

## KBIS EXHIBITOR SOCIAL PACKAGES

<b>TIER 1:</b> <b>Spotlight Package</b> Package price: \$2,500 <i>(Limit 8 brands)</i>	<b>TIER 2:</b> <b>Showcase Package</b> Package price: \$4,500 <i>(Limit 6 brands)</i>	<b>TIER 3:</b> <b>Headliner Package</b> Package price: \$6,500 <i>(Limit 4 brands)</i>
<p><b>Perfect for brands who want visibility but want to keep it simple.</b></p> <p><b>Timing:</b> Pre-show</p> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>+ 1 Instagram/Facebook/LinkedIn <i>(note: LI-posts must be show-related)</i> post (carousel or video + copy provided by brand).</li> <li>+ 1 Instagram Story (single slide/video, branded + tagged, brand provides assets).</li> </ul> <p><b>Benefit:</b> Quick and effective exposure to the KBIS audience. Visibility on KBIS's most-watched channels</p> <p><b>Boosting Budget:</b> Includes \$100 (Instagram exclusively)</p>	<p><b>For brands looking for stronger engagement, credible endorsement and more storytelling.</b></p> <p><b>Timing:</b> Pre-show</p> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>+ 2 Instagram/Facebook/LinkedIn <i>(note: LI-posts must be show-related)</i> posts (carousel or video + copy provided by brand assets).</li> <li>+ 3 Instagram Stories (3 single slides/videos, branded + tagged, brand provides assets).</li> </ul> <p><b>Benefit:</b> Premium visibility, placement in KBIS's most-watched channels, and multiple storytelling opportunities.</p> <p><b>Boosting Budget:</b> Includes \$200 (Instagram exclusively)</p>	<p><b>For brands who want to stand out and dominate pre-show buzz.</b></p> <p><b>Timing:</b> Pre-show</p> <p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>+ 3 Instagram/Facebook/LinkedIn <i>(note: LI-posts must be show-related)</i> posts (carousel or video + copy provided by brand).</li> <li>+ 5 Instagram Stories (5 single slides/videos, sneak peeks, countdowns, product highlights, brand provides assets).</li> </ul> <p><b>Benefit:</b> Premium visibility, placement in KBIS's most-watched channels, and multiple storytelling opportunities.</p> <p><b>Boosting Budget:</b> Includes \$300 (Instagram exclusively)</p>
<p><b>Add-On Opportunity <i>(priced separately)</i></b></p> <p>+ Instagram Story Takeover. Up to 8 Frames, includes one CTA &amp; link. - \$2,200</p>		

*\*Custom packages are available upon request. KBIS can produce assets at an extra cost.*

*\*\*All creative assets and copy provided by the purchasing brand will need to be approved by KBIS social team, and might require edits if deemed necessary.*

**GRAPHIC STANDARDS:**  
 Reels - 1080px x 1920px (9:16 ratio), under 90 seconds  
 Carousels/Static images - 1080px x 1350px (4:5 ratio)  
 Stories - 1080px x 1920px (9:16 ratio) max 60 seconds if a video

### CONTACT US NOW TO BOOK

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