



RI HOME SHOW

ENERGY EXPO RIBA PRESENTATION



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



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

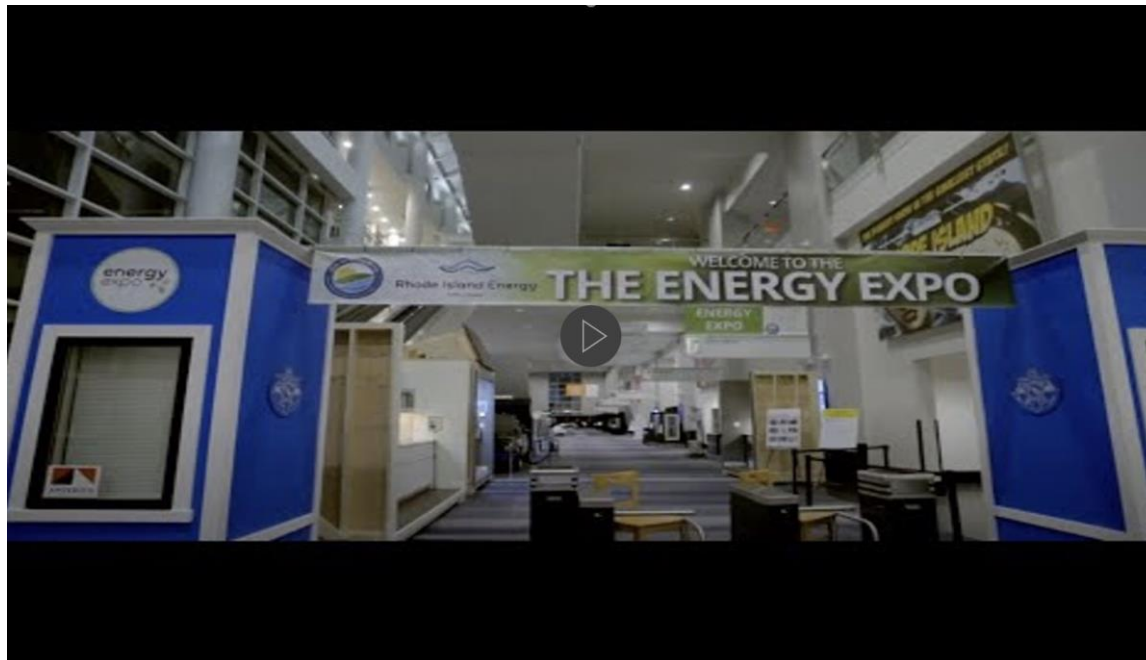


History since 2014

- 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)
- 100+k advertising, retainer marketing firm, CTE coordinator, materials for projects

Expo Benefits

- Industry Outreach
- CTE outreach and projects
 - Training next generation
- Consumer Outreach
 - Solar
 - Weatherization
 - New technology & incentives



Expo Benefits



2023 Home Show Highlights — Featuring the Energy Expo & Dr Stephen Porder



New Developments

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



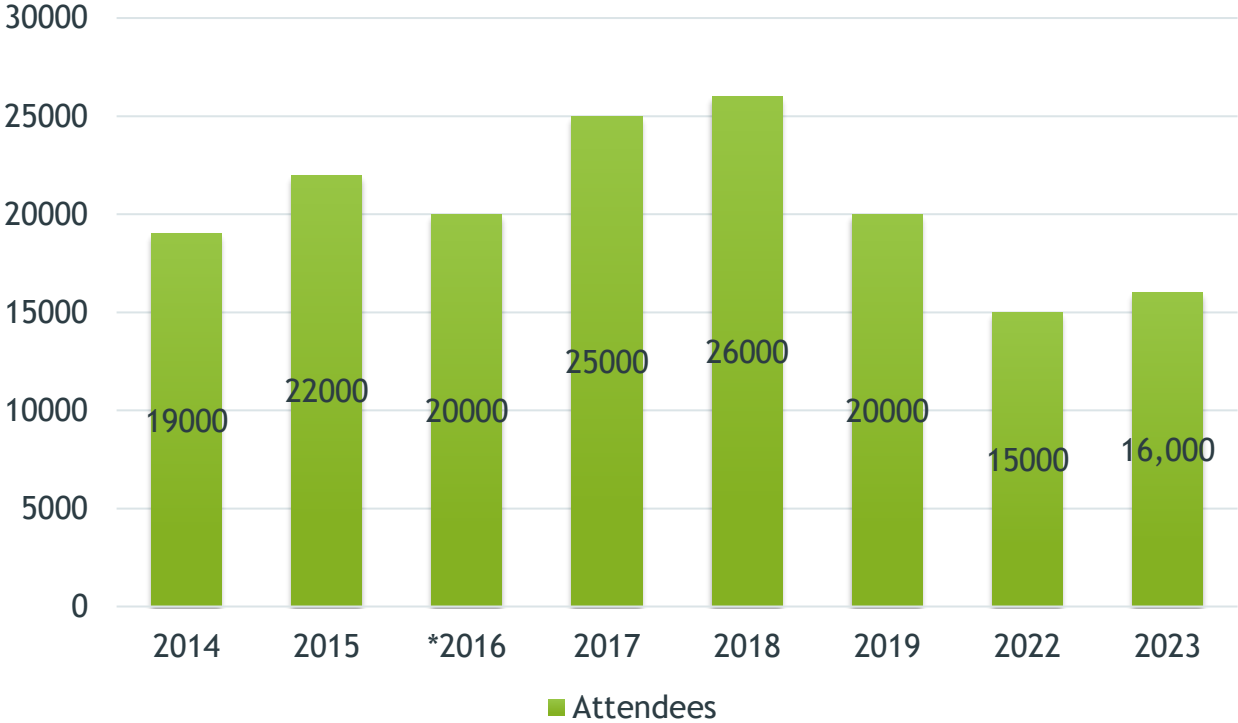
2023 ENERGY EXPO STATS at the 73rd Annual Home Show RI Convention Center



The Stats



Show Attendees



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



Attendee Summary: Geographic Breakdown

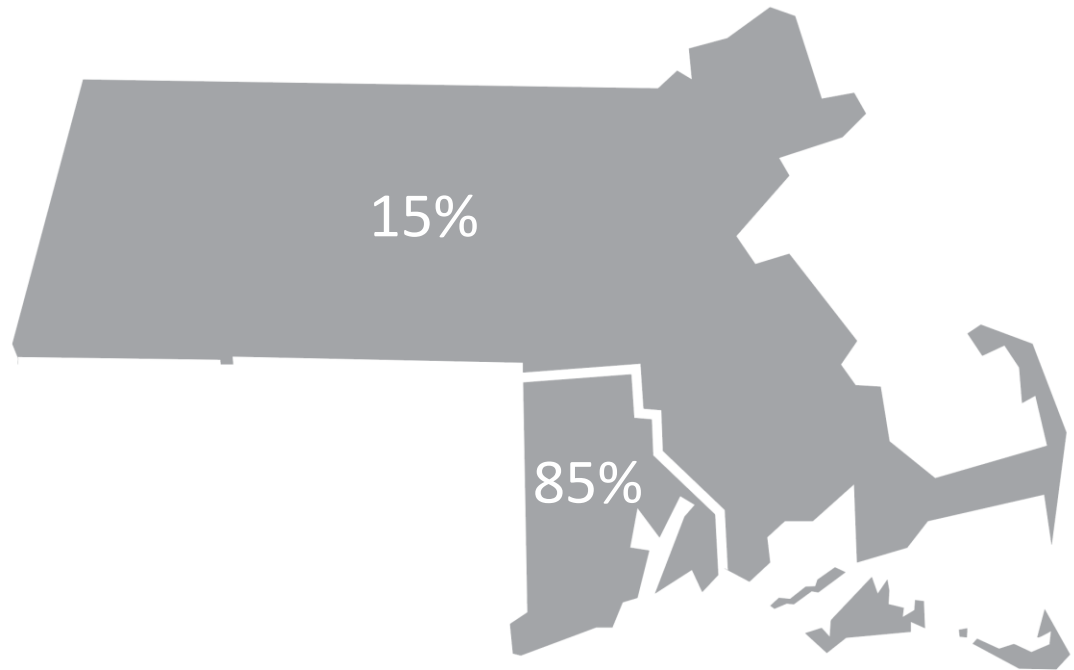
Historic Average 20,000+ Attendees

85% Providence

15% Massachusetts

COUNTIES REPRESENTED

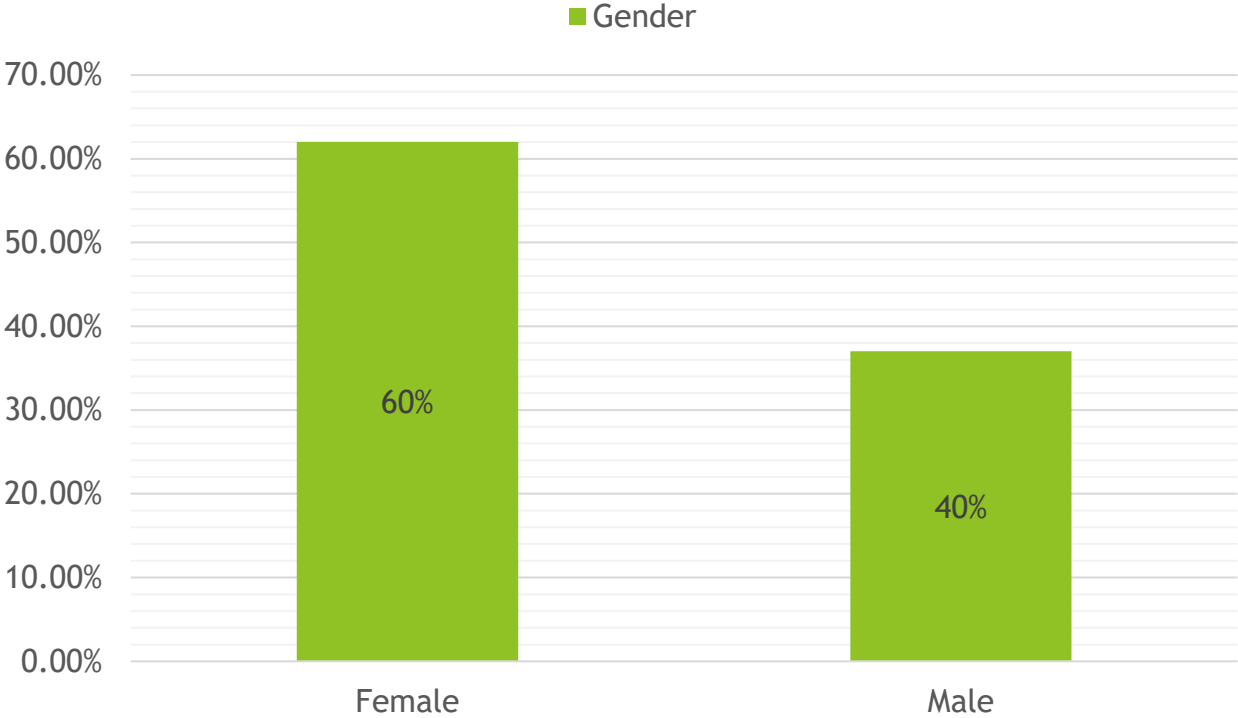
- Washington
- Bristol
- Providence
- Kent
- Newport



The Stats



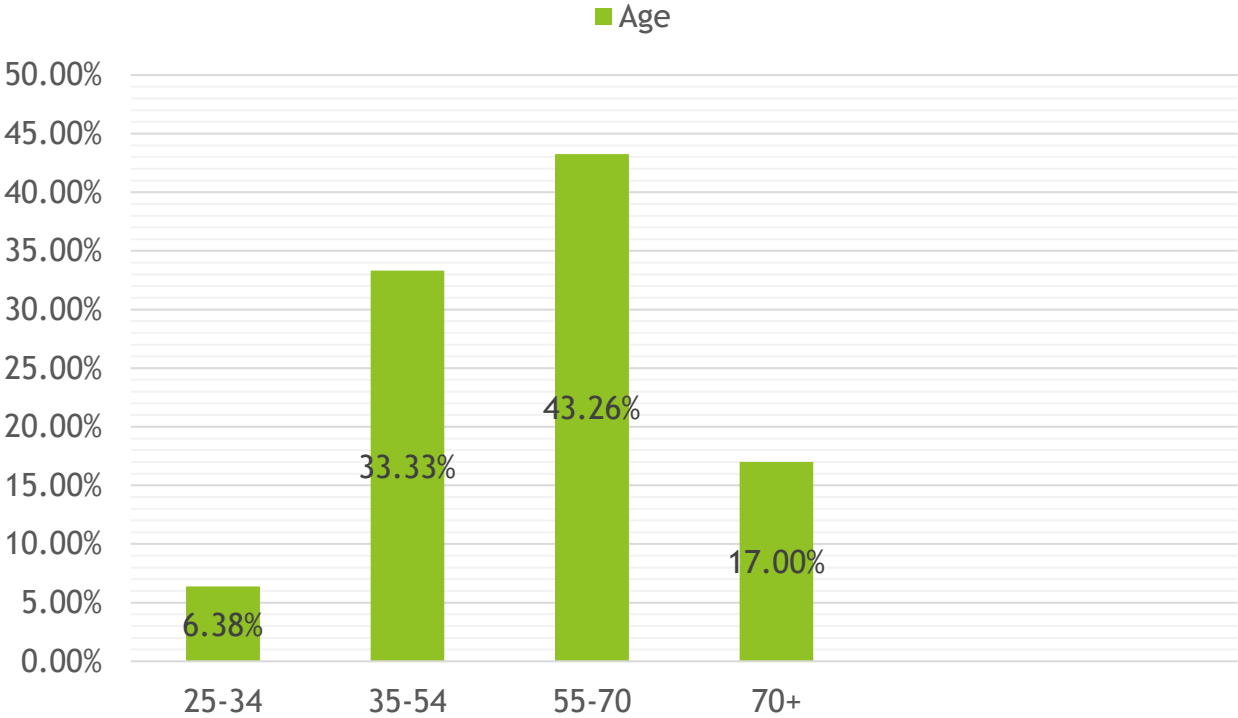
Show Attendees by Gender



The Stats



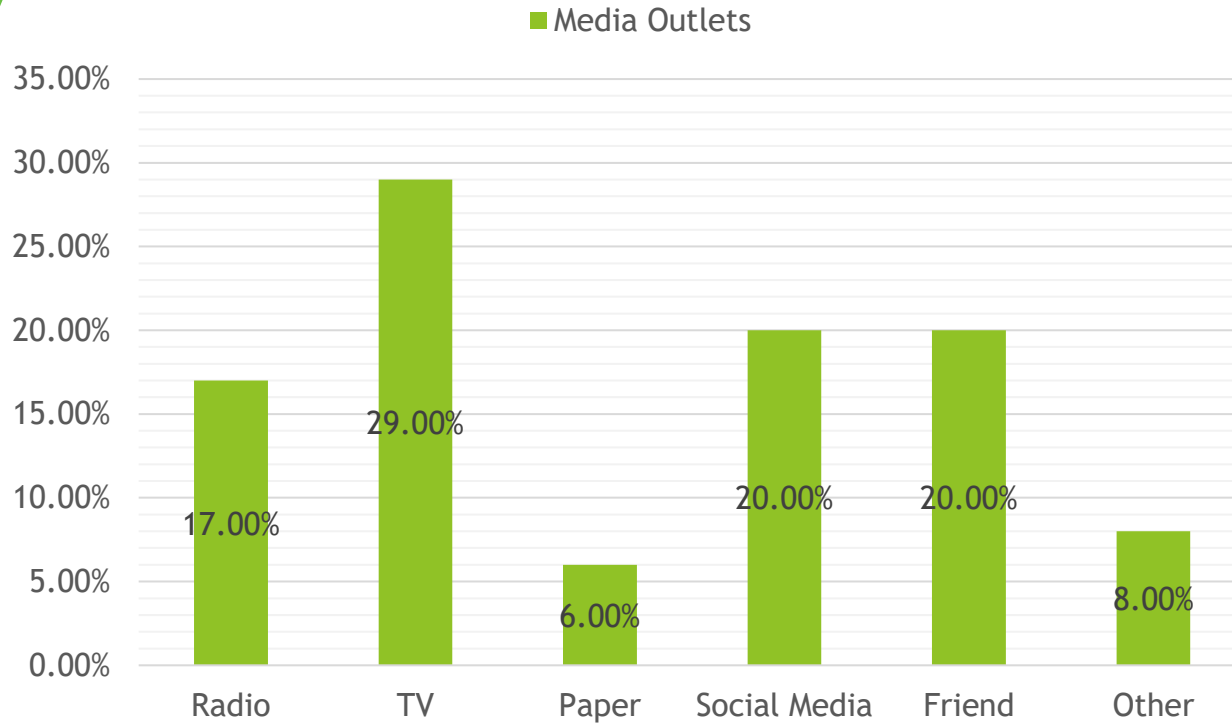
Show Attendees by Age



The Stats



How Attendees Heard About the Show

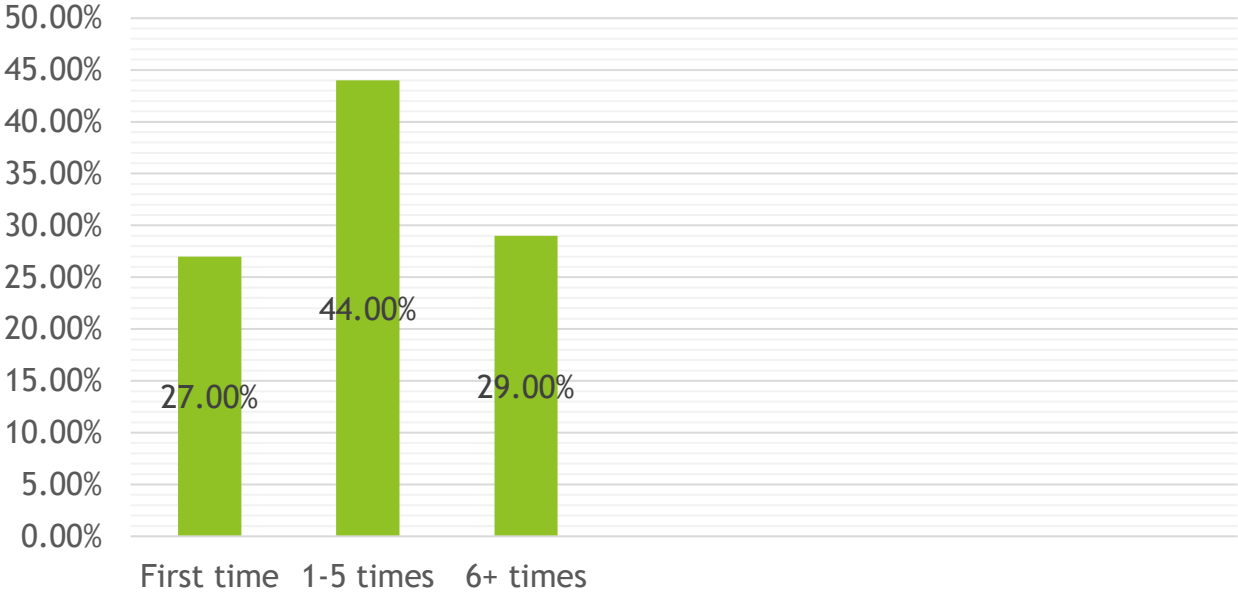


The Stats



Attendee Frequency Attending the Show

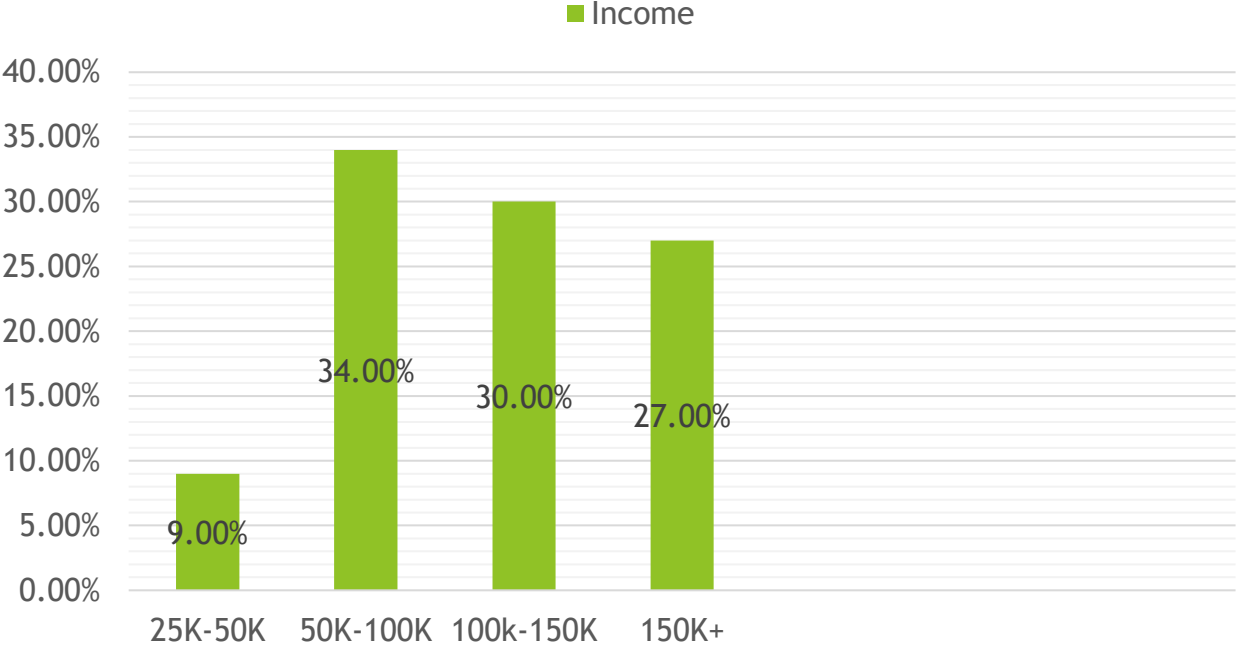
■ Frequency



The Stats



Show Attendees Household Income



The Stats



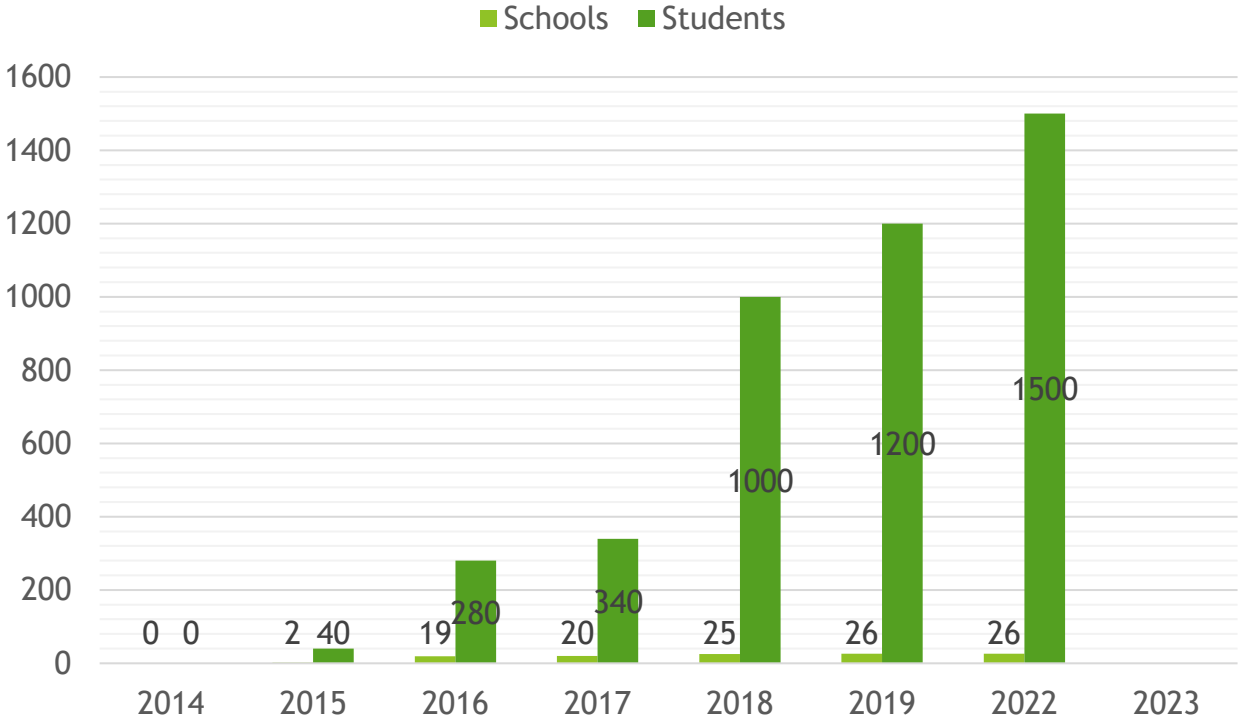
Responses to: Would you recommend the show to a friend?

■ Found a contractor



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

2024 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.

CTE
STUDENT
WORK

CTE STUDENT WORK at the 2023 Home Show



Warwick
Career &
Tech

Governor McKee Signs Executive Order At It's 6th Annual Lead by Example Clean Energy Awards Ceremony



McKee Administration Recognizes Clean Energy Achievements Across Public Sector at 6th Annual Lead by Example Awards

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Governor McKee signs executive order updating state agency clean energy goals

Governor Dan McKee, House Speaker K. Joseph Shekarchi, Senate Environment & Agriculture Committee Chairwoman Alana M. DiMario, and Acting State Energy Commissioner Chris Kearns on Tuesday recognized 19 state and quasi-government entities, municipalities, and public schools for their renewable energy and energy efficiency achievements at its sixth Annual Lead by Example Clean Energy Awards ceremony.

Governor McKee also signed a new Lead by Example Executive Order that updates the state's clean energy, energy efficiency and emission reduction goals for all state agencies. Within this Executive Order all state agencies must collaborate with the Office of Energy Resources to implement and promote emission reduction projects, in keeping with the purpose to Lead by Example in clean energy and sustainability. This upgraded Executive Order sets out new goals in alignment with the 2021 Act on Climate, which sets mandatory, enforceable climate greenhouse gas emissions reduction goals leading the state to achieve net-zero emissions economy-wide by 2050.

Industry &
RIDE
Feedback

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



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.



2023 ENERGY EXPO at the 73rd Annual Home Show



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2023 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.

2023 Marketing Recap

2023 Marketing Recap

Multi-Level Digital Marketing Strategy

We successfully executed multiple marketing campaigns across various platforms such as Spotify, Streaming TV, and Social Media. Our strategic approach involved specifically targeting a well-defined audience, ensuring maximum impact and engagement. By leveraging these diverse channels, we were able to effectively reach and resonate with our target demographic, resulting in substantial brand visibility and attendee acquisition.

- Spotify 151,000 impressions , 583 clicks
- Streaming TV Ads (OTT) 122,008 impressions
- Targeted Social 85,697 impressions, 2,770 clicks

Comprehensive Media Buy

- NBC 10 On Site LIVE Coverage with RJ Heim
- We secured 2 NBC 10 Studio 10 LIVE Segments
- WPRI LIVE Rhode Show in Studio Segment
- WPRI Rhode Show LIVE On Site at the show
- ABC 6 LIVE On Site Coverage
- WPRI / WNAC LIVE On-Site News Coverage
- WPRI “Eye In RI” Segment featured in Prime Time
- WPRI Friday “Live shot” from their studio
- Valley Breeze Show Article
- WPRO AM “In Studio Interview” with John Loughlin
- RI Blogger Featured the Show & the Energy Expo
- Providence Journal Feature
- Primetime spots on all major broadcast radio stations in the market which included Cumulus Media, iHeart Media and Cat Country 98.1



Video Sponsorship Show Highlight

The Energy Expo was an impactful feature within the RI Home Show. Our show highlight video includes the Energy Expo entrance and seminar from Dr. Porder, which enhanced the overall show presence.

- 30-second Highlight Reel Thanking Show Sponsors
- All sponsor specific signage respective logos
- Tradeshow booth
- The sponsor’s team in action at Dr. Stephen Porder seminar and energy show feature
- Show sponsor signage
- Pull up banners
- Floor signage
- Display booth pillars

2023 Marketing Recap

2023 Marketing Recap

Social Media Deliverables

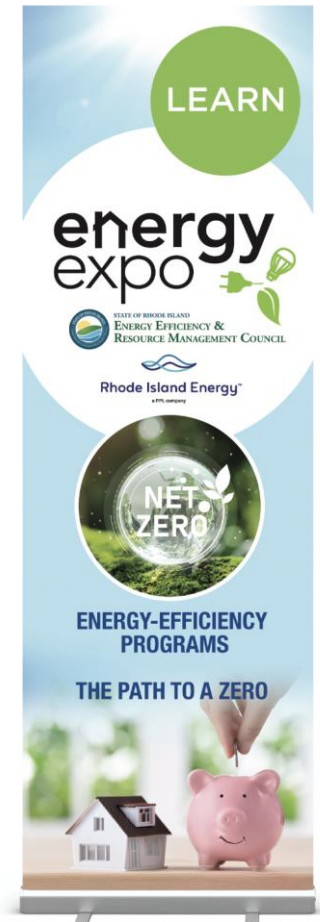
Our social media efforts for the event include captivating posts on Facebook and Instagram, paid advertising, partnerships with four social media influencers, and engaging videos/reels highlighting must-see exhibits. We're confident these deliverables have increased RI Energy brand awareness and ROI.

- Energy Expo social posts reached 17,240 users and had 4,827 link clicks
- 11 highly dynamic video reels were produced!
- 20 social media post were posted on Facebook and Instagram
- 4 social media influencers reaching a total of 4,000 users
- Influencer static social post reached 2,071 users
- Influencer reel reached 1,880 users

Collectively there were over 21,000 users reached through social media regarding RI Energy and the Energy Expo!

Show Creative Marketing Deliverables

- Energy Expo entrance pillars
- Energy Expo overhead 10 ft banner
- 2 pull up banners
- Floor stickers highlighting exhibitors who were tied to Energy Expo
- Prime show placement in entrance of Convention Center
- 7 page advertising section in the RI Home Show program guide
- Show ticket call out
- Customized RI Energy bill stuffer
- RIBA exhibitor promo sheet
- Monthly eblasts starting in January



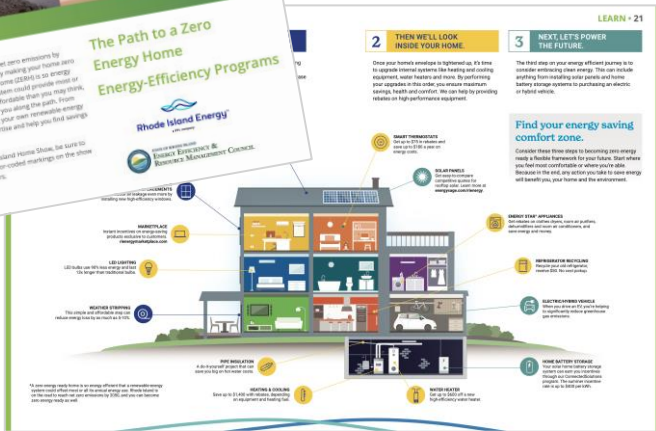
2023 Marketing Assets



8x4 ft ceiling sign



Cover sponsorship



7 page feature section in show program



Show highlight video



10 ft banner between entrance pillars

2023 Marketing Assets



RIBA Tradebooth Energy Expo Panel



Energy Show Stuffer




Sponsor Pull Up Banner at Entrance

2023 Marketing Assets

RI Home Show Website Callouts

IT'S ALL HERE!

INFO TOUR EXPLORE  LEARN FIND EXHIBITORS

Experience the 74th Annual RI Home Show

Featuring the "Specialty" Flower Show, the Inspiration Showcase, the Garden Experience & the Energy Expo

APRIL 4 – APRIL 7, 2024


[MORE INFO](#) [EXHIBITOR INFO](#)

TOUR	EXPLORE	LEARN	FIND
The Garden Experience	2023 RI Specialty Flower Show	Zero Energy Home	100s of Exhibitors
Rosemary's Wish Kids Playhouses	Inspiration Showcase	Energy Seminars	Local Lumberyards
Art of the Ocean State		Energy Exhibitors	Seminars
		"Energy Explained RI" Video Series	Kids Activities

THANK YOU TO OUR SPONSORS




IT'S ALL HERE!

INFO TOUR EXPLORE  LEARN FIND EXHIBITORS

LEARN



Zero Energy Home
Energy Seminars
Energy Exhibitors
"Energy Explained RI"



[ZERO ENERGY HOME](#) [ENERGY SEMINARS](#) [ENERGY EXHIBITORS](#) ["ENERGY EXPLAINED RI" VIDEO SERIES](#)

The 10th Annual Energy Expo at the Home Show!

Special thanks to:

Learn from experts about energy saving solutions to help you reduce energy usage, save money and increase your comfort at home with innovative electric and sustainable technologies, while supporting the Ocean State's natural resources, clean energy, and climate goals.

What You'll See at the Energy Expo:

- Zero Energy Home
- Energy Seminars
- Energy Exhibitors
- "Energy Explained RI" Video Series

Energy Expo Sponsors

The Energy Expo is sponsored by Rhode Island Energy and the Rhode Island Energy Efficiency and Resource Management Council (EERMC).

SHOW TIMES	
Thur, April 4th 12pm - 9pm	Friday, April 5th 12pm - 9pm
Saturday, April 6th 10am - 9pm	Sunday, April 7th 10am - 5pm

2023 SPONSORS

THE RHODE ISLAND BUILDERS ASSOCIATION & STUDENTS

THANK YOU!
FOR YOUR CONTINUED COLLABORATION

