

# KBIS

ORLANDO  
JANUARY 9-11  
2018

DESIGN CONSTRUCTION WEEK

NBA KBIS

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## EDITOR AT LARGE VIDEO



Media partner **Editor at Large** will hit the KBIS show floor to talk trends, products, innovation, new initiatives and so much more. Arianne Nardo, host of EditorTV, will visit your booth and shoot a live interview. Editor at Large will edit, host and promote the video. This customized video opportunity is the perfect long-term companion to your show marketing program.

At #KBIS2017 with DuPont

### Video Package Includes:

- One hour of filming at a pre-arranged time
- On-camera interviews (up to 3) with company representatives, designers and others regarding company initiatives and new introductions. Questions will be provided prior to interview.
- Production crew to include videographer and host/producer; HD camera, audio and lighting
- Videographer to capture broll of booth and product before and after interviews
- Final approval on segment and two rounds of edits
- One three-minute segment
- Full usage rights to segment

### Distribution includes:

- Featured on Editor at Large's homepage for up to one week and archived at [editoratlarge.com/videos](http://editoratlarge.com/videos) indefinitely
- Highlighted in one of EAL's Design Weekly newsletters, which is sent to 31,000+ interior designers and industry professionals each week
- Promoted on EAL's social channels, including Facebook and Twitter (**60,000 followers**)
- Promotion on KBIS channels (social, website and email)

**\$5,500**

### Design Milk Distribution Add-On:

- Embedded into a blog post on Design Milk with link to company's website and archived indefinitely
- Promoted on Design Milk's social channels: 2x on Twitter (1.5M), 2x on Facebook (845K) and 1x on Pinterest (428K)
- Highlighted on homepage in rotating featured articles box for 1 week
- Video blog post sent out in Daily Digest to approx. 76,000 subscribers
- Video hosted on Design Milk's YouTube page with a link to sponsor website in the caption

**\$2,000**

**LIMITED SPOTS AVAILABLE.  
CONTACT YOUR ACCOUNT EXECUTIVE TODAY.**

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