



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.

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

OFFICIAL TOUR SPONSOR

~~\$10,000~~

EXCLUSIVE OPPORTUNITY **SOLD**

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.*

SPONSORSHIPS FOR HARD HAT MEDIA TOUR (ONSITE)

COFFEE/TRANSPORTATION SPONSOR

~~\$7,500~~

EXCLUSIVE OPPORTUNITY

SOLD

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

SOLD

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.

Companies A-E, # (400+ sq.ft.), Italy, Portugal and Spain

Maria Hill • National Sales Manager
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Companies A-E, # (0-400 sq.ft.)

Olivia Roma • Account Representative
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Companies F-N, France, Germany & Turkey

Brian Chattin • Account Executive
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Companies O-Z and Asia

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