

2022 Activation Opportunities



KBIS

ORLANDO
FEBRUARY 8-10
2022

Best of KBIS

\$1,000 for each product

Be part of the industry's premier awards program highlighting the best new kitchen, bath, smart home technology, and outdoor living products that push the boundaries of design, technology and innovation. Products may be entered in more than one category. Individual entry fees apply per category. Please read on below for helpful tips and information on how to enter and what you can expect at the show.

Entry Categories

- Kitchen
- Connected Home Technology
- Bath

*The \$1,000 entry fee is per entry category. Products may be entered in more than one category. Individual entry fees apply per category.

Judging Process

The judging committee will include five high-profile design professionals.

- Judges will review all product entries pre-show and narrow to 50 products (finalists). Judges will vet based on product description, provided images and required answers to entry questions.
- Judges will sign NDA protecting brand embargoed products.
- The finalists (top 50 products) will be judged onsite within the exhibitors' booth. Finalists will have 5 minutes (multiple entries from single brands time to be negotiated) to present/show product benefits and features.
- All finalists will be contacted prior to the show and provided their presentation window.
- Time "windows" may not be changed. If an exhibitor is unable to make their scheduled time, the judges will view product without presentation. There will be no makeup times.



Awards Ceremony

Winners will be announced at KBIS as part of the KBISNeXT Stage programming on Wednesday, February 9, 2022 at 4:00 PM ET. Each winner will be called and recognized individually on stage, with "Best of Show" recognized last. Winners must be present to accept their award.

[PURCHASE ENTRY](#)[CONTACT US](#)

Design Milk/ Modenus Lounge Session Sponsor

\$7,500-\$20,000



A collaboration between Design Milk and Modenus Media.

Returning to KBIS for a 5th year, the Design Milk X Modenus Talks Lounge (#dmmtalks) will be located in South Hall near the ICFF Pavilion. For 2022, #dmmtalks will focus on engaging presentations and conversations around design business, emerging designers and artisans as well as networking breakfasts, luncheons and cocktail hours. Session topics coming soon.

Design Milk/ Modenus Lounge Session Sponsor

\$7,500-\$20,000

Premium Sponsorships:

**Influencer
Breakfast Track
\$20,000**

**TechXWellness
Lunch Track
\$20,000**

**Design Business
Track
\$15,000**

Includes:

- 5-minute Sponsor introduction and CTA during each session
- Exclusive sponsor spotlight on Design Milk Instagram
- Exclusive sponsor spotlight on Modenus Instagram and on Design Uncut program
- Logo on all event assets

Session Sponsorships:

**Brand Talks
\$7,500**

- 15 Minute Live BrandTalks Interview between brand and DMMTalks Lounge Moderator
- Logo on lounge signage

**Trend Talks
\$7,500**

- 2-3 minute sponsor introduction
- Logo on lounge signage

**Happy Hour
Opportunities**

- Upon request

KBISNeXT Stage Session Sponsor

\$7,500



Showcasing the industry's latest trends and insights shared by leading kitchen and bath experts, the KBISNeXT Stage is the place to be at KBIS. By becoming a session sponsor, your brand will be top-of-mind for all stage attendees. Programming at the stage will include the NKBA's Thirty Under 30 Choice Awards, DesignBites, the Best of KBIS Awards and a variety of engaging new panel discussions.

Benefits and promotions include:

- Recognition as a sponsor in emails, website, press releases, show directory, onsite signage and social media
- Printed collateral dropped in attendee seats before sessions
- Recording of session to be include in post show rebroadcasts and on-demand availability; edited version shared with sponsor for their own marketing purposes
- Pre-show interview about "what to expect" on all KBIS social channels
- 5 minute sponsor introduction at the beginning of the session (can be brand specific)
- Opportunity to have ONE person associated with the brand on the panel who can represent the sponsor POV

Media Tours

\$5,000-\$40,000



**CONNECT
WITH THE MEDIA AND
PROVIDE A FIRST LOOK AT
YOUR NEW PRODUCTS!**

Onsite Hard Hat Media Tour

Tuesday, February 8 | 7:00 AM - 9:30 AM

Virtual Media Tour

Friday, February 4 | 12:00 PM - 2:15 PM ET
Online via Zoom

Two tours means more opportunities to get your product in front of media, before, during and after KBIS! Our annual Hard Hat Media Tour takes place on Day 1 at KBIS 2022 in Orlando. Twenty VIP media will tour, touch, feel and hear from you in person on your latest and greatest product intros.

Introduced for the first time in 2021, the Virtual Media Tour returns on Friday, February 4, 2022! The virtual experience will feature 3- to 5-minute videos from each participant (provided by exhibitors), along with a live virtual Q&A.



BEST OF
KBIS

DESIGNMILK/
MODERNUS
LOUNGE

KBISNEXT
STAGE

MEDIA
TOURS

SOCIAL
MEDIA

REGISTRATION

ON-SITE
ACTIVATIONS

DIGITAL

HOTEL

KBB MAGAZINE

Media Tours **\$5,000-\$40,000**

ALL SPONSORS WILL RECEIVE THE FOLLOWING PROMOTIONS:

- Mention in Media eNewsletter (1)
- Mention in biweekly KBIS eNewsletter (1)
- Mention in Press Release (1); Release posted to KBIS Digital Pressroom

SPONSORSHIPS FOR BOTH TOURS

SOLD

OFFICIAL TOUR SPONSOR

\$40,000

EXCLUSIVE OPPORTUNITY

Receive a guaranteed spot on the tour. Tour stop will be extended, allowing you extra time (25 minutes) with the media. Sponsor allowed two (2) participants to walk the entire tour with media. Receive all promotions above plus (1) social media post on Facebook.

BREAKFAST SPONSOR

\$18,500

EXCLUSIVE OPPORTUNITY

Receive a guaranteed spot on both the onsite and virtual tours. Breakfast hosted in sponsor's booth with extended time (25 minutes) allotted to serve breakfast and present to tour participants. Receive all promotions above plus one (1) social media post on Facebook.

**Cost of sponsorship does not include breakfast. Sponsor is responsible for arranging and coordinating catering logistics.*

SOLD

SPONSORSHIPS FOR HARD HAT MEDIA TOUR (ONSITE)

COFFEE/TRANSPORTATION SPONSOR **\$7,500**

EXCLUSIVE OPPORTUNITY

As media arrive for the tour, welcome them with a warm cup of coffee in a company branded mug. With an early tour start, the media will be sure to thank you! Sponsorship also includes a guaranteed spot on the tour. Your booth will be the first stop on the tour. Receive all promotions listed at top of page.

**Cost of sponsorship does not include coffee service. Sponsor is responsible for arranging and coordinating catering logistics. Sponsor branded mug/travel mug is optional.*

GIFT BAG SPONSOR **\$5,000**

EXCLUSIVE OPPORTUNITY

Provide a gift bag with your product or promotional offer to all members of the tour. Receive all promotions at top of page.

**Cost of sponsorship does not include gift bag and contents. Sponsor is responsible for coordination of contents and bags. Branded bags with small items are suggested.*

SPONSORSHIPS FOR VIRTUAL TOUR

VIRTUAL MEDIA TOUR STOP **\$8,500**

EXCLUSIVE OPPORTUNITY

One spot available – act now!

Guarantee media engagement by purchasing a spot on the virtual media tour! Limited to 3 spots on a first come, first served basis.

BEST OF
KBIS

DESIGNMILK/
MODERNUS
LOUNGE

KBISNEXT
STAGE

MEDIA
TOURS

SOCIAL
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ON-SITE
ACTIVATIONS

DIGITAL

HOTEL

KBB MAGAZINE

KBIS Sponsored Social

\$5,000-\$10,000

Re-think your social approach with our KBIS 2022 Product Discovery Packages. Our new videofirst format serves to connect your products with the various KBIS social media audiences. Our three packages are designed to use KBIS communities as an opportunity to share your new products and initiatives leading up to KBIS 2022 and beyond.



76,000+
followers



21,000+
followers



28,000+
followers

PACKAGE 1:

BRAND AWARENESS

\$5,000

SUITABLE FOR:

New exhibitors! Get your 'never before seen at KBIS' products in front of our engaged audience.

WHAT'S INCLUDED:

- A 5-minute video to showcase a brand or product or to give sneak peeks on what the brand is launching at the show with CTA's to visit their booth *(all run pre-show, but videos with show CTA's will not be rebroadcast)*
- Social media support for video:
 - Facebook (1 boosted feed post)
 - Twitter (5 posts)
 - Instagram (1 boosted feed post)
 - 1-year placement on IGTV channel and YouTube

PACKAGE 2:

AMPLIFY YOUR BRAND

\$10,000

SUITABLE FOR:

Established brands looking to make a big splash leading up to KBIS 2022.

WHAT'S INCLUDED:

- A maximum 10-minute video to showcase a brand and products or a live event managed by the KBIS Social teams on either Facebook Live or IGTV – all broadcast on KBIS Social channels
- Social media support for video:
 - Instagram takeover either pre or post video broadcast
 - Robust social media support across Facebook, Instagram, and Twitter (brand can choose preferred platforms and package can be put together based on requirements)

PACKAGE 3:

CUSTOM AMPLIFICATION PACKAGE

Cost varies

SUITABLE FOR:

Brands looking for a custom social media package. Also ideal for brands who want amplification beyond KBIS platforms.

Bring us your message, let's brainstorm, collaborate, and we'll tailor a solution just for you. This package can offer benefits such as custom PR support and additional channels depending on the exhibitor's category (e.g., CE Pro channels, DesignHounds).

Registration Sponsor

\$8,500



Profile Fields

* First Name

Meredith

* Last Name

Richardson

* Company

Emerald Expositions

* Address

1145 Sanctuary Parkway Ste. 355

Address 2

* Postal Code

30009

* City

Alpharetta

* State/Province

Georgia >

* Country

United States >

Hotel Info

Browse Seminars

Contact

Pricing

FAQ

Questions?

Click here to chat with a Customer Service Agent, Mon-Fri 9:00am-5:00pm ET

Activate Live Chat

Sponsored By



Where is the first stop for all attendees? Registration! You can get your brand in front of the most influential players in the kitchen and bath industry by sponsoring the official KBIS registration site. Registration will open in September and run through the show opening in February, with average page views from August to January running over 175,000. Your banner ad will be seen on all onsite registration computers as well as confirmation letters.

Lanyard Sponsor

~~\$40,000~~ **SOLD**



Literally hang your brand on every attendee at KBIS. Your company's name/logo appears on lanyards which are distributed to all attendees at show registration.

Sponsorship includes rights fees only – sponsor must provide lanyards. 30,000 lanyards are needed, and must have double bulldog clips in order to hold the badges we produce.

DesignBites

\$7,500

DesignBites is THE place to tell your new product story in front of media, influencers and engaged attendees. Maximize your KBIS exposure with DesignBites momentum in a spirited, three-minute presentation followed by audience Q & A. Go for the title of “Brand with the Biggest Bite!”

How it Works

- Select companies will conduct a three-minute presentation, followed by a two minute Q&A with media and VIP guests.
- **What you will be asked to provide:**
A three-minute presentation that can include three to five slides per presentation.

Why

Guaranteed media exposure in front of the stage's largest audience.

Where

On the KBISneXT Stage

Who

Media looking for the latest finds, DesignHounds influencer group for social media coverage, and a large attendee crowd.

(continued next page)



DesignBites

\$7,500

Benefits:

- Pre Show: In depth pre-show promotion on social platforms and support from social/PR team
- At Show: Live social coverage, live social streaming via Facebook Live
- Post Show: Broadcast to KBIS audience post show, edited video of presentation for brand use, in depth post-show social coverage
- List of all attending media

You must apply in order to be considered!

There is no cost to apply, however there will be a participation fee of \$7,500 if selected. Deadline to apply is November 17, 2021.

APPLY NOW

4,000,000+ #DESIGNBITES IMPRESSIONS*



*KBIS 2020 social impressions

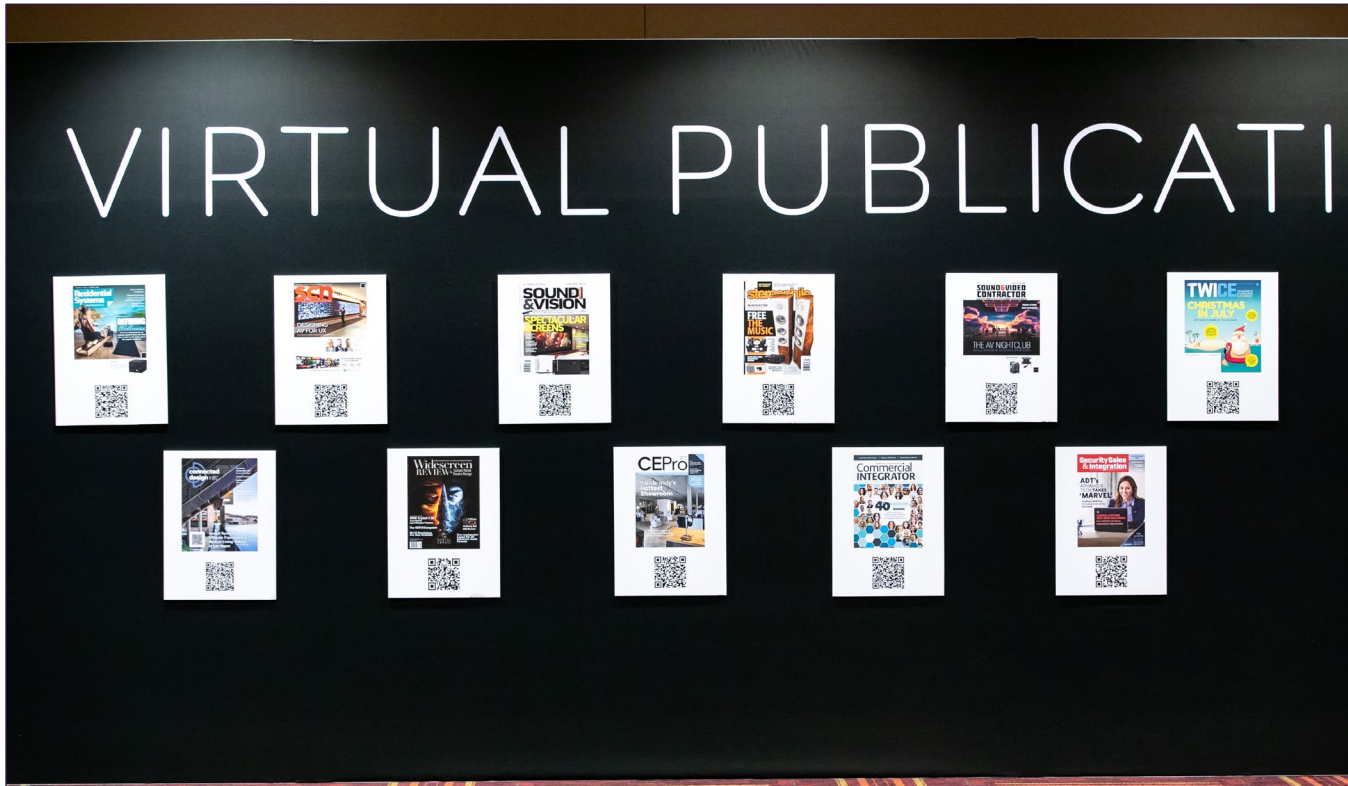
LUNCH SPONSOR - \$3,000

Provide boxed lunches to the media as they enjoy the DesignBites presentations.



Virtual Publication Bin Branding

~~\$10,000~~ **SOLD**



Keep your brand at the forefront of attendees' minds by branding the virtual publication bin! The Virtual Publication Bin will be placed in a high-traffic area for all attendees to see.

Sponsorship includes rights fees only; production costs for the signage on the bins will go through Freeman. Account manager can assist with estimates.

Floor Decals

\$500



Like a trail of breadcrumbs, floor graphics entice attendees to visit your booth. These eye-catching graphics beckon your audience along as they walk the show floor.

A minimum investment of 4 decals is required. There will be an additional cost for production. Decals must be produced and installed/removed by Freeman to ensure the adhesive does not damage their carpet. Decals cannot be larger than 3' x 3'.

Sponsorship includes rights fees only – production of the floor stickers go through Freeman.

***Special Pricing for Floor Decals on DCW Highway and other main aisles.**

Digital Signage Advertising

\$5,500

Engage thousands of attendees using the Orange County Convention Center's Digital Signage Network. These Digital Video Walls allow for impactful, dynamic messaging in high-traffic areas. With hundreds of impressions across multiple locations, your message is sure to reach further and be seen by key customers attending this year's event.

- Includes one (1) 8-second ad
- Video played campus-wide

Content will only be accepted via compressed zip file(s) emailed to: TBD



Multi-Logo Banners

\$1,250-\$2,000



Don't miss out on the best deal we offer! You'll receive major exposure as attendees arrive at Design & Construction Week®. Your logo and booth number will be placed on the large, very visible banners as you enter the halls of the Convention Center.

- **Multi-logo Banner - West Hall** - \$1,250
- **Multi-logo Banner - South Hall** - \$1,250
- **Multi-logo Banner - West & South Hall** - \$2,000

Aisle Signs

~~\$35,000~~ **SOLD**



Hanging from each aisle of West and South Halls, these directional signs will help guide attendees through the show floor as well as drive more traffic to your booth with your logo or special message and booth number.

Exclusive Digital Sponsor of the Day

\$5,500 per day

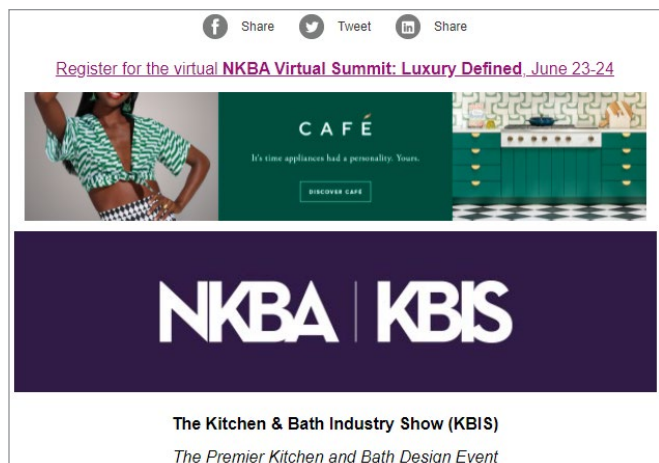
Dates available first-come, first-serve: February 8, February 9, February 10

Stay top-of-mind and get your brand in front of EVERY KBIS 2022 attendee by becoming a Digital Sponsor of the Day! You'll be included in our day-of emails outlining the must-see events of the day. This is an efficient way to boost brand awareness while onsite and drive traffic to your booth. Sponsor one send or all! Limited to one sponsor per day.

Sponsorship includes:

- 728x90 leaderboard banner ad with click thru link
- Exhibitor Spotlight entry consisting of one image (600 x 350px, JPG or PNG only), description up to 50 words, and a click thru link
- Logo placement in the email as the Digital Sponsor of the Day

Leaderboard



Exhibitor Spotlight

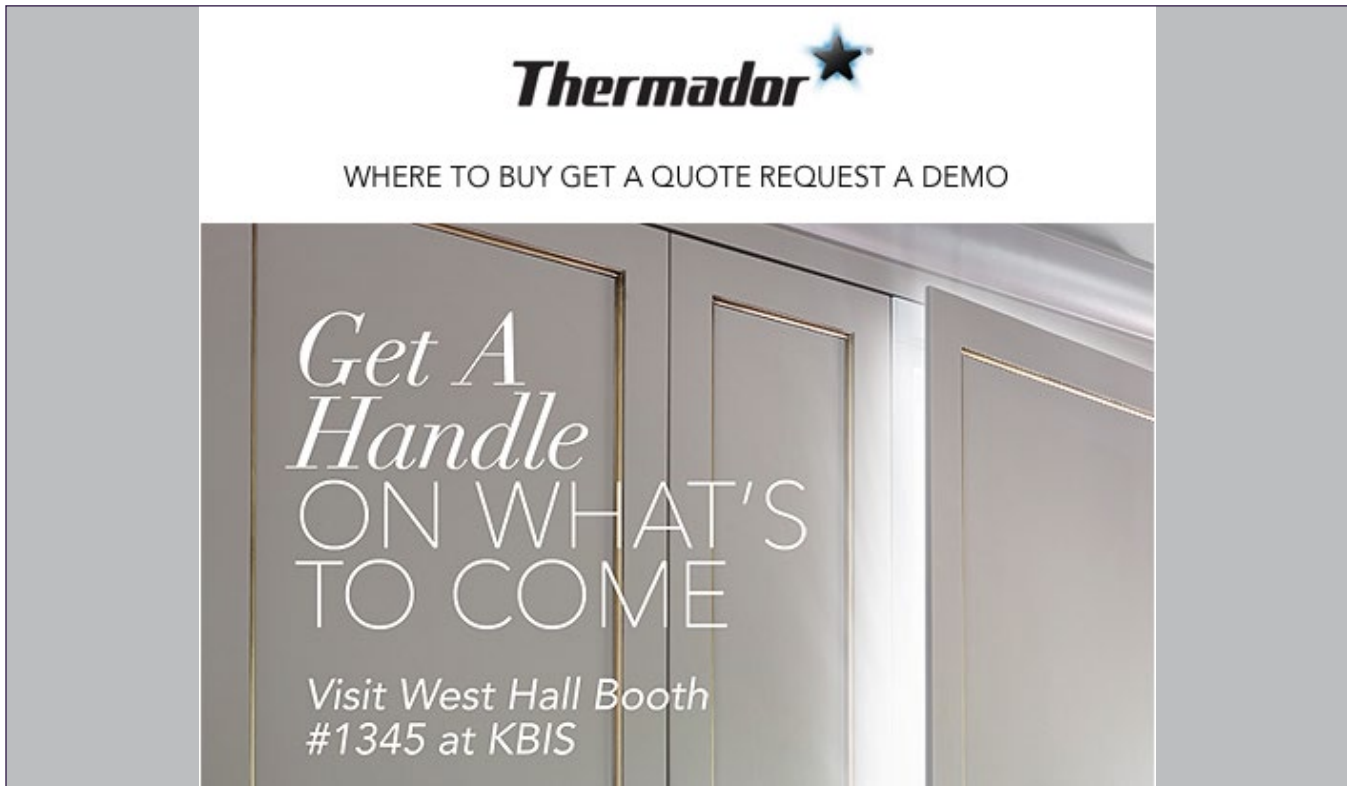


EXHIBITOR SPOTLIGHT: Hansgrohe

Locarno by hansgrohe revives one of America's most impactful styles of design, Art Deco. The collection's nostalgic and hexagonal designs bring the essence of the era into the kitchen and bathroom with a full range of product in five different finishes. Locarno is the revival of iconic sophistication and elegance. [Learn more.](#)

Targeted Email

\$2,750-\$6,500



Utilize the qualified list of KBIS attendees as a year-round resource to promote your product launches, pre- and post-show marketing updates and other exhibitor-led initiatives! Lists can be customized by industry segment or geography so you are sure to reach your top prospects. The rental will go through the KBIS email vendor. Each list rental opportunity also includes a press release upload to the KBIS Digital Pressroom. KBIS email list includes 21,000+ emails.

- **Email List Rental (2x): May thru November** - \$5,000
- **Email List Rental (1x): May thru November** - \$2,750
- **Email List Rental: December** - \$5,000
- **Email List Rental: January** - \$6,500
- **Email List Rental: February** - \$6,500
- **Email List Rental: Post-Show after February** - \$2,750

BONUS! Add on the Kitchen & Bath Business (KBB) - the official publication of KBIS - list rental to any KBIS list rental for \$5,000. The KBB list rental is 50,000+ emails.

KBIS Newsletter

\$750-\$1,750

Reach the kitchen and bath market through these exclusive digital marketing opportunities! Our newsletter is delivered biweekly to the KBIS audience of over **40,000** subscribers. The send list is comprised of KBIS attendees, NKBA members and KBB subscribers - your target audience. Each newsletter highlights show and exhibitor news, NKBA hot topics and industry-related happenings.

This is your one-stop shop to reach the kitchen & bath industry, with open rates averaging over **20%**!

- **Leaderboard** - \$1,500
- **Inline** - \$1,000
- **Anchor** - \$750
- **Product/Brand Spotlight** - \$1,750
Feature your company in the Exhibitor Spotlight portion of the newsletter!

Specs: 728 x 90

LEADERBOARD



INLINE



ANCHOR



Category Spotlight

\$500

Category Spotlight: Technology



Rev-A-Shelf

Two-Tier Wooden Cookware Organizer - Take the frustration out of cookware storage and organization. They feature sturdy dovetail construction, stylish chrome accents, and MOVENTO soft-close slides.

[Learn More](#)



INOX

For more than 25 years, INOX has been an expert in door hardware design, with a proven track record of supplying product for some of the largest projects in North and South America and around the world.

[Learn More](#)



Brizo

Kintsu Bath Collection - The collection brings a new level of architectural innovation. Three widespread spout shapes and three handle options provide customization, while various finishes offer versatility to suit any style.

[Learn More](#)

Feature your latest products and garner traction ahead of KBIS by being featured in our newsletter's Category Spotlight! Newsletters are released bi-weekly and showcase specific categories in each issue.

Limited to five (5) products per newsletter.

Pricing: \$500 per entry

Categories include:

09/15/21 - Surfaces
09/29/21 - Outdoor
10/13/21 - Appliances
10/27/21 - Hardware
11/10/21 - Luxury
11/24/21 - Technology
12/08/21 - Cabinetry
12/22/21 - Lighting
01/05/22 - Sustainability
01/19/22 - Plumbing
02/02/22 - Wellness

Exhibitor of the Month

\$3,000-\$5,500





**EXHIBITOR OF THE MONTH:
DACOR**

Founded in 1965, Dacor is a manufacturer of ultra-premium kitchen appliances. Designed and built in California, Dacor's cooking appliances integrate function and technology to create high-performing, intuitive products that reflect the lifestyle and needs of the passionate cook. For nearly 50 years, Dacor has been responsible for many of the innovations that have improved the way people cook in the modern kitchen. For more information about Dacor, visit dacor.com.

[Learn More](#)

Be our exclusive exhibitor of the month and receive premium placement on KBIS.com and the KBIS bi-weekly newsletter to promote your videos, social media accounts, press releases, KBIS Collection profile, webinars, or recent news!

Limited to one (1) exhibitor per month.

Pricing: May – August - \$3,000

September – November - \$4,500

December – February - \$5,500

COMING SOON!
Connecting YOU to the marketplace year-round

Extend your brand presence to the residential design & construction marketplace beyond the 3-days of KBIS. New opportunities coming soon through year-round content (on-demand and live) and connection through community and networking (matchmaking).

Hotel Key Cards

\$5,000



Be the brand every attendee sees from the moment they arrive and each time they return to their hotel room. Design the front of the hotel key card to showcase your brand to everyone at KBIS.

**Rights Fees and no production costs. Sponsor will need to submit logo/ artwork file.*

Participating Hotels and # of Rooms:

Avanti Resort 500
Hilton Orlando 650
Westgate Lakes Spa & Resort 900
Westgate Palace 400

Hotel Room Swag

\$5,000-\$7,000



Participating Hotels and # of Rooms:

Avanti Resort 500
Hilton Orlando 650
Westgate Lakes Spa & Resort 900
Westgate Palace 400

Increase leads and drive brand awareness with a room drop! Deliver your company's message or gift item directly to attendees' hotel rooms to encourage them to visit your booth.

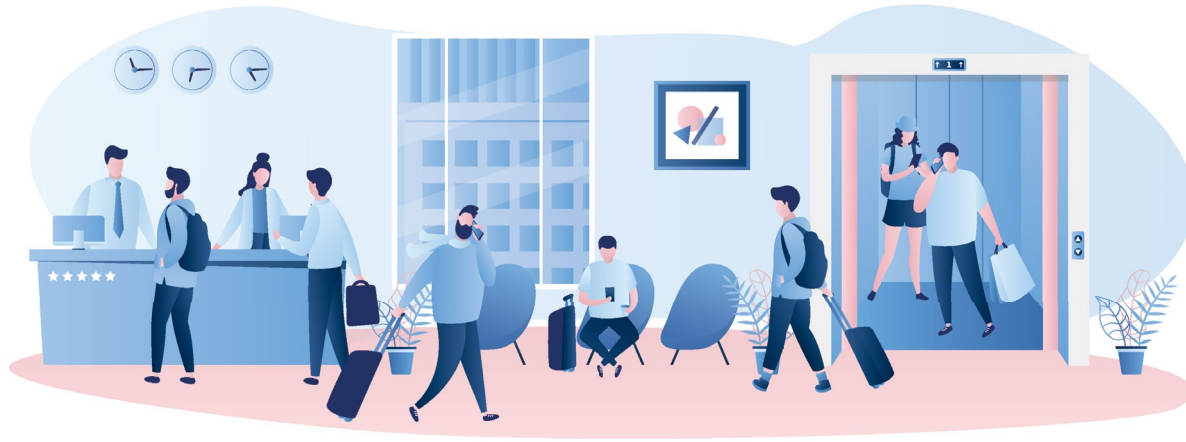
Hotel Room Drops Outside Room - \$5,000

Hotel Room Drops Inside Room - \$7,000

**Rights Fees Only. Sponsor is responsible for producing pre-approved marketing pieces/ swag.*

Hotel Confirmation Sponsor

\$7,000-\$10,000



Get your brand on every hotel confirmation email!

Increase the reach of your sponsorship advertising at KBIS with an ad on OnPeak's official hotel confirmation email. OnPeak is official hotel partner for KBIS, which both attendees and exhibitors use to book their stay. With an ad on the confirmation email, your messaging will display across valuable booking channels, exposing your brand to potential customers.

Individual Confirmation Emails

Ad Dimensions:

680 pixels (w) by max. 100 pixels (h)

Group Confirmation Emails

Ad Dimensions:

250 pixels (w) by max. 300 pixels (h)

- **Acceptable Files Types:** GIF, JPEG
- **Max File Weight:** 40k
- **Animation/Looping Restrictions:** onPeak is not responsible for any animation display issues due to the limitations of HTML email and email clients.
- **Max Animation Time:** 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- **Audio:** no sound

KBB New Product Alert Sponsor

\$1,900-\$2,600

Place your products in with editor's picks

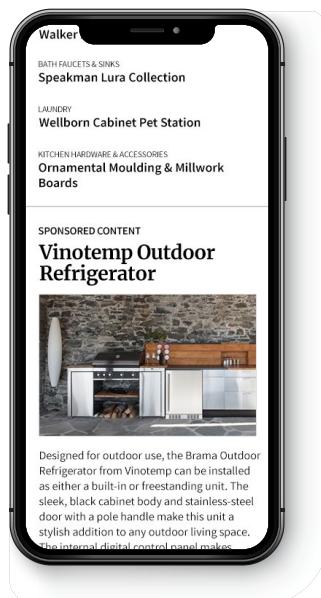
Build brand dominance

Build your brand through product awareness as readers view cutting-edge kitchen and bath products. This monthly email newsletter publishes to over 31,000 opt-in subscribers at an average 35% open rate!

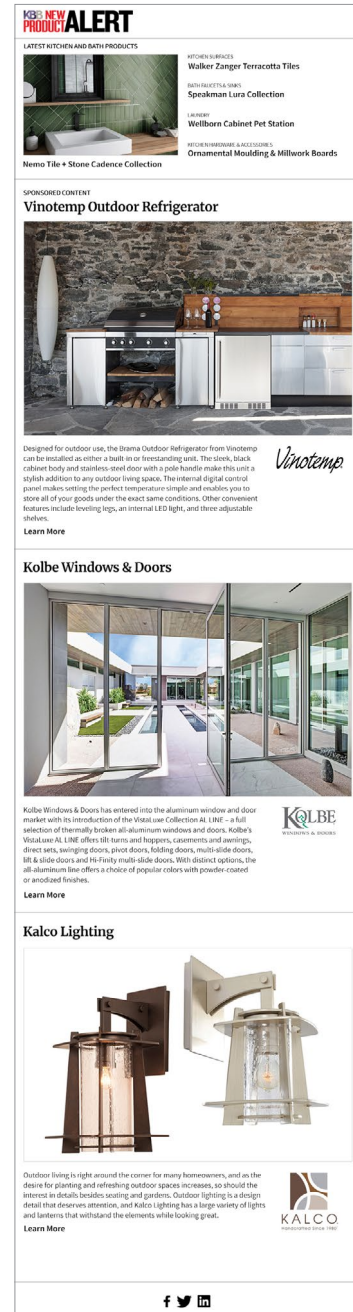
Placement includes:

- 100% Share of Voice within each position
- Large imagery (600 pixels wide by up to 400 pixels tall)
- Full description (80 words or less)
- And logo (140px wide)
- ... All leading to your website

LEARN MORE



Above: Example of display on mobile



Above: Ad options on New Product Alert newsletter highlighted. Position shown is the top sponsored position.

KBIS 2022 Exhibitor Packages with KBB

\$11,000-\$24,500

KBIS 2022 will be here before we know it!

Now is the time to finalize your promotional & awareness plan surrounding the premiere kitchen & bath event. Attract attendees to your booth by building brand familiarity & gain leads before, during and after KBIS by getting your products in front of KBB's audience of 100,000+ subscribers through one of our promotional packages.

KBB readers will head to Orlando, recognize your brand and be able to see your products in person. After the show, they'll be reminded of their experience with you at KBIS, further boosting brand familiarity and recognition.



[LEARN MORE](#)

KBB Video Interview with the Editor

\$7,500-\$9,500



Interview with Chelsie Butler, Executive Editor, KBB

Be a thought leader by personally familiarizing your brand to our audience of tens of thousands of subscribers through an exclusive interview with Chelsie Butler, Executive Editor, KBB, a familiar face to the kitchen and bath industry. Work directly with Chelsie to tailor the interview to be both intriguing and promotional, getting your brand – and your people – in front of thousands of residential design professionals.

Your interview will be published on kbbonline.com, and promoted with your choice of:

- Social media promotion (100,000 impressions).....\$7,500
- Eblast promotion to 65,000+ opt-in subscribers.....\$9,000
- KBB magazine “Q&A with...” article
(interview transcribed into a full page print article in KBB).....\$9,500

LEARN MORE

Contact your KBIS Account Executive for more information!



AMY HORNBY
Director of Key Accounts

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National Sales Manager

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maria.hill@emeraldx.com



OLIVIA ROMA
Account Executive

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(100-400 net sq. ft.)
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