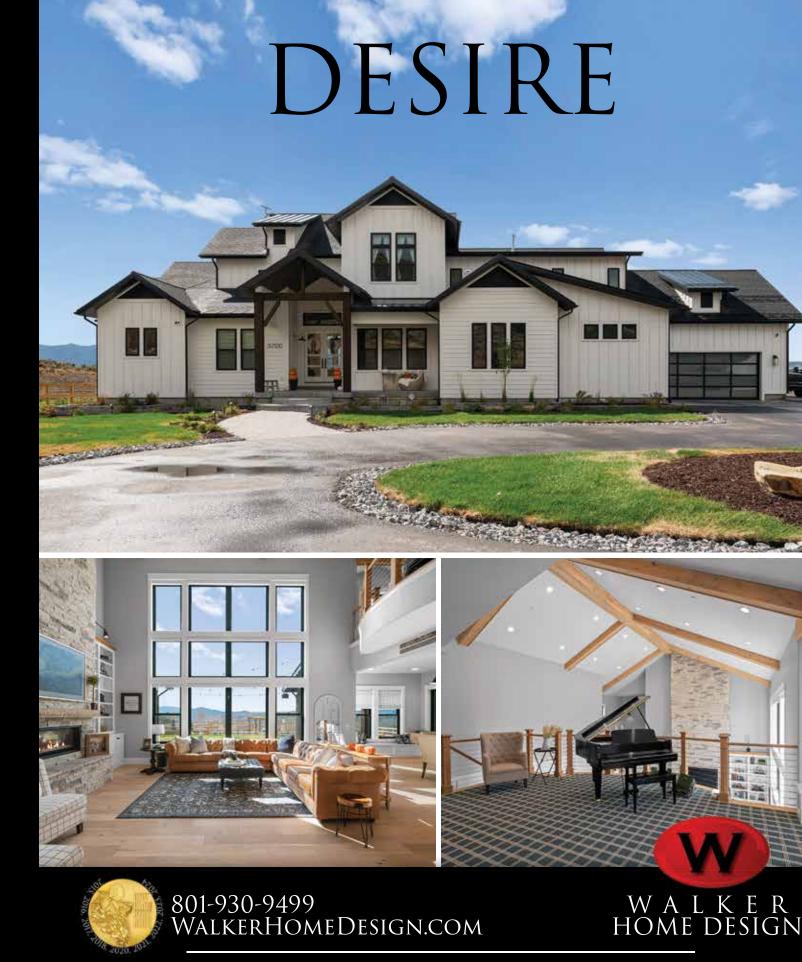


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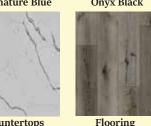


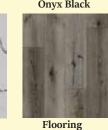
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Manager's Letter

Welcome













HOME SHOW TEAM:

1. Ian Richmond
(Show Manager)

2. Anne Ryan

3. Carlton Edwards

4. Lindsey Reinarz

5. Hannah Gilbert-Egli

6. Lizz Egan

MBRACE THE NEW YEAR WITH FRESH IDEAS and unlimited inspiration at the 2025 Salt Lake Home Show! Our team is thrilled to unveil an extraordinary lineup, including a national TV celebrity guest, local industry experts, and the latest home design and construction trends.

This year, we are excited to welcome **Craig Conover, the charis- matic star of Bravo's Southern Charm**, who has woven his passion for sewing into a thriving business. With the launch of his brand Sewing Down South, Craig is proving that creativity, persistence, and a touch of Southern charm can transform a hobby into a lifestyle empire.

Fresh off the opening of his new retail store in Nashville, you can catch Craig LIVE on the Design Stage where he will talk about his journey, his inspirations, and his favorite home and design tips. See him on **Friday**, **Jan. 10 at 4 p.m. and Saturday, Jan. 11 at noon**.

The Salt Lake Home Show offers more than just great speakers. Look ing to add a new furry friend to your family? Visit our **Pet Adoptions** area, where you can find your new best friend and give a loving pet a forever home!

Be sure to explore our **Designer Rooms by The Nest Furnishings**, where you can immerse yourself in beautifully curated spaces created by top designers. The area will showcase the latest trends, offering endless inspiration for your next makeover. Check out our Serenity Yurt tool

In addition to these exciting attractions, we encourage you to browse the hundreds of vendor booths throughout the weekend to gather inspiration for your next home project. You'll find everything you need to turn your dream home into a reality.

We extend our sincere thanks for allowing the Salt Lake Home Show team to assist with your home renovations. Our commitment to being your premier source for top-notch home improvement, design, and landscaping products and services remains steadfast. Don't forget—there's plenty of **FREE Parking**, including **FREE Valet Parking provided by Xfinity on Jan. 10 and 11** to make your visit even more convenient.

Join the conversation on Facebook and Instagram, as your thoughts

See you at the Salt Lake Home Show,

are of utmost importance to us!

I am Richmond

Ian Richmond and the Salt Lake Home Show Team SaltLakeHomeShow.com

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JANUARY 10-12 Mountain America Expo Center Friday, Jan. 10: 2 PM - 9 PM

Friday, Jan. 10: 2 PM - 9 PM Saturday, Jan. 11: 10 AM - 9 PM Sunday Jan. 12: 11 AM - 6 PM



HERO DAY AND
TEACHER APPRECIATION DAY

All active and retired military, first responders, and teachers qualify for one FREE ticket on Friday, January 10. Must present valid ID at Will Call in the South Lobby.

Circle Of Excellence



The Salt Lake Home Show team would like to honor three exhibitors with the 2025 Circle of Excellence title. The members of our Circle of Excellence have participated in 15 or more Home Shows and earned an "A" rating or higher with the Better Business Bureau.

Thank you to this year's honorees for their outstanding commitment to current and future customers!

2025 HONOREES











Celebrity Guest

CRAIG CONOVER

Sewing Dreams to Business Success:

Meet Bravo's Craig Conover of Southern Charm

RAIG CONOVER, the charismatic star of Bravo's Southern Charm, has woven his passion for sewing into a thriving business. With the launch of his brand Sewing Down South, Craig is proving that creativity, persistence, and a touch of Southern charm can transform a hobby into a lifestyle empire. Fresh off the opening of his new retail store in Nashville, Craig sat down to talk about his journey, his inspirations, and his favorite home and design tips.

A New Stitch in Nashville

Q: Why did you choose Nashville to open your Sewing Down South store?

"I've always loved Nashville. Opening a store here has always been a goal of mine and felt like a natural extension of our store in downtown Charleston. The people, the culture, the food, the music—Nashville brings together a great mix of new ideas, and we wanted to be part of that fabric. We value what our customers say, and we've been listening to them when they said come to Nashville. So here we are!"

Sewing as a Business

Q: How did you turn your passion for sewing into a business?

"I've always believed in pursuing our own creative endeavors. I developed a passion for sewing during home-economics class in the eighth grade. It wasn't always easy—I faced ridicule and criticism—but I didn't let it stop me. When my designs started getting attention on social media, I knew there was something there. With the help of my business partners, Jerry and Amanda, Sewing Down South became a reality. Now, it's exciting to see what the future holds."

Continued Next Page >





Podcast Meets Business

Q: How does your podcast, Pillows and Beer, impact Sewing Down South?

"I started *Pillows and Beer* with my friend and Southem Charm castmate, Austen Kroll. It gives us the chance to connect with fans and share what's happening in our lives. Going on tour for the podcast has allowed us to meet people across the country and experience new cultures. That inspiration often translates into ideas for Sewing Down South."

Face-to-Face Marketing

Q: From a marketing perspective, what's the best initiative to build your brand?

"Even with social media helping spread your message globally, you can't go wrong with good old-fashioned face-to-face interactions. That's why we love coming to shows—it's an opportunity to meet new people, have conversations, feel different fabrics and products, and get inspired by others."

Craig's Home & Design Advice

Q: What home gadget or tool should every homeowner own?

"A cordless drill and a basic household tool kit. They'll help you tackle most basic repairs or DIY projects around the house."

Q: What's your favorite HGTV or DIY Network series?

Breaking Bland with Mary Welch Fox. I know her personally in Charleston, and it's so cool to see her with her own show."

Q: Best home purchase for under \$100?

"I'm a big believer in home organization tools like storage bins and baskets. They make it easier to find things and help tidy up your home or garage. For inside the house, accent pieces like throw pillows, blankets, wall art, mirrors, or even plants (real or fake) are great affordable options."

Q: What's one project you tell people to NOT do as a DIY?

"I wouldn't DIY plumbing —leave that to the professionals. And I steer clear of electricity, too. I got electrocuted once when I was younger, and it still freaks me out!"

Q: What's one outdoor tip for big impact in landscaping or curb appeal?

"Keep it simple. Don't overcrowd your space. Leave room for plants to grow and create a clean, inviting look that draws the eye."

What's Next for Craig and Sewing Down South?

Craig's journey from sewing enthusiast to business mogul is nothing short of inspiring. With his new Nashville store, podcast tours, and a growing list of design collaborations, Craig is proving that following your passion can lead to unexpected success.

THE ART OF ACCESSORIES

Elevating Your Home Décor Without Breaking the Bank

Accessories are the final touch that turns a house into a home. They express personality, set the tone of a space, and tie together all the elements of a room. Yet, many homeowners overlook their importance, or worse, overspend on pieces that don't truly add value. The good news? You don't need a hefty budget to decorate with accessories that look expensive. With a little creativity and some insider tips, you can achieve a polished and stylish home that feels uniquely yours.

THE ROLE OF ACCESSORIES IN HOME DESIGN

Accessories act like jewelry for your home. Just as a necklace or a pair of earrings completes an outfit, accessories like throw pillows, rugs, art, and tabletop décor complete a room. They add texture, color, and depth while creating a sense of balance and harmony. The key is choosing pieces that not only complement your overall design aesthetic but also feel personal and meaningful.

HOW TO CHOOSE THE RIGHT ACCESSORIES

Start with a Plan. Before you begin accessorizing, determine the mood and color palette of your space. Are you going for a minimalist vibe, or do you love the eclectic charm of mixed patterns? Knowing this will help you select accessories that fit cohesively with your style.

Prioritize Quality Over Quantity. A few carefully chosen accessories will always look better than clutter. Choose pieces that are timeless and versatile, so they work across different seasons or as your tastes evolve. Layering is Key. Just like layering fabrics or furniture, layering accessories adds depth to your design. Mix items of varying heights, textures, and materials on surfaces like coffee tables, bookshelves, and sideboards. For example, pair a textured vase with a glossy photo frame and a stack of books for a balanced yet dynamic look.

Incorporate Nature. Greenery is one of the simplest and most affordable ways to accessorize your home. Whether it's a potted plant, a fresh bouquet, or faux greenery, adding a natural element instantly breathes life into a space.

AFFORDABLE WAYS TO ACCESSORIZE YOUR HOME

Decorating doesn't have to cost a fortune. With these cost-saving tips, you can achieve a high-end look for less:

Shop Secondhand. Thrift stores, flea markets, and estate sales are treasure troves for unique accessories. Look for items like vintage mirrors, art prints, and brass candlesticks that can be cleaned or refurbished to look like luxury finds.

DIY Your Décor. Get crafty with simple DIY projects. For example:

- Use a canvas and some paint to create your own abstract artwork.
- Frame pages from old books or magazines for budget-friendly wall art.
- Transform mason jars into chic vases or storage containers with a coat of spray paint.

Mix High and Low. Splurge on one or two statement accessories, like a designer lamp or a handcrafted vase, and pair them with affordable pieces from stores like Target, IKEA, or HomeGoods. The contrast creates an elevated look without stretching your budget.

Opt for Timeless Textiles

Swap out throw pillows, blankets, and curtains to refresh your space seasonally. Many budget-friendly retailers offer high-quality textiles that mimic more expensive designs. Stick to neutral or classic patterns to maximize longevity.

Repurpose What You Already Own. Sometimes, the best accessories are already in your home. Repurpose items like books, trays, or even kitchenware as décor. For example, stack colorful cookbooks on your kitchen counter or use a serving tray to display candles and small plants on your coffee table.



DESIGN TRICKS FOR A LUXE LOOK

Want your affordable accessories to look more expensive? Try these design tricks:

Play with Scale. Oversized accessories, like a large floor vase or a statement mirror, make a big impact and look more luxurious than smaller, cluttered items.

Stick to a Cohesive Color

Palette. Accessories in a coordinated color scheme instantly feel more intentional and upscale. Metallics like gold or brass, along with rich hues like navy or emerald green, exude sophistication.

Embrace Symmetry. Symmetry creates balance and a sense of order, which is inherently pleasing to the eye. For example, place matching lamps on either side of a sofa or bed for a polished look.

Layer Textures. Combining textures like velvet, linen, glass, and wood adds richness and complexity. A faux fur throw over a leather armchair or a woven basket paired with ceramic planters can make even simple pieces feel high-end.

Group Accessories in Odd

Numbers. Decorators often use the "rule of three" when arranging accessories. Group items in odd numbers and vary their heights to create visual interest.

${\bf ROOMS\ TO\ FOCUS\ ON}$

Certain rooms benefit more from accessorizing than others. Here's where to prioritize:

The Living Room

- Add throw pillows and a cozy blanket to the sofa.
- Style the coffee table with a tray, books, and a small sculpture.
- Hang a large piece of art or a gallery wall above the sofa.

The Bedroom

- Layer your bed with accent pillows and a textured throw.
- Use bedside table lamps for both function and style.
 o Incorporate personal touches, like framed photos or a small vase of flowers.

The Kitchen

- Display cutting boards, bowls of fresh fruit, or potted herbs on the counter.
- Use stylish containers for frequently used items like utensils or spices.

The Bathroom

- Roll towels neatly into baskets.
- Add a candle, a small plant, or decorative soap to the vanity.
- Hang a piece of artwork to liven up blank walls.

Accessories have the power to elevate your home's design while reflecting your personal style. By focusing on thoughtful choices, mixing high and low-end pieces, and utilizing affordable design tricks, you can create a space that feels luxurious and inviting without overspending.

Remember, accessorizing is an ongoing process. As you live in your space, your tastes may evolve, and that's okay! The beauty of accessories lies in their versatility—you can always update and rearrange them to keep your home feeling fresh and inspiring. To find more inspiration, browse the hundreds of booths at the Salt Lake Home Show. You'll find the perfect accessories, plus experts to help you create the perfect look for any room!

12 SALTLAKEHOMESHOW.COM

Design Stage

LEARN FROM AND INTERACT WITH THE EXPERTS



Kate Fehr, Clear & Simple

Kate Fehr, owner of Clear & Simple, is a professional organizer and speaker who helps overwhelmed individuals create space for what matters most. Over 15 years, she has guided hundreds of clients to reclaim their time, energy, and joy using The Clear & Simple Steps. When not organizing, Kate enjoys testing new recipes, gardening with her partner Matt, and incorporating homegrown produce into their meals.



Jaime Walker, Walker Home Design

Jamie Walker is the president and lead designer of Walker Home Design.
Jamie's specialty is creating homes that combine unique features and an artistic flair.



Alexia Halliday, Nice & Neat Homes Alexia Halliday is

dedicated to transforming her clients' lives through the power of organization while leading her team with integrity and strong vision. A new mom of twin girls, Alexia's passion for hard work, empathy, and delivering exceptional results fuels her approach to both business and leadership.



Cynthia Bee, Utah Water Ways

Cynthia Bee is Utah's expert for local landscapes. She has helped develop training, processes, and tools that make landscaping so much simpler! Cynthia holds a degree in landscape architecture and has spent her career teaching Utah homeowners how to create landscapes that fit, rather than fight, our challeng-



ing climate.

Mike Hewett, King Construction Services

Mike Hewett is the president of King Construction Services, Inc. He has been a general contractor for 25 years and built four homes featured in the Salt Lake Parade of Homes, three of which won the Best of Show and People's Choice awards.



Mitch Nelson, The First Flip Challenge by Flippin' with Mitch & Maeli

Mitch Nelson is a real estate investor, #1 best-selling author, entrepreneur, and educator passionate about helping people reach their full potential through financial empowerment. With a multi-million-dollar rental portfolio and hundreds of successful fix-andflips, Mitch shares his expertise on his YouTube channel, Flippin' with Mitch and Maeli. His mission is to eliminate fear and misinformation around money, enabling others to build wealth and live their biggest life.



John Sirstins, Miracle Method Surface Refinishing

John Sirstins is the president of Sales for Miracle Method Surface Refinishing in South Salt Lake, UT. He specializes in educating both individual residents and companies about the reality that refinishing is not only an option to save a lot of money, but a better solution than replacement of floors, countertops, showers and tubs for most homes and businesses.

DESIGN STAGE SCHEDULE

FRIDAY, JANUARY 10

3:00	Jamie Walker - Walker Home Design	Designing Your
	·	World Class House Plan
4:00	Craig Conover of Bravo's Southern Charm .	Top Design Trends
5:00	Kate Fehr - Clear & Simple, LLC	3 Steps to Getting &
		Staying Organized
6:00	Mike Hewett - King Construction Services	
		Choose a Contractor
7:00	John Sirstins - Miracle MethodHom	
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SATURDAY, JANUARY 11

	SATORDAI, JANOARI II
11:0	Mike Hewett - King Construction Services, LLC How to Find and Choose a Contractor
12:0	O Craig Conover of Bravo's Southern Charm Top Design Trends
1:00	Alexia Halliday - Nice & Neat Homes Professional OrganizingHow to Tackle the Overwhelming Home Decluttering Process
2:00) Jamie Walker - Walker Home Design Designing Your World Class House Plan
3:00	John Sirstins - Miracle MethodHome Improvement Solutions For a Fraction of the Price
4:00	Xate Fehr - Clear & Simple, LLC3 Steps to Getting & Staying Organized
5:00	Mitch Nelson - The First Flip Challenge by Flippin' w/ Mitch & Maeli Real Estate Investing Like the Wealthy
6:00	Cynthia Bee - Utah Water Ways Best Plants for Utah Yards

SUNDAY, JANUARY 12

12:00 Mitch Nelson - The First Flip Challenge by Flippin' w/ Mitch & Maeli

	Real Estate Investing Like the Wealth
1:00	Jamie Walker - Walker Home Design Designing You
	World Class House Pla
2:00	Alexia Halliday - Nice & Neat Homes Professional OrganizingHow
	to Tackle the Overwhelming Home Decluttering Proces
3:00	Mike Hewett - King Construction Services, LLC How to Find and
	Choose a Contracto
4:00	Kate Fehr - Clear & Simple, LLC 3 Steps to Getting 8
	Staying Organize

Visit SaltLakeHomeShow.com for a complete listing of seminars.





Directory AND SHOW MAP



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Friday, Jan. 10: 2 PM - 9 PM | Saturday, Jan. 11: 10 AM - 9 PM Sunday, Jan. 12: 11 AM - 6 PM

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Best Vinyl Fence & Deck638, 640 bestvinyl.com
Dream Builders Collective808 revolveutah.com
Suncoast Enclosures901 suncoastenclosures.com
Western Timber Frame 501, 1401 westerntimberframe.com
Wright Timber Frame1229 wrighttimberframe.com

20 -6	Rocky Mountain Garage Pros1321 rockymountaingaragepros.com/residential
r	Tailored Closet & Premier Garage911 tailoredcloset.com new exhibitor
	GARDEN CENTERS/NURSERIES
54	New Earth Seeds
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39	Dream Builders Collective808 revolveutah.com
15	Suncoast Enclosures901 suncoastenclosures.com
12	Western Timber Frame 501, 1401 westerntimberframe.com
10	Wright Timber Frame1229 wrighttimberframe.com
20	GENERATORS
)5	Blue Best LLC
11	Generator Supercenter1014 generatorsupercenterofsaltlakecity.com
	GIFTS & GADGETS
11	Natural Balance
28 21	Redfern Enterprises Ltd305 redfernentus.com
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GUITERS	•
ce Gutter Inc	609
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Gutter Filters of Utah1515 gutterfiltersofutah.com
LeafFilter North LLC115 leaffilter.com
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REXTERIORS

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Bright Home Repair	120
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HEALTH & WELLNESS



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Gold Naturals	со
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Taspen's Organic440 taspens.com	co
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dent	HOME DECOR
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itor	HVAC
. 517	Action Plumbing Heating & Air 1129 actionplumbing.net
038	All Pro Appliance, Plumbing, Heating, Air, and Electrical
305	(Powered by Fairway)1002 allproapplianceservice.com
.615	Any Hour Services
833	Apex Clean Air
.129	Blue Best LLC
440	Comfort Pros Heating & Air800 comfortprosutah.com
738	YES! Heating Air Conditioning, Plumbing & Electric





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HVAC AIR QUALITY CONTROL

HVAC AIR QUALITY CONTROL PURIFIERS & FILTERS	KITCHEN & BATH CONT.	
	KING	
My Utah Air517 myutahair.com	CONSTRUCTION	
•	King Construction Services	
Prestige Products Direct LLC215 prestigeproductsdirect.com/triad	kingut.com	
HVAC DUCT CLEANING	Kitchen Tune Up	
Apex Clean Air	kitchentuneup.com/services/	
apexcleanair.com/ac-repair-in-denver-co	the-original-tune-up new ext	
INSULATION	Let's Remodel Your Home beibuild.com	
Accent Insulation909		
accentinsulationutah.com	Mountain States Kitchen & Bath mountainstatescabinetry.com	
Performance Pro SupplyF12	new ext	
performanceprosupply.cor new(exhibitor	Pro-Worx Construction	
Spray Foam Genie	proworxconstruction.com	
sprayfoamgenie.com/home-insulation-in-	Revision Kitchen and Bath	
salt-lake-city	Revision-ut.com	
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INSURANCE	Solvo BuildersSolvobuilders.com	
Aligned Insurance Company1312		
alignedinsurancecompany.com	Universe ConstructionuniverseContractor.com	
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KITCHEN & BATH CONT.



King Construction Services 910 kingut.com
Kitchen Tune Up 1115
kitchentuneup.com/services/

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Let's Remodel Your Home604 peibuild.com	
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Revision Kitchen and Bath	1521
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Salt Lake Custom Builders	1405

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LANDSCAPE DESIGN/INSTALLATION/ ARCHITECTS

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Summit Pools & Landscape828 www.summitpoolsutah.com

LIGHTING - OUTDOOR	
EverLights myeverlights.com	1221
JellyFish Lighting jellyfishlighting.com	302
Lux Lights628 luxlights.com	3, 629
Outdoor Lighting Perspectives of Utah Countyoutdoorlights.com/utah-county	708

MATTRESSES/BEDS	
American Sleep Therapy 1508, 1513 americansleeptherapy.com	
Mattress Firm, Inc409 mattressfirm.com	
Superior Sleep129 supsleep.com	
The Mattress Hub1039	
MEMBERSHIPS	
Farm Fresh To You 1013	
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Pulse Plumbing Services	
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A Pool and Spas apoolandspa.com	20	
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Eco Spasecospas.com	83	
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Solvo Builders solvobuilders.com	121	
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Marmotherm marmotherm.com	12 new exhibito	
REA	ALTORS	
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RECREATION/ENTERTAINMENT/EVENTS

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9, 1409	San Francisco Falun Buddha Study Association61			
1139	9 Shenyun.com/slc			
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839	ESC Construction & Remodeling 30 facebook.com/profile.php?id= 100065045768924			
1010	HERO Home44			
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BIGFOOT ROOFING & GUTTERS Bigfoot Roofing and Gutters 1344	Purelight Power1504 www.purelightpower.com new exhibitor	new exhibit
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M&M Gutters & Exteriors220 mandmgutters.com	Double Dippin1135 doubledippin.com	WINDOW WELLS & COVERS Windowell Expressions
Quality Roofing & Energy729 qualityroofingandenergy.com	SPRINKLERS & IRRIGATION	wehideugly.com windows
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SIDING/STUCCO/EXTERIOR SURFACES & FINISHES	Parliament Marketing, LLC. DBA Global Travel Network 533 parliamentmarketing.com	Pella Windows & Doors 1121, pellabranch.com
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Ox Remodel	Diamond Tree ExpertsF15 diamondtreeexperts.com	JKR Windows Jkrwindows.com
Renovation By Burbach	Rent A Monkey Tree ServiceF9 rentamonkey.com new(exhibitor	443
burbachexteriors.com	WATER SYSTEMS & FILTERS	Windows & Doors
RESEXTERIORS CONCLUSION	A Plus Water LLC712 apluswaterusa.com	M3 Windows and Doorsm3slc.com
RGS Exteriors and Construction721 utahgutter.com	NuWater Utah1211 nuwatertec.com	Ox Remodel
SKIN CARE/COSMETICS	Flush Pros433	Renewal by Andersen
A Permanently Beautiful You118 apermanentlybeautifulyou.com	Flushprosut.com new exhibitor	rbaslc.com
Hawaiian Moon539 aloecream.biz	Longevity Water Systems341 longevitywatersystems.com/about new exhibitor	RES EXTERIORS (4)
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