



# NARI® Home Improvement Show

September 29<sup>th</sup>, September 30<sup>th</sup> and October 1<sup>st</sup>, 2023

IX Center  
Cleveland, OH

For 40 years, the award-winning NARI Home Improvement Show, owned by the National Association of the Remodeling Industry, has been uniting Northeast Ohio consumers with the area's finest line-up of home improvement experts and suppliers. This is an unrivaled exhibiting opportunity to promote your company, increase sales/market share, and grow your business.

The NARI Home Improvement Show is proudly owned and produced by -



National Association of the Remodeling Industry - NARI  
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## Show Profile

### Year Established:

1981

### Owned/produced by:

NARI® - National Assoc. of the Remodeling Industry, Greater Cleveland Chapter

### 2023 Venue

IX Center  
Cleveland, OH

### Awards:

**National Consumer Show of the Year** award recipient (2008); presented by NACS.

### Media & Promotion

Print, Broadcast (tv/radio), cable, social media, PR, outdoor, collateral, transit, retail outlets, internet/web

### Show Guide:

Published by Great Lakes Publishing, Cleveland, OH

## Attendee Profile

### Number of Attendees:

15,000 – 20,000

### Who attends:

**Primary** - Owners of homes, vacation homes and/or rental properties.

**Secondary** - Builders, general contractors, building mgrs., architects, designers

### Motivation for attending:

#### Consumers:

To find and hire home improvement specialists/contractors/products for their interior and/or exterior home projects; to make product selections.

*75% + are planning a home improvement project within 6 months.*

*95% of attendees own a home and/or vacation home or rental property.*

#### Trade Professionals:

To source product, attend educational seminars, to stay current with design and material trends.

#### BONUS Attendance - Industry Day is September 29<sup>th</sup>

all industry professionals receive complimentary admission to show on Sept 29<sup>th</sup> Show is also open to public.

#### Market Reach/Counties:

Ashtabula, Cuyahoga, Erie, Geauga, Huron, Lake, Lorain, Medina, Portage, Sandusky, Stark, Summit & Wayne

## Exhibitor Profile

### Number of Exhibitors:

175-200

### Who exhibits:

Home remodeling & renovation contractors, Design/Build firms, Flooring, Tile & stone suppliers & installers, Roofing & Windows, Cabinetry & cabinet refacing, Closet Systems, Plumbing fixtures, Waterproofing, Handyman services, HVAC, kitchen/bath/interior designers, Sunroom/Patio Rooms, Lumber & Millwork, Fencing, Decks, Landscapers & Outdoor living, Residential lighting & Security, Financial services, Garage builders & fitters, Storage buildings & barns, Home theatre & electronics, Bathtub refinishing & refacing, Elec. & plumbing fixtures, Saunas, spas, & hot tubs, Furniture & home furnishings, Insulation & home efficiency, Gutters & gutter protection and more.

### Motivation for exhibiting:

Gain face-to-face contact with ready-to-remodel homeowners, generate sales leads, increase sales, build company awareness & visibility, outpace competition, create product demand, seek new dealers, and build credibility.