



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



# EXPO BENEFITS



## Industry Outreach

**CTE outreach and projects:** Training next generation

**Consumer Outreach:** EV, Solar, Weatherization, New technology & incentives



[2024 Energy Expo Recap](#)

# 74th RI HOME SHOW RECAP VIDEO



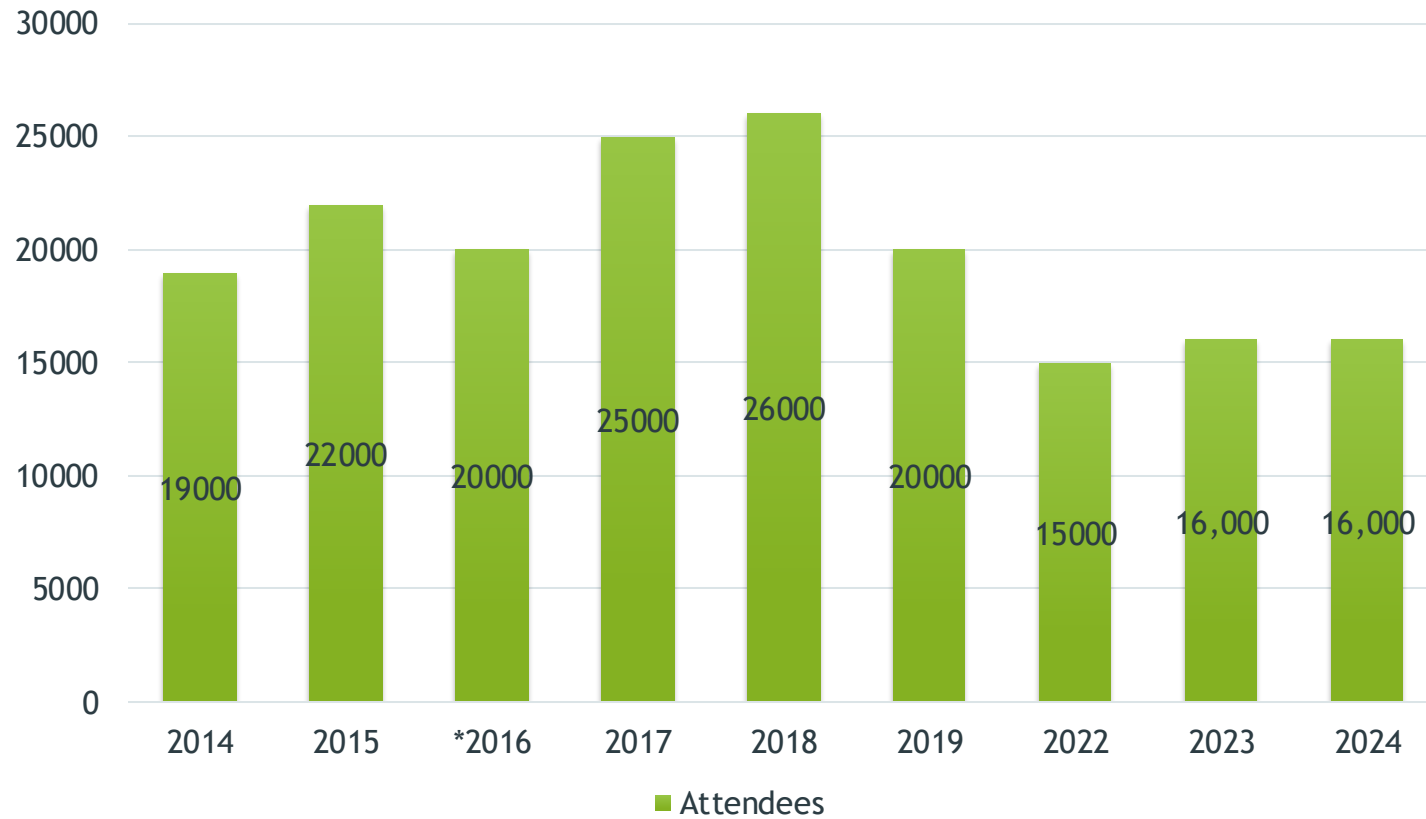


# 2024 ENERGY EXPO STATS

At the 74th Annual Home Show RI Convention Center



# 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

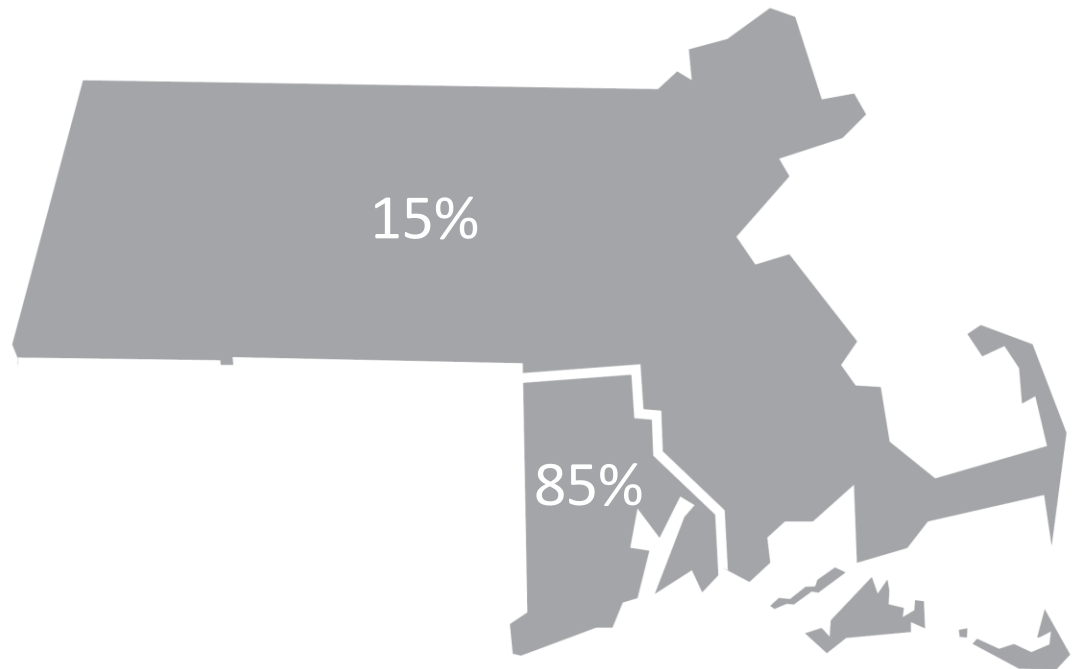
Washington

Bristol

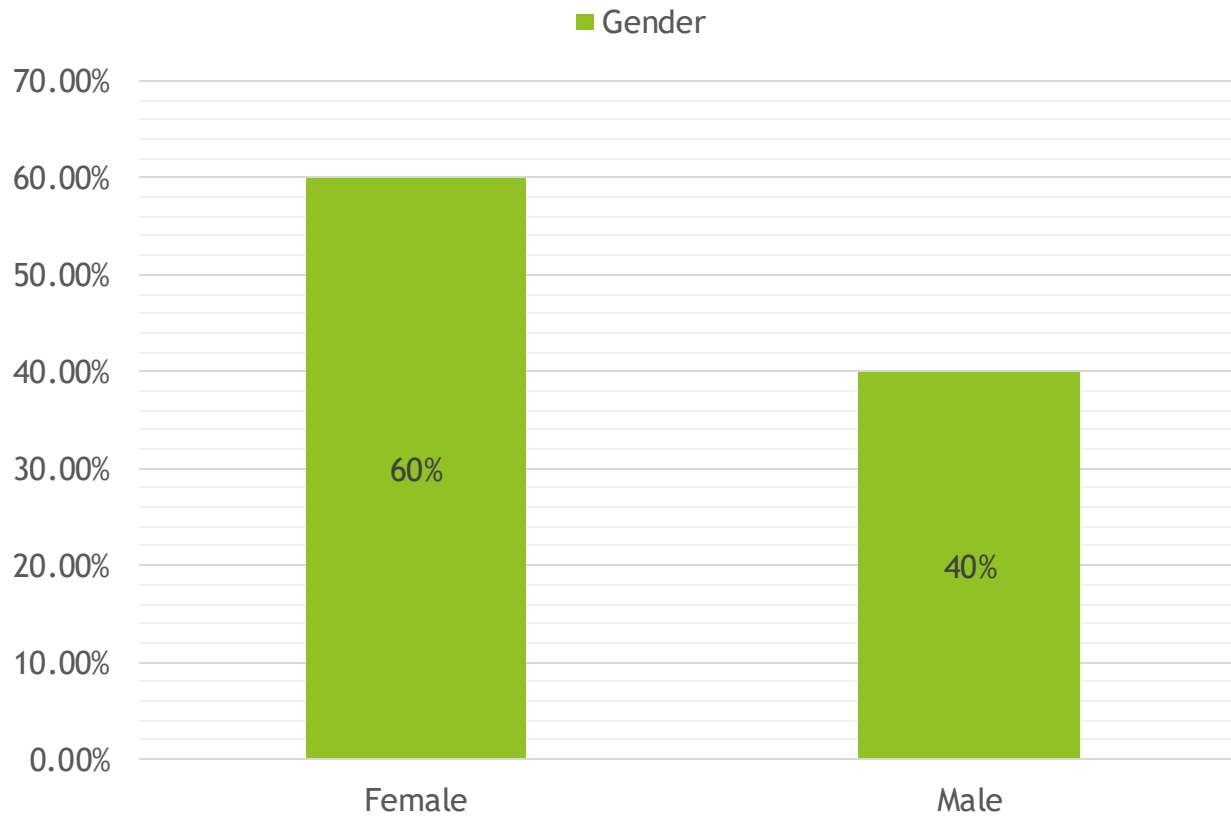
Providence

Kent

Newport

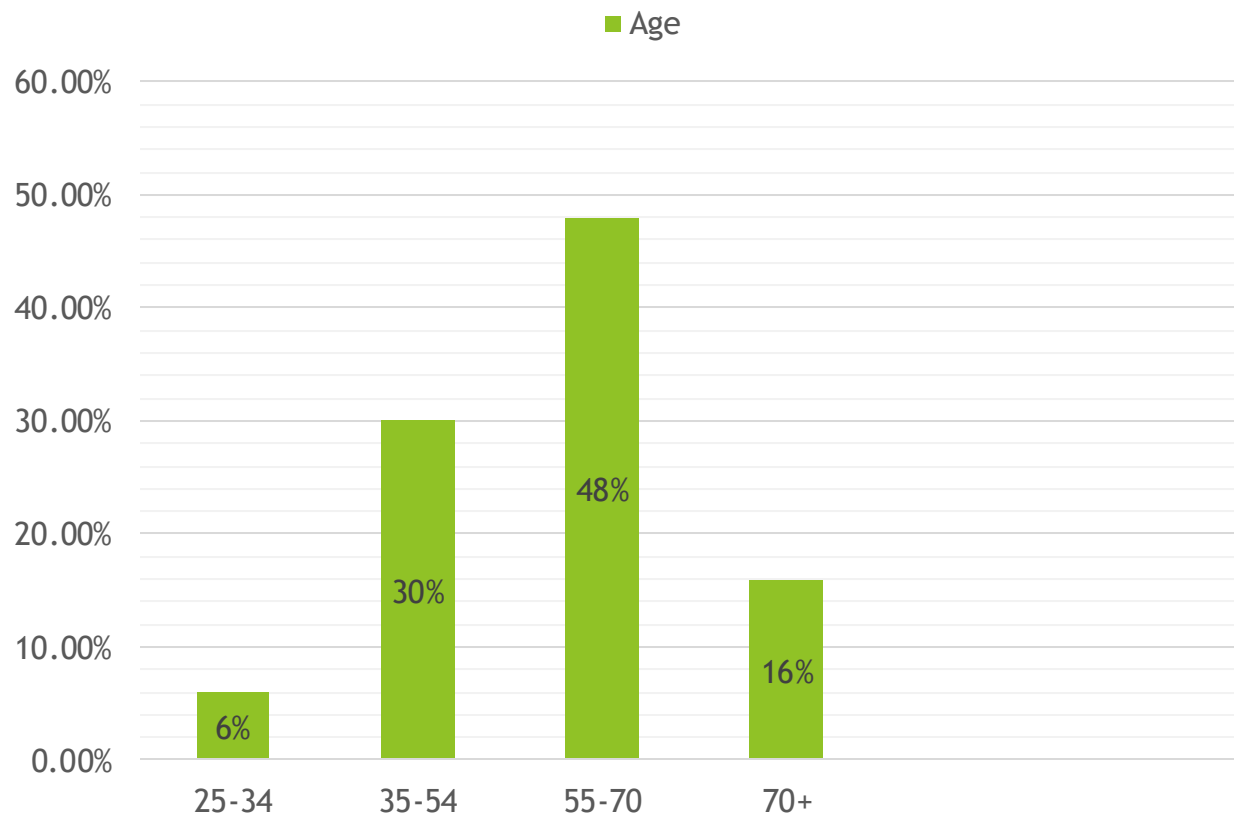


# SHOW ATTENDEES BY GENDER

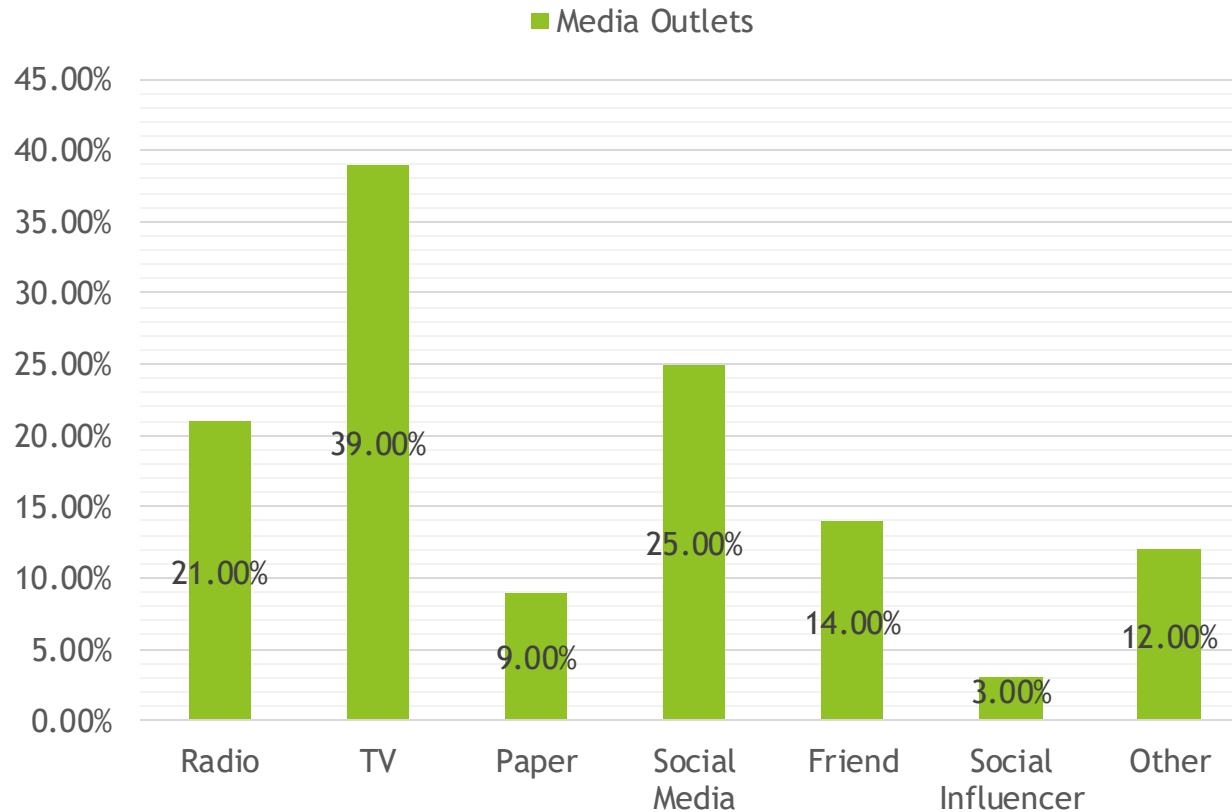




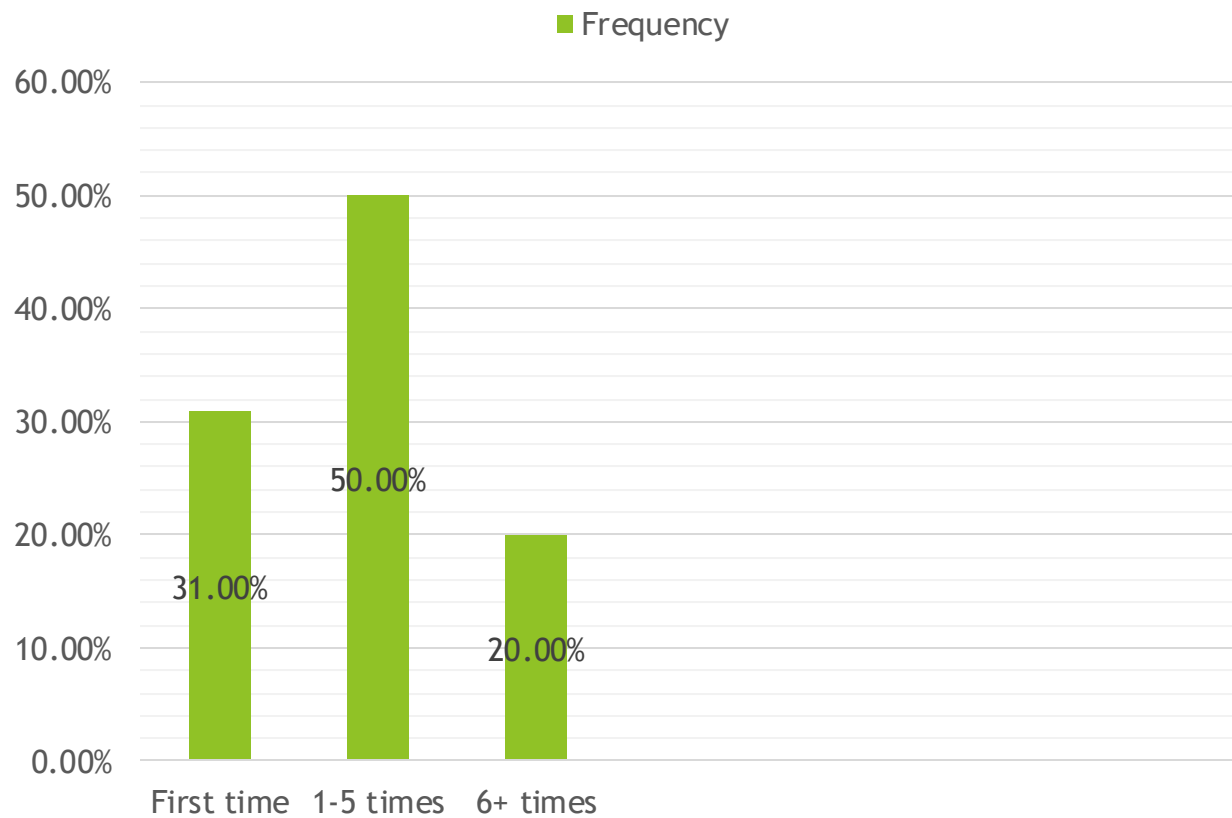
# SHOW ATTENDEES BY AGE



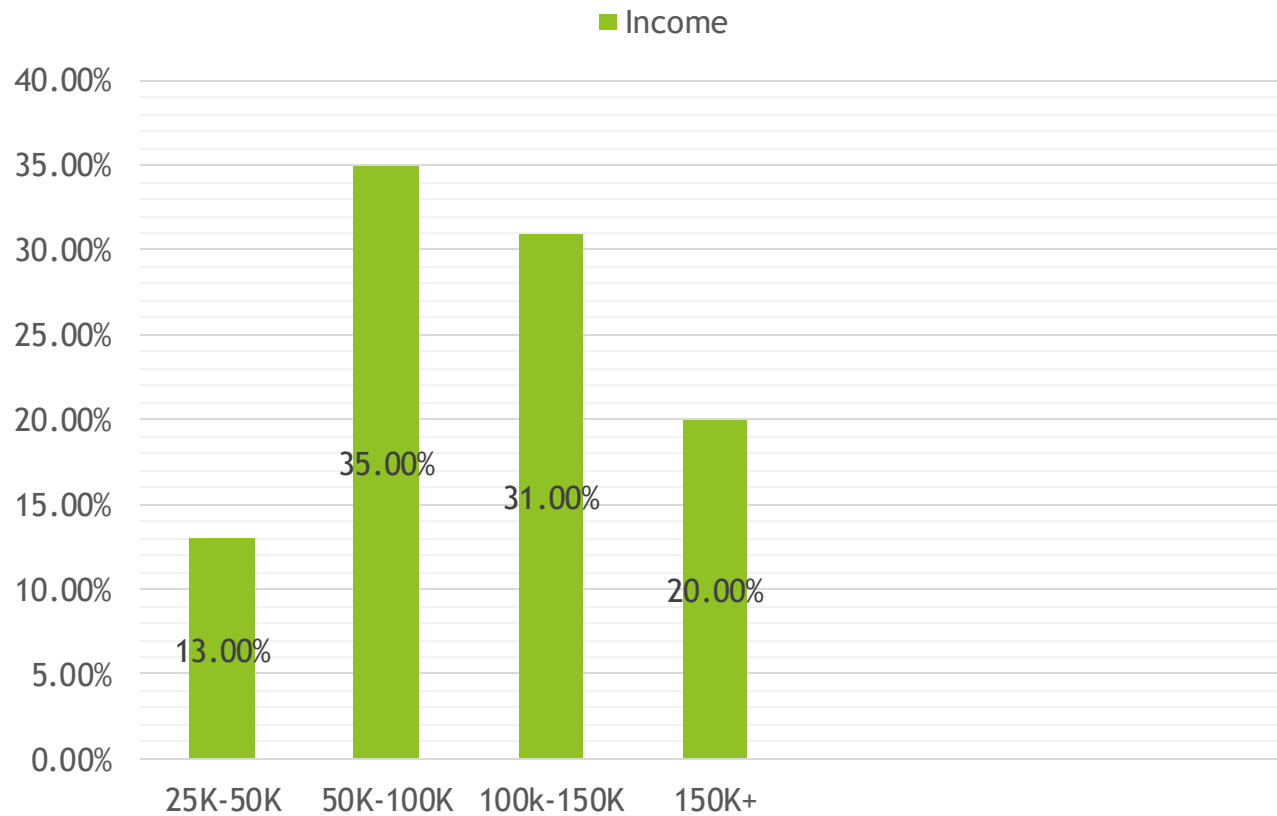
# HOW ATTENDEES HEARD ABOUT THE SHOW



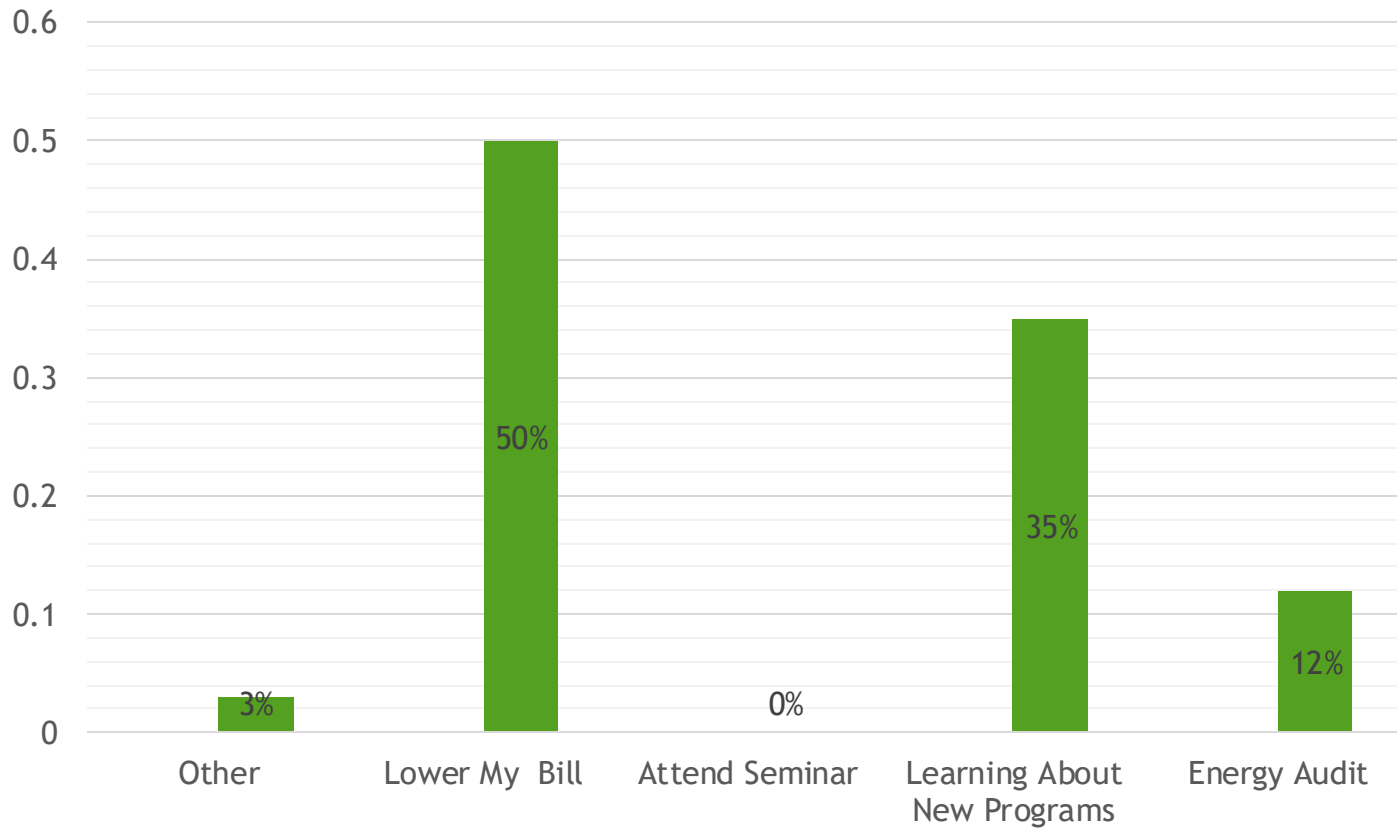
# ATTENDEE FREQUENCY ATTENDING THE SHOW



# SHOW ATTENDEES HOUSEHOLD INCOME

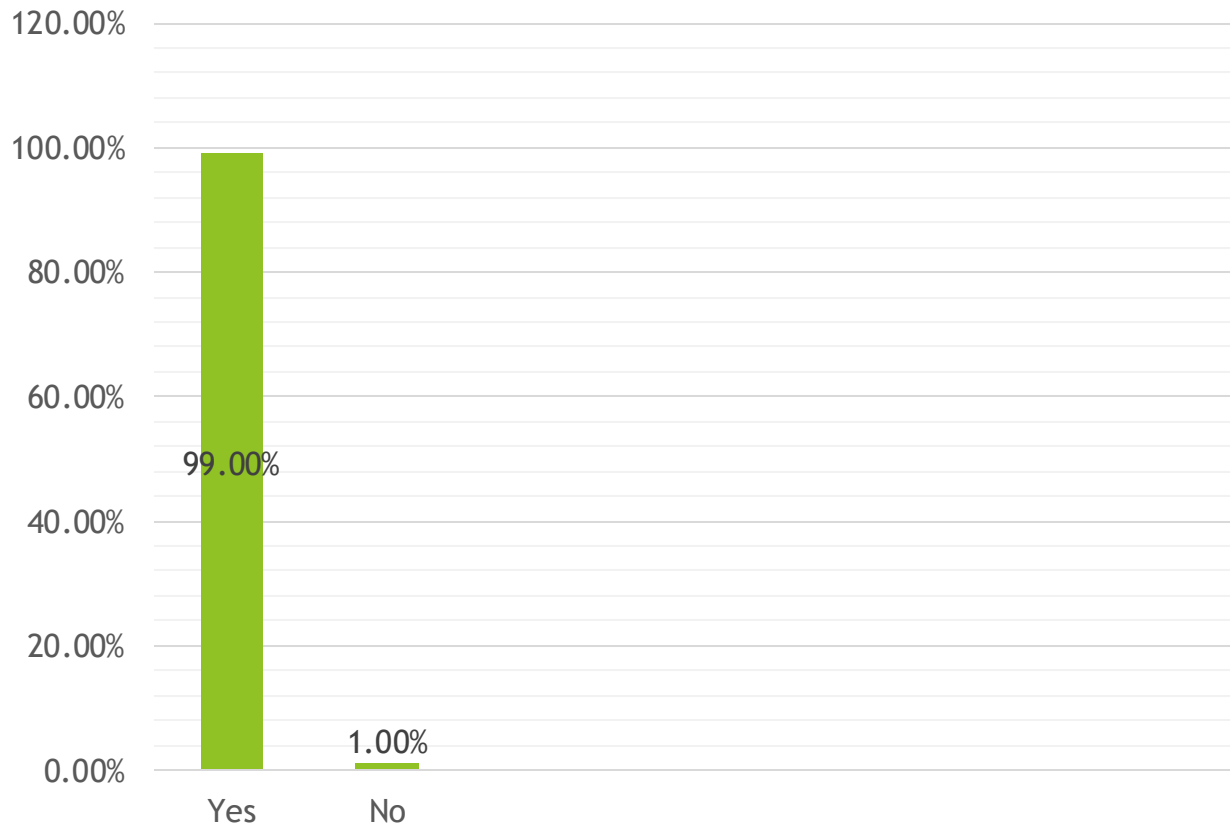


# WHAT WAS YOUR BIGGEST ENERGY INTEREST?

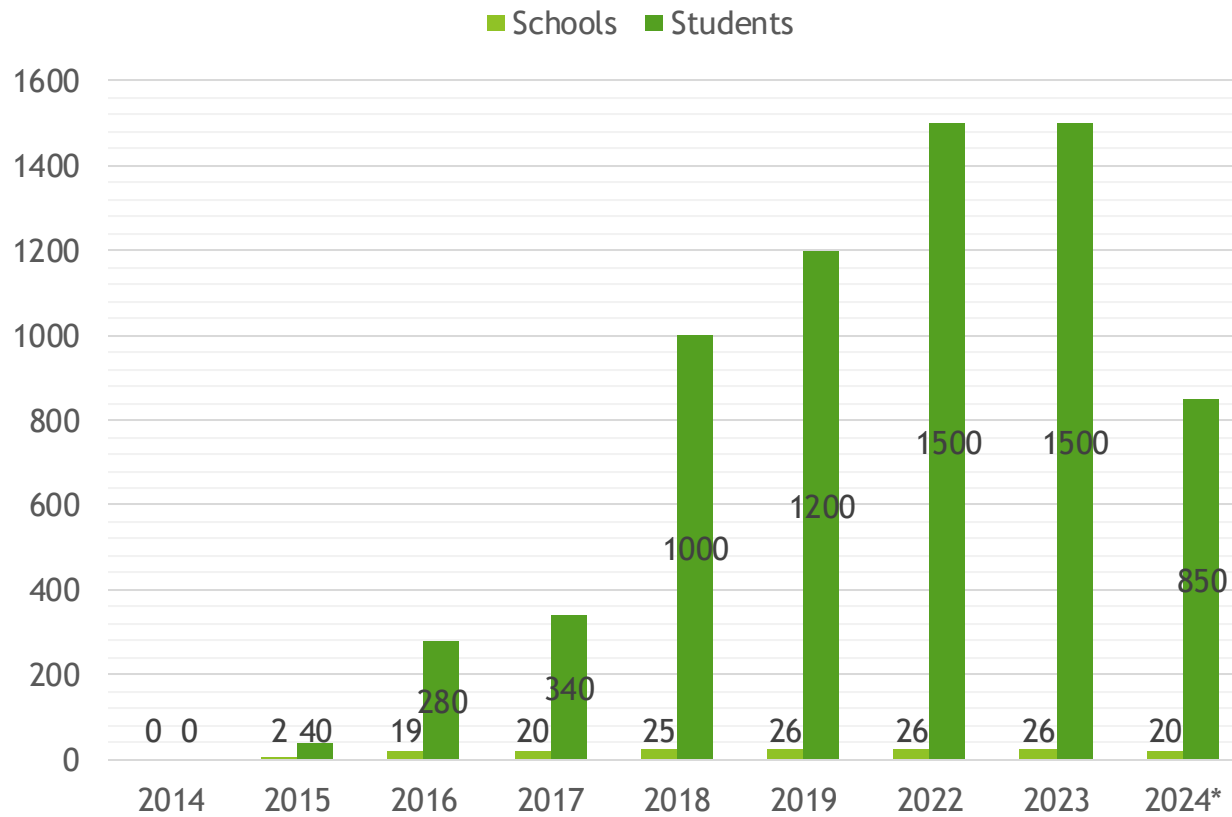


\*Election day school closure impacted number of students able to participate

# RESPONSE TO: WOULD YOU RECOMMEND THE SHOW TO A FRIEND?



# SCHOOLS & STUDENT INVOLVEMENT



\*Election day school closure impacted number of students able to participate

# INDUSTRY & RIDE FEEDBACK



## 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.

**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.





# 2024 MARKETING RECAP



## Multi-Level Digital Marketing Strategy

We successfully executed multiple marketing campaigns across various platforms such as 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.

Performance Media (Streaming TV) reached over 13,295 households.

- 39,292 commercials aired
- 24,060 Multi-touch impressions
- 316 verified website visits
- 11.08% conversion rate

Meta paid ads for the show had over 416K impressions, 121K engagement and over 8K clicks – reaching 107K accounts!

## Comprehensive Media Buy

- NBC 10 On Site LIVE Coverage with News Team 10
- 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
- Warwick Beacon/Cranston Herald (RING) Promo sticker
- Providence Journal Overline (Top of front page)
- Primetime spots on all major broadcast radio stations in the market which included Cumulus Media, iHeart Media and Cat Country 98.1
- PR Wire release regarding the show and features picked up by over a dozen news outlets.
- Energy Expo Council Chair Harry Oakley interviewed by iHeart Media
- Chief Program Development Steven Chybowski interviewed on Rhode Show



# 2024 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.

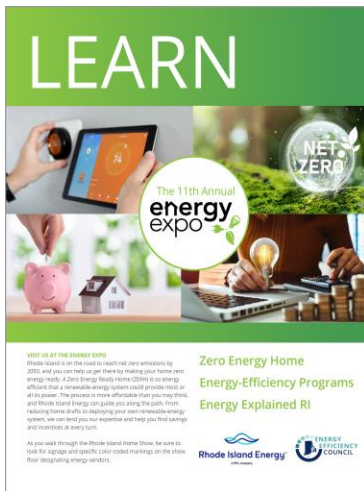
- Facebook reach up 51.9% (over 208K)
- Overall Facebook engagement ups 40.5% to nearly 3K
- Facebook link clicks up 86.3% to over 12K
- Instagram reach up 266.3%! (53K)
- Instagram engagement up 100% to over 2K!
- Instagram link click up 100% to 904!!

## 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
- 8 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



# 2024 MARKETING ASSETS



:30 Second TV Commercial



Cover sponsorship



7 page feature section in show program



10 ft banner between entrance pillars

# 2024 MARKETING ASSETS



RIBA Tradebooth Energy Expo Panel



8x4 ft ceiling sign



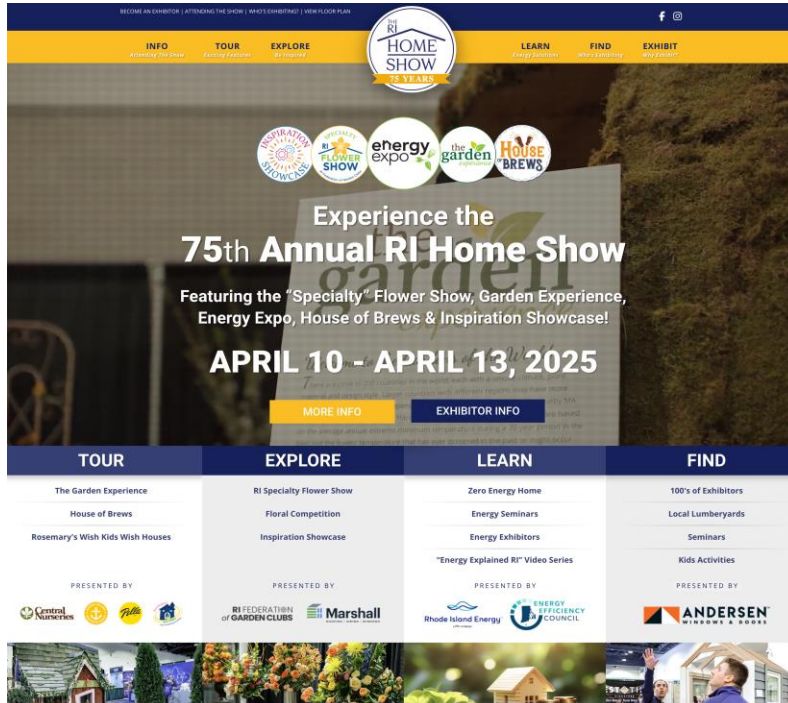
Sponsor Pull Up Banner at Entrance



Energy Show Stuffer

# 2024 MARKETING ASSETS

## RI Home Show Website Callouts



### THANK YOU TO OUR SPONSORS



### The 12th Annual Energy Expo At The Home Show!

#### The Pathway To A Zero Energy Home

This year's theme is the Pathway to a Zero Energy Home! A zero-energy ready home is a high-performance home that is so energy efficient that a renewable energy system could offset most or all of the home's annual energy use. The process is more affordable than you may think, and Rhode Island Energy can guide you along the path. From reducing home drafts to deploying your own renewable energy system or purchasing an electric vehicle, we can lend you our expertise and help you find savings and incentives at every turn.



LEARN HOW TO ELECTRIFY YOUR HOME

FIND ENERGY SAVING PROGRAMS

### Energy Seminars

VIEW ENERGY SEMINARS

Our expert speakers will guide you through the latest advancements in energy-efficient technologies, offering invaluable insights on how to optimize your home's energy consumption. From cutting-edge insulation solutions to state-of-the-art smart home systems, our seminars cover a diverse range of topics designed to empower homeowners with the knowledge needed to make informed decisions.



# THE RHODE ISLAND BUILDERS ASSOCIATION & STUDENTS



## THANK YOU!

For your continued collaboration.

