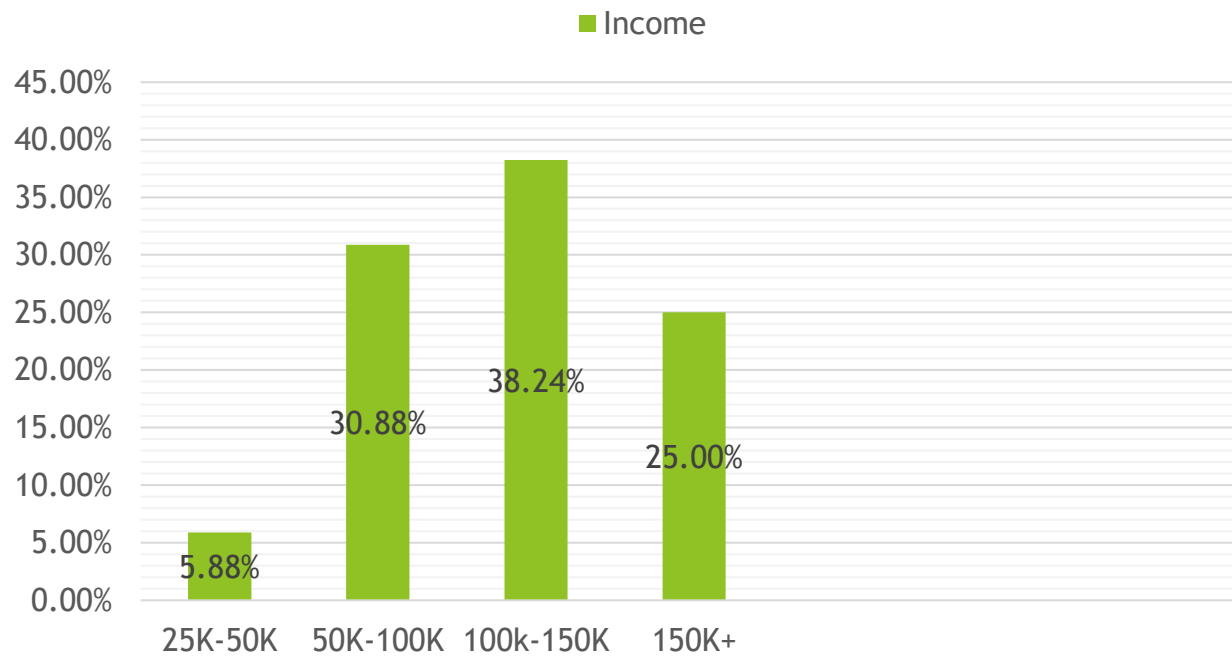
The Stats

Attendee Frequency Attending the Show



The Stats

Show Attendees Household Income



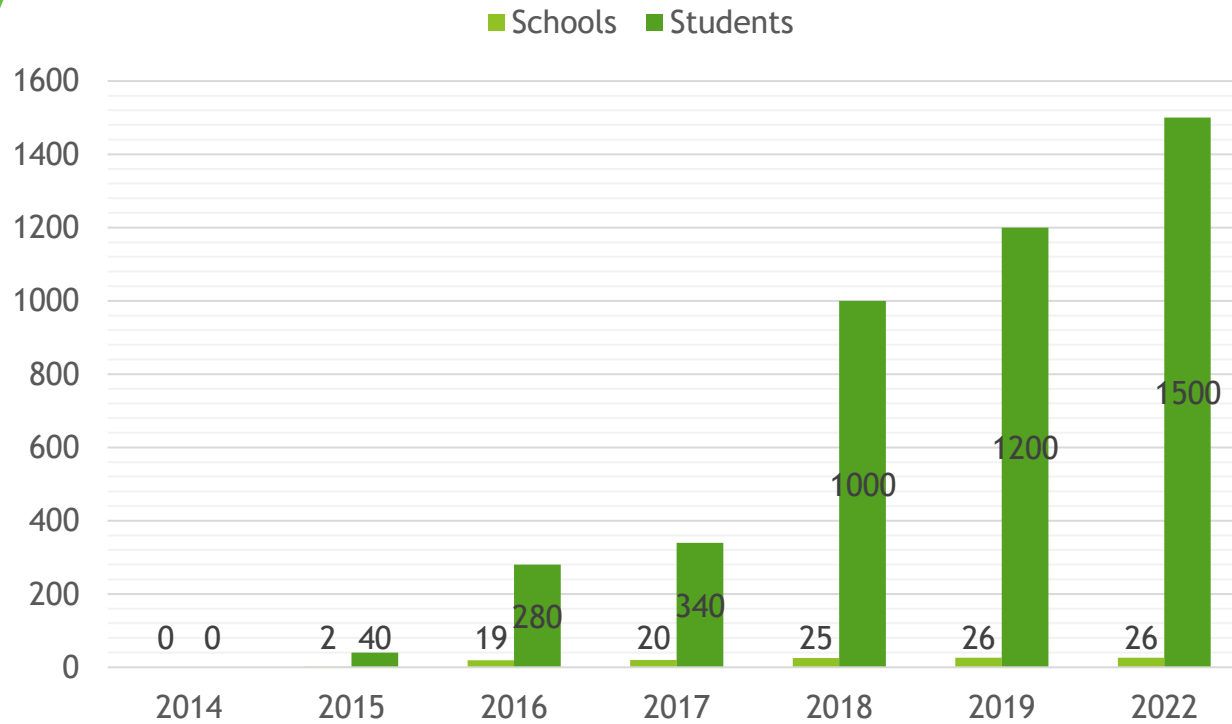
The Stats

Responses to: Would you recommend the show to a friend?



The Stats

Work-Based Applied Learning Schools and Student Involvement



Timeline of Industry/Education Feedback

2014 Energy introduced to RIBA Industry Board as main subject for RI Home Show
- initial resistance occurred

2022 RIBA Industry Board embraces ENERGY concepts, contractor education on ENERGY issues, ENERGY as part of CTE, and full support of outreach programs

Secondary benefit of Expo and Industry collaboration:

RIBA membership is now fully engaged in energy issues, builders and remodelers learn and train in the new building methods....plus the future of the industry is engaged in this collaboration via the CTE students. This collaboration did not exist when we started together in 2014, but it now has momentum and is a true outcome of the Expo message.

Industry &
RIDE
Feedback

Student Work-Based Learning Approved Curriculum Work-Based Learning & Career Exploration

2018 & 2019 The student and school participation building features and educating consumers along with industry partners has been adopted by RIDE (Rhode Island Department of Education) as an approved work-based learning and career exploration curriculum to satisfy internship/career exploration requirements for graduation.



Student
Built
Energy
Displays

Student Work-Based Learning Approved Curriculum Work-Based Learning & Career Exploration 1950 Era



Student
Built
Energy
Displays

Student Work-Based Learning
Approved Curriculum
Work-Based Learning & Career Exploration
1970 Era



Student
Built
Energy
Displays

Student Work-Based Learning
Approved Curriculum
Work-Based Learning & Career Exploration

1990 Era



Student
Built
Energy
Displays

Student Work-Based Learning
Approved Curriculum
Work-Based Learning & Career Exploration

2000 Era



Student
Built
Energy
Displays

Student Work-Based Learning
Approved Curriculum
Work-Based Learning & Career Exploration

NET ZERO



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2022 Goals Reached

- ✓ **Entire concourse is ENERGY with concentrated messaging** in an agreed upon area
- ✓ **Coordinated messaging with RI Energy**
On State incentive programs, home energy assessments or other targets/programs

Student projects / marketing themes / targeted programs
TBD in summer planning sessions with OER and RI Energy

Fully MANAGED by RIBA - The ENERGY EXPO is a concept started by the EERMC that is now put together jointly with the building industry for consumer and outreach purposes. RIBA will continue to coordinate the show content and marketing with OER and RI Energy.

THE RHODE ISLAND BUILDERS ASSOCIATION & STUDENTS

THANK YOU!
FOR YOUR CONTINUED COLLABORATION

