

# 2021 Sponsorship Directory

KBISNEXT STAGE

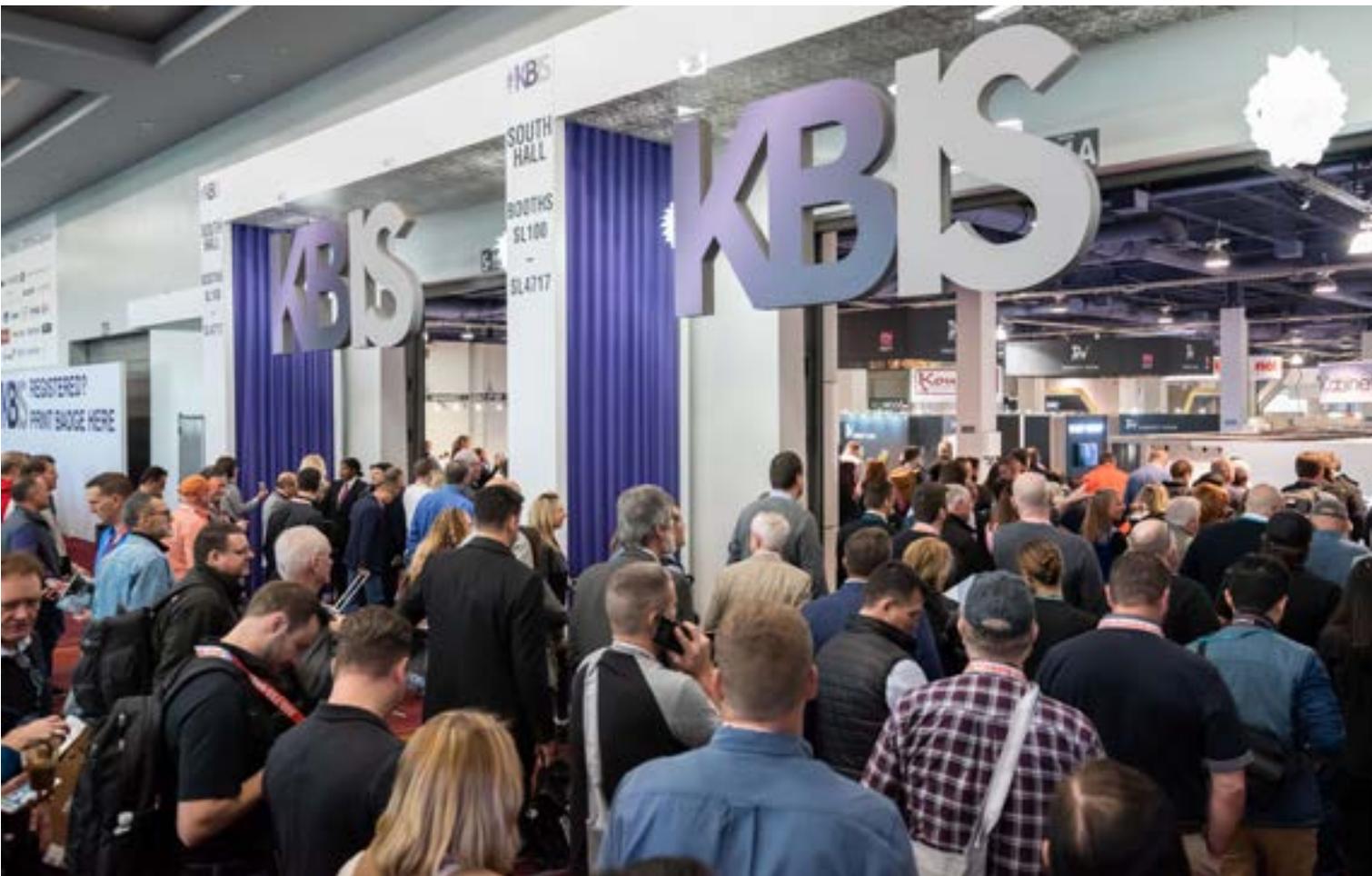
REGISTRATION

ON-SITE  
ACTIVATIONS

PRINT

DIGITAL

HOTEL



# KBIS

ORLANDO  
FEBRUARY 9-11  
2021

# KBISNeXT Stage Session Sponsor

\$5,000



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 sessions, 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
- Opportunity to present a session on the KBISNeXT stage
- Printed collateral dropped in attendee seats before sessions
- Videotaped sessions that are promoted post-show on KBIS.com, social media and email blasts

# Registration Sponsor

\$10,000

The screenshot displays the registration website for KBIS Orlando, February 9-11, 2021. The page features a header with the event logo and a navigation menu on the right side. The main content area is divided into two columns. The left column contains a 'Profile Fields' section with the following information:

- First Name: Meredith
- Last Name: Richardson
- Company: Emerald Expositions
- Address: 1145 Sanctuary Parkway Ste. 355
- Postal Code: 30009
- State/Province: Georgia
- Address 2: (empty)
- City: Alpharetta
- Country: United States

The right column contains a navigation menu with the following items:

- Hotel Info
- Browse Seminars
- Contact
- Pricing
- FAQ
- Questions? (with a sub-link: Click here to chat with a Customer Service Agent, Mon-Fri 9:00am-5:00pm ET and an 'Activate Live Chat' button)
- Sponsored by ELKAY (with a sub-link: Visit the Elkay Neighborhood in 2021 Booth #1216C)

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**



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.

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# Publication Bin Branding

**\$10,000**



Throughout the conference, there are publication bins awaiting your branding! Keep your brand at the forefront of attendees' minds by branding the publication bins. Publication Bins will be placed on the DCW Highway (main aisle) in both West and South Halls. They will be placed back to back and include KBB Magazines (inclusive of Show Directory) and DCW Show Maps. Eight (8) bins in total are available, with four (4) in each building.

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

**\$5,000**

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



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# Multi-Logo Banners

\$1,500-\$2,500



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** - \$1,500
- **Multi-logo Banner - South Hall** - \$1,500
- **Multi-logo Banner - West & South Hall** - \$2,500

# Aisle Signs

\$35,000



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.

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# Attendee List Rental (Print)

**\$2,500**



Reach the entire KBIS attendee list with this exclusive offering for exhibitors! Send your dedicated direct mail piece to the KBIS attendee list. Lists can be customized by industry segment, geography, sales volume, etc. so you can reach your top prospects. Rental will go through our third party mail house.

The list is only available to 2021 exhibitors. List count is subject to change based on registration at the time of the rental. Additionally, the postal list is only authorized through a bonded third-party mail house and is sent directly to that provider for one-time use only. Please note that the exhibitor is responsible for printing and mailing costs.

# Email List Rental

**\$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 14,000+ 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



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# Marketing Upgrades

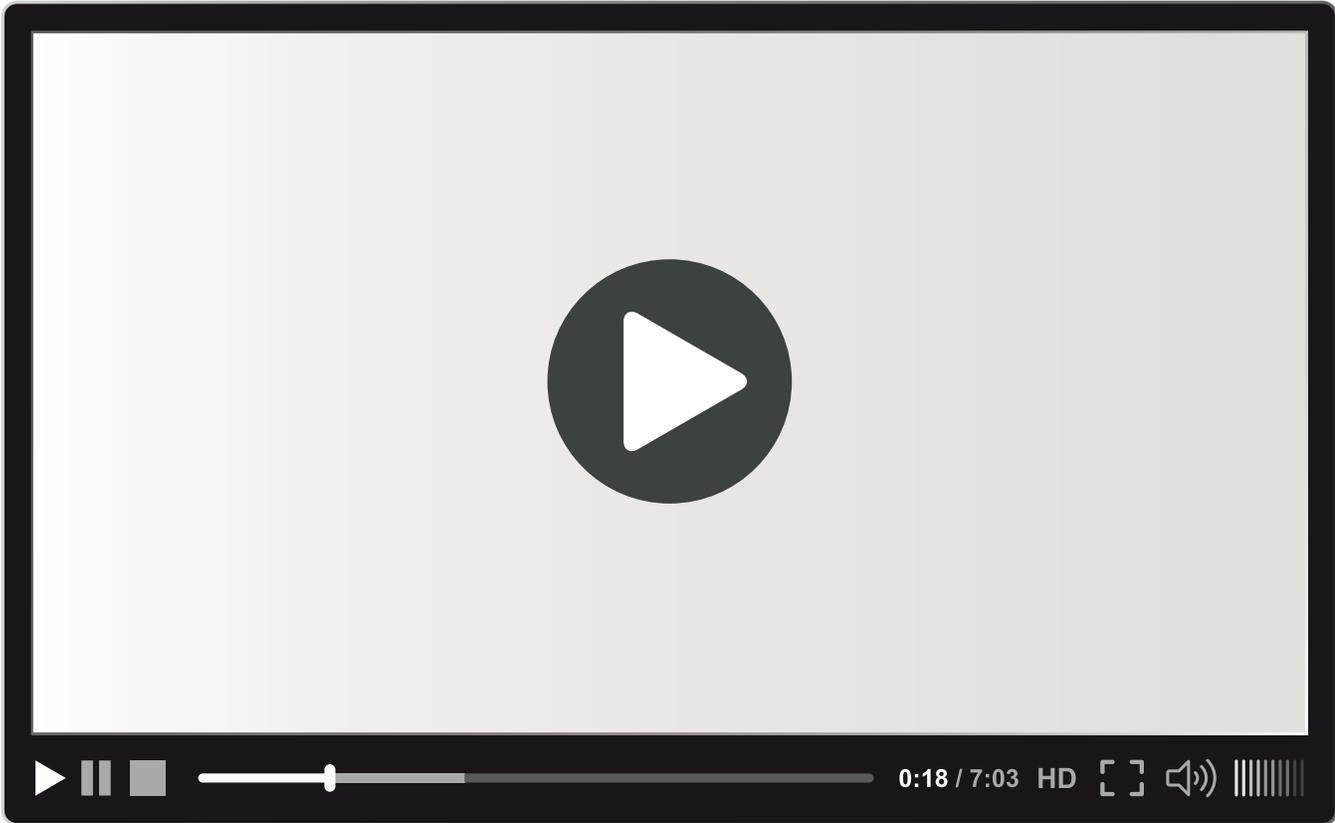
**\$595-\$1,795**

Amplify your pre-event marketing with a robust content showcase that provides maximum visibility for your online exhibitor profile as attendees plan their visit. You have the chance to increase traffic to your ebooth by 4-5 times and online leads by 3-4 times.

LISTING OPTIONS	Basic \$225 Mandatory Marketing Fee	Enhanced \$225 Fee + \$595	Premium \$225 Fee + \$1,795
<b>Premium Position</b> Your exhibitor listing will be placed at the top of the exhibitor list and search results.	×	×	✓
<b>Videos</b> Engage attendees with a video on the online profile.	×	×	2
<b>Digital Product Showcase</b> Engage attendees with detailed product descriptions along with full color images.	×	1	4
<b>Press Releases</b> Company newsworthy information to showcase.	×	×	4
<b>Show Specials</b> Spotlight special deals like discounts, giveaways & sweepstakes.	×	×	4
<b>Company Logo</b> Increase your brand recognition	×	×	✓
<b>Company Profile (characters)</b> Introduce your company to make a great first impression.	400	600	1,200
<b>Product Categories</b> Optimize your Search Engine Presence	8	10	12
<b>Website URL</b> Drive traffic to your website	✓	✓	✓
<b>Company Name, Address and Booth Number</b>	✓	✓	✓

# Videos

\$295



Your brand's story can come to life at KBIS! Enhance your messaging to potential buyers through promotional videos showcased across the venue.

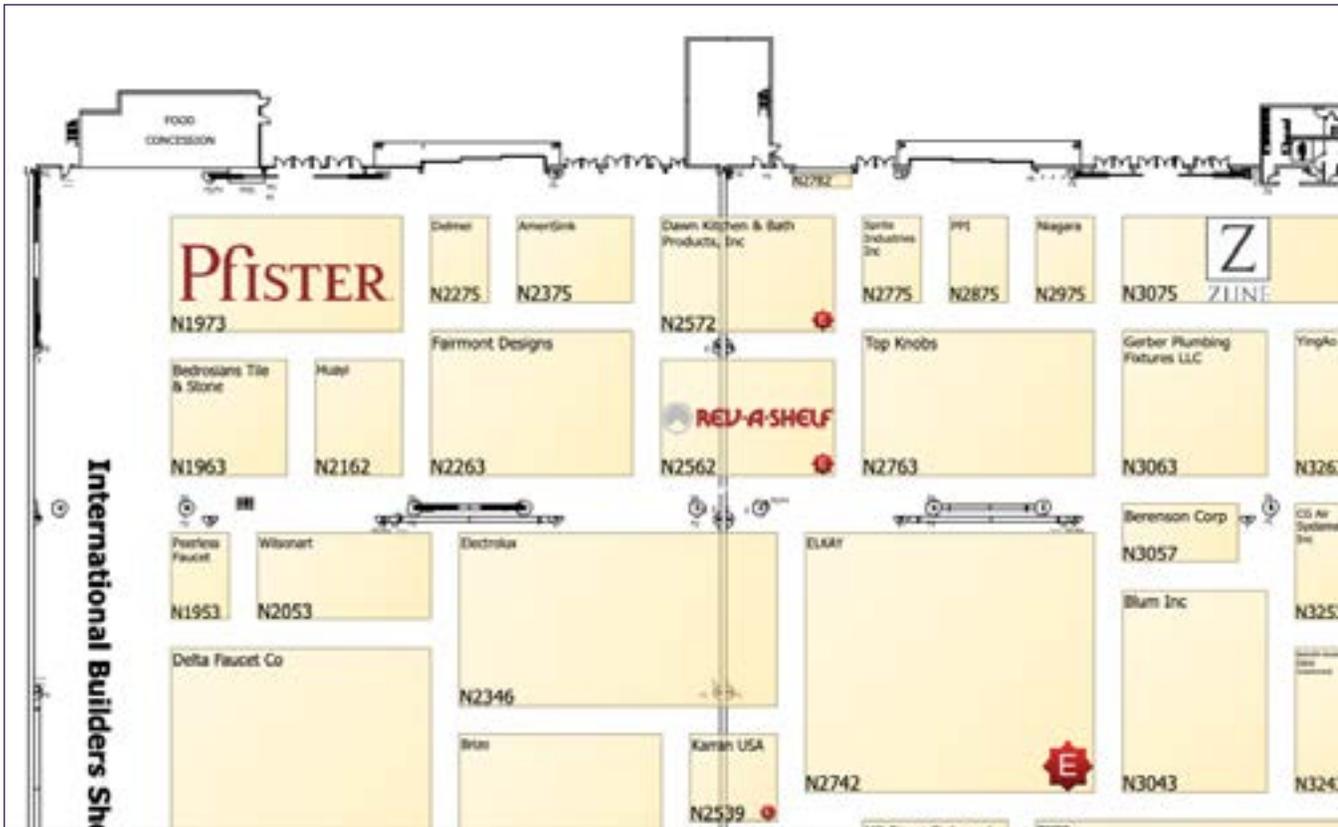
Videos can be uploaded directly from your [Exhibitor Console](#). The videos are automatically encoded for playing on multiple platforms including mobile devices.

**Video | Size:** 75MB

**Format:** AVI, MOV, WMV, MP4, MPEG, FLV, 3GP, 3G2

# Floor Plan Logo

\$395



The interactive floor plan is the go-to hub for attendees to help them navigate the show. Make your booth top-of-mind and easier to find by opting to show your company logo in your booth on the interactive floor plan.

**On digital booth | Size:** 500 px x 500px  
**Format:** Transparent PNG

Company logo will be uploaded in your [Exhibitor Console](#).

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# Floor Plan Banner Ad

\$295



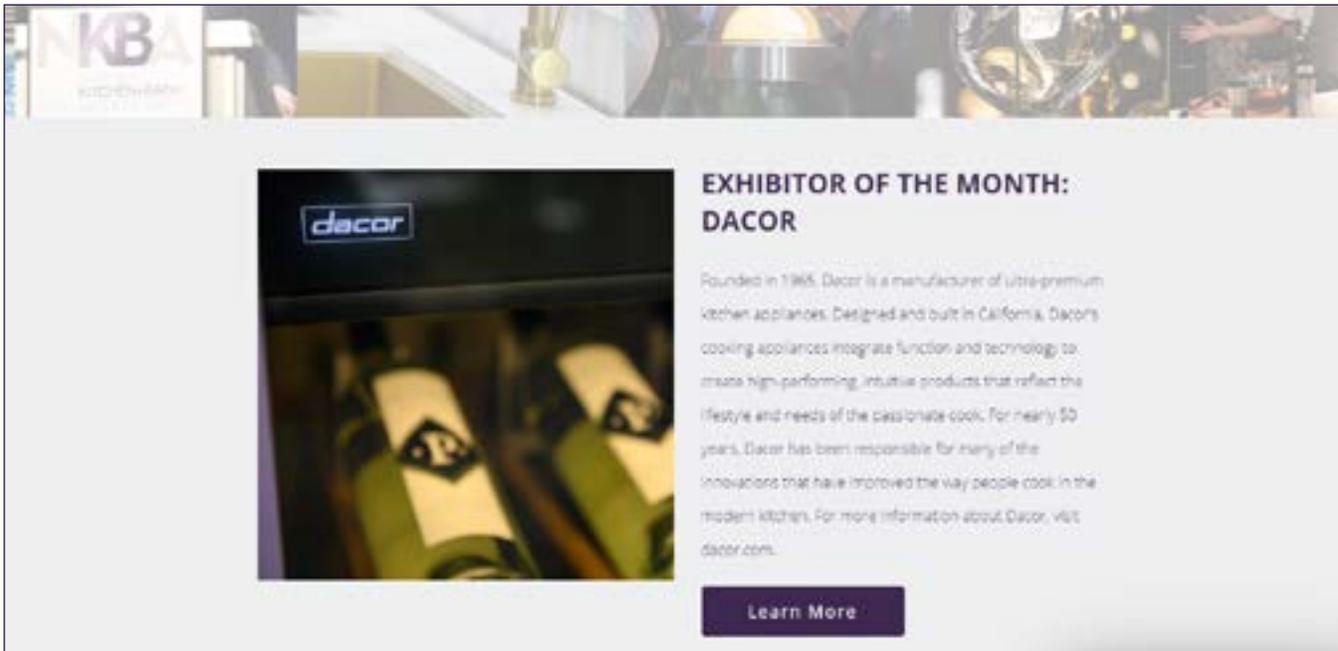
Every attendee checks out the online floor plan - both before and during the show. Catch their attention in this hot spot with a trackable banner ad.

**Random rotation** | **Size:** 205px x 60px  
**Format:** JPG/GIF (non animated)

Banner ad will be uploaded in your [Exhibitor Console](#).

# 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](http://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**

# 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:

- 10/28/20** - Surfaces
- 11/11/20** - Living In Place
- 11/25/20** - Hardware
- 12/09/20** - Technology
- 12/23/20** - Cabinetry
- 01/06/21** - Sustainability
- 01/20/21** - Plumbing
- 02/03/21** - Wellness

# Hotel Key Cards

\$7,000-\$10,000



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.

**Hotel Key Cards - Hotel DBA** - \$10,000

**Hotel Key Cards - Hotel DBA** - \$7,000

*\*Right's fees only. Contact your Account Executive for production costs. Hotels are to be determined.*

# Hotel Room Drops

## Hotel DBA

**\$7,000-\$10,000**



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 Inside - Hotel DBA - \$7,000**

**Hotel Room Drops Inside - Hotel DBA - \$10,000**

*\*Please Note: Sponsor is responsible for producing pre-approved marketing pieces.  
Hotels TBD*

# 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

# Contact your KBIS Account Executive for more information!



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