

KBIS OUTDOOR EXHIBITS

BE PART OF THE THE PLAZA

A new and interactive way to get attendees to see YOUR products.



BOOK YOUR BOOTH AT THE PLAZA

A new open-air KBIS experience.

Be part of the inaugural launch of The Plaza, offering an open-air exhibit experience outside of South Hall. Experience the many benefits of exhibiting outside, including having live product demonstrations, tours, games, and a presence at the most exciting addition to KBIS.

The Plaza is located directly across The South Entrance and to the side of the Monorail station. This area provides an enticing opportunity for attendees to explore outside of the LVCC with an extension of exhibits, food trucks, happy hours, bonfire pits, seating with heating, live music, games, and more.

Whether this is your first booth or your chance to grab another, The Plaza offers an opportunity to expand your reach at KBIS.

BOOK YOUR BOOTH TODAY!



WHY EXHIBIT AT THE PLAZA?

- Be part of the inaugural launch of a new show area.
- Demo your products directly to attendees in an open-air environment.
- Take advantage of a new affordable exhibiting option.
- Affiliate your brand with The Plaza and reach more attendees through our marketing promotions.

WHAT YOU CAN EXPECT:

- New affordable exhibiting option
- Local food trucks
- Live product demonstrations
- Happy hours
- Seating with heaters & fire pits
- Games, music, and more!

ADDITIONAL INFORMATION:

- No pipe and drape
- Booth structure not included
- Rain or shine

PRICE:

- \$35.75 per square ft NKBA member
- \$39.00 per square ft non-member

Any brand can exhibit at The Plaza! This area is not restricted to outdoor products.

Talk to your sales representative for more.

PLAZA PROMOTION FOR EXHIBITING BRANDS INCLUDE:

- Logo included in dedicated Plaza page on kbis.com
- The Plaza promoted in the mobile app
- The Plaza pre-show and day-of promotional emails to attendees
- The Plaza demonstration schedule in the Show Directory (brands must submit their schedules for inclusion)
- The Plaza meter panels inside the Las Vegas Convention Center



CONTACT US TODAY TO BOOK YOUR BOOTH

Sales Team Contacts



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