

NKBA GLOBAL CONNECT

SUBSCRIPTION PROGRAM

The Global Connector for the Kitchen and Bath Industry



WELCOME

The National Kitchen & Bath Association (NKBA) is a not-for-profit trade association and owner of the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 50,000 members in all segments of the kitchen and bath industry, the NKBA has educated and driven the industry since the association's founding in 1963. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the three strategic pillars — professional development, marketplace and membership.

The NKBA Global Connect mission is to expand visibility of the NKBA and the Association's premier trade show event — the Kitchen & Bath Industry Show (KBIS) — internationally with design professionals, brands, influencers and other industry constituents, as well as facilitating connections to help develop successful business strategies for the North American kitchen and bath markets.

Designed to offer manufacturers, distributors and showrooms the opportunity to learn, connect and better understand the North American kitchen and bath sector, the NKBA Global Connect Subscription Program gives participants access to NKBA proprietary market research, vetted NKBA Advisors on a variety of business topics, VIP access to NKBA Global Connect events and meet-ups, and much more.



NKBA Global Connect Subscription Program benefits include access to NKBA proprietary market research, economic data and insights, subject matter experts and advisors, VIP industry events and newsletters and promotional support around NKBA Global Connect initiatives.

NKBA Market Research

Industry Insights

Industry Advisors

Events & Conferences

Kitchen & Bath Industry Show (KBIS)

NKBA Global Connect Promotional Programs & Communications

NKBA MARKET RESEARCH

The NKBA produces a number of proprietary studies tracking economic, design, market sentiment and lifestyle/lifestage trends. All offer firsthand information about the North American market, directly from NKBA members. Use of these studies will offer insights to the North American market not easily found in traditional syndicated studies. Access to NKBA Market Research is the heart of the Global Connect Subscription Program. As the Association releases new studies, NKBA Global Connect Subscribers will be notified and invited to download reports.

ANNUAL REPORTS

The National Kitchen & Bath Association conducts custom market research among its members and consumers on a variety of topics impacting the kitchen and bath industry. Annual and quarterly tracking reports cover industry design and economic shifts, sharing a real-time understanding of the market.



NKBA KITCHEN & BATH MARKET OUTLOOK

Annual

The NKBA Kitchen & Bath Market Outlook report provides a thorough and objective assessment of the U.S. residential kitchen and bath industry, including an estimate of current market size and forecasts. Growth estimates are based on housing industry factors and consumer preferences/behaviors. This research report provides market-size estimates and forecasts for both kitchen and bathroom spending, as well as estimates for spending on new construction and remodeling.



NKBA/JOHN BURNS REAL ESTATE CONSULTING KITCHEN AND BATH MARKET INDEX (KBMI)

Quarterly

The NKBA/John Burns Kitchen & Bath Market Index (KBMI) is the definitive gauge of economic conditions within the kitchen and bath industry. Based on responses from designers, manufacturers, retailers and building/construction firms who are members of the National Kitchen & Bath Association, this quarterly survey examines current demand and future expectations for the industry. It also monitors issues, challenges and opportunities for industry professionals within their businesses.



NKBA DESIGN TRENDS

Annual

The NKBA Design Trends Study surveys close to 600 designers, remodelers, architects, dealers and manufacturers who are on the cutting edge of kitchen and bathroom design. The results of this year's study identify which kitchen and bathroom styles will be the most popular over the next three years and the appliances, materials, finishes, colors and lighting that will be incorporated into these styles. Additionally, the study explores the technology solutions that will be integrated into new or remodeled kitchens and bathrooms over the next three years.



NKBA SPECIAL REPORTS

Periodically, shifts in the industry suggest a need for more data on specific topics. The entire catalogue of reports is available to all NKBA Global Connect Subscribers.



NKBA LIFE IMPACTS DESIGN STUDY

2020

Fielded in early 2020, this report reveals anticipated trends in kitchens and baths. Four important segments are revealed.



NKBA BATHROOM TECHNOLOGY STUDY

2019

Integrated home technology is desired by young and old. This study reveals the expectations consumers have for integration in their bathrooms.



NKBA OUTDOOR KITCHEN PROFILE

2019

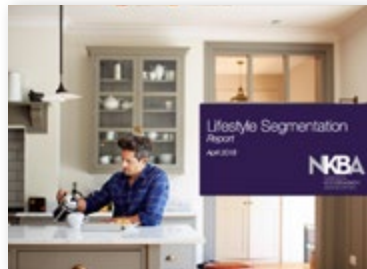
Outdoor living continues to grow in importance in America. This report shares insights about types of products and spaces being incorporated in outdoor kitchens.



NKBA KITCHEN TECHNOLOGY STUDY

2018

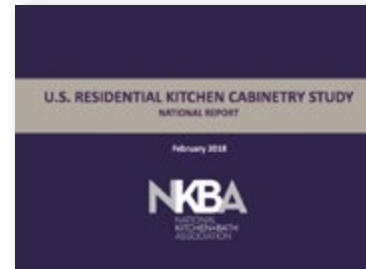
Similar to the bathroom technology study, this report reveals consumer expectations for integrating technology in the kitchen.



NKBA LIFESTYLE SEGMENTATION STUDY

2018

Exploration of homeowner attitudes and behaviors regarding meal preparation, entertaining and kitchen design and the influence of their lifestyles on remodeling.



NKBA CABINETRY TRENDS STUDIES

2018

Four comprehensive studies of the U.S. residential cabinetry market provides in-depth coverage of kitchen cabinetry at the national and regional levels.

INDUSTRY INSIGHTS

The NKBA has strategic partnerships with a number of organizations and associations that regularly track the residential remodeling and new construction segments. NKBA Global Connect Subscribers will receive access to a daily update feed, aggregating content from a number of these sources.









This information is not endorsed or underwritten by the NKBA, but provides additional insights and information for a more complete view of the market. Information is tagged by area of relevance for easy searchability.





NKBA has selected and vetted a group of independent industry experts available for consultation on key topics vital to the success of doing business in the USA.

These experts are available to consult on an hourly, daily or short-term basis and may not require long-term commitments or retainers. Each advisor will establish terms of engagement with NKBA Global Subscribers on a case-by-case basis.

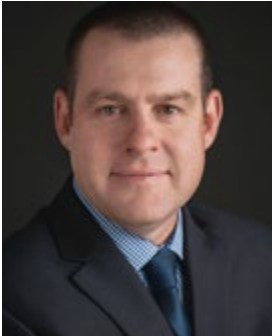
 SALES FORCE DEVELOPMENT	 DISTRIBUTION CHANNELS	 MARKETING & BRANDING	 MARKET RESEARCH
 LEGAL & FINANCE	 DESIGN TRENDS, PRODUCT DESIGN & LICENSING	 CODE COMPLIANCE & TESTING	 BUSINESS MANAGEMENT



CHRIS ABBATE
Founder,
Novità Communications



**CHRISTOPHER
ARDREY**
Founder,
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Founding Partner,
Dovetail Sales



DARRIN CONLON
Principal Engineer,
UL



JOSEPH FREDERIC
Principal Engineer – Lighting,
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KERRIE KELLY
Creative Director,
Kerrie Kelly Design Lab



LEE MERCER
EVP Industry Relations &
Business Development,
IAPMO Group



KENT PANTHER
VP, Director of Business
Development,
Wray Ward



PULP DESIGNS
Principal Interior Designers,
Beth Dotolo &
Carolina Gentry



GREG ROHL
Sales & Marketing Specialist,
The Rohl Model



DON SCHULTZ
Business Analyst & Advisor to
the Wood Industry,
Moran Associates



CHRIS SIMCOX
Owner,
The Mesa Group

EVENTS & CONFERENCES

The NKBA Global Connect Program offers two annual events, designed to bring manufacturers, design and construction professionals, showrooms and partnering associations and organizations together to share insights and updates on the North American Kitchen and Bath Market. NKBA Global Connect Subscribers will be invited to attend all events.

VIP INDUSTRY EVENTS

As the authority on the kitchen and bath marketplace, the NKBA frequently hosts VIP industry events for thought leaders, influencers, media and members.

NKBA GLOBAL CONNECT BUSINESS SUMMIT

SEPTEMBER 2020

The annual NKBA Global Connect Business Summit features two days of presentations and seminars on the North American market, including economic outlook, trends, geographic/demographic considerations, go-to-market strategies as well as breakout sessions hosted by industry-specific experts.

NKBA GLOBAL CONNECT K+B SHOWCASE

OCTOBER 2020

The NKBA Global Connect K+B Showcase brings European brands and North American buyers and specifiers together, virtually. A blend of quick-hitting product presentations — called Global Design Bites — tours of innovative European showrooms and panel discussions reviewing European trends give North American buyers the opportunity to get a look at fresh ideas from the UK and Europe.

TRADESHOWS & MEET-UPS

The NKBA regularly attends and participates in trade fairs and events around the globe, and often hosts VIP gatherings in and around various international shows. Key international fair and show partners are those serving the kitchen and bath and design industries.



MEET-UPS

NKBA periodically hosts VIP events in conjunction with international trade fairs and programs. NKBA Global Connect Subscribers will be offered VIP access to these events. They present an opportunity to network and connect with international designers, showroom owners, distributors and media outlets.



KITCHEN & BATH INDUSTRY SHOW (KBIS)

Owned by the NKBA, the Kitchen & Bath Industry Show (KBIS) is North America's largest trade show dedicated to all aspects of kitchen and bath design and remodeling. The expansive show floor, filled with the freshest designs from more than 600 leading brands, is a one-stop shop providing attendees and exhibitors the ultimate destination to network, exchange ideas and build their businesses.

Co-located with the International Builders' Show, owned by the National Association of Homebuilders, the two events — called Design & Construction Week (DWC) — play host to nearly 100,000 attendees, covering more than 1 million net square feet of show floor space.

KBIS DELEGATION PROGRAM

The annual KBIS Delegation program, hosted by NKBA for NKBA Global Connect Subscribers and prospective subscribers, includes curated tours of the show, discussion groups with North American designers and buyers, access to the NKBA Global Connect cocktail reception and tickets to the NKBA Kitchen + Bath Design & Industry Awards and Opening Night Party, the NKBA Bash party and the Shark Breakfast, a networking event for manufacturers, distributors, sales firms and showrooms.

KBIS PROMOTIONAL SUPPORT

NKBA Global Connect Subscribers who choose to exhibit at KBIS will be supported by the following:

“NKBA GLOBAL CONNECT AT KBIS” PROMOTIONAL PACKAGE

- + Featured content in KBIS newsletter (1x) – *60,000 opt-in recipients*
- + Featured content in NKBA Global Connect newsletter (1x) – *2,500 opt-in recipients*
- + KBIS Facebook boosted post (1x) – *21,000 followers*
- + KBIS Instagram boosted post (1x) – *67,500 followers*

MODENUS.COM EXCLUSIVE BLOG POST

KBIS and NKBA media partner Modenus Media will create one blog post featuring all Global Connect Subscribers that are exhibiting at KBIS, reaching an audience of 35,000 design professionals and over 85,000 social media followers.

KBIS COLLECTION & DESIGN DIRECTORY

KBIS participating brands are invited to submit featured products in a comprehensive Design Directory, called KBIS Collection. This directory reaches design influencers and specifiers throughout North America.

DESIGNHOUNDS INFLUENCER BOOTH VISIT

Opportunity to sponsor Modenus Media's Designhounds Influencers at KBIS. Includes booth visit and social media coverage (cumulative 250,000+ followers).

KBIS SHARK BREAKFAST

This lively networking event brings North American distributors, showrooms and brands together, offering an opportunity to develop new distribution alliances. NKBA Global Connect Subscriber members will be invited to participate, introducing their products and capabilities.

NKBA GLOBAL DESIGN BITES

This new program offers NKBA Global Subscriber brands the opportunity to present their newest products and ideas to North American buyers. VIP buyers and media will be invited to hear select brands present in a short, energetic format.

NKBA GLOBAL CONNECT CONCIERGE SERVICE

Support for NKBA Global Connect Subscribers who are first-time exhibitors with show logistics, set-up and promotional opportunities.



PROMOTIONAL PROGRAMS & COMMUNICATIONS

The NKBA offers a number of marketing platforms through which NKBA Global Connect Subscribers can inform and engage the North American kitchen and bath market. These range from podcasts to newsletters and social media posts — all designed to give Subscribers a fast start in building awareness with the marketplace.

NKBA SOCIAL MEDIA & NEWS PLATFORMS

- + NKBA blog post, hosted on nkba.org (1x)
- + NKBA newsletter feature (1x) — *50,000 NKBA member recipients*
- + NKBA Facebook post (1x) — *43,000 followers*
- + NKBA Instagram post (1x) — *26,400 followers*

KBTALKS PODCAST

KBTalks is the NKBA-owned podcast for the kitchen and bath industry reaching NKBA member and non-member audiences. Editorial consideration will be given to NKBA Global Connect Subscribers to share company news when relevant to the podcast topic. Content will be vetted by the podcast producers and will be limited to editorially relevant information. (1x)

This is not an opportunity for advertising or sales-oriented messaging.



NKBA GLOBAL CONNECT NEWSLETTER

NKBA Global Connect Newsletter sharing industry insights and updates will highlight each NKBA Global Connect Subscriber profile. An interview of the Subscriber will be conducted by the NKBA and the resulting feature and image will run once. (1x)

- + Distribution — *2,500 opt-ins*

SUBSCRIPTION SUMMARY

In summary, the NKBA Global Connect Subscription Program is a powerful tool to give you access and insights to one of the largest and most vibrant kitchen and bath marketplaces in the world. Leveraging all of the research, advice and communications platforms will assist your brand in making a mark that is thoughtfully presented and meaningful.

We look forward to building a partnership founded on success.

NKBA Market Research

Industry Insights

Industry Advisors

Events & Conferences

Kitchen & Bath Industry Show (KBIS)

Promotional Programs & Communications

GLOBAL CONNECT SUBSCRIPTION PLAN

\$5,500 USD/year

Subscriptions are limited to two (2) seats/subscription and may be renewed annually.

Disclaimer: NKBA cannot be held responsible for advice gained from advisors or informational posts on the website. Advisors are intended to provide a starting point for your expansion or entrance into the North American market. The list of advisors is not comprehensive. Inclusion does not constitute an endorsement or recommendation by NKBA. We strongly recommend that you perform your own due diligence investigation and background research on any company. We assume no responsibility for the professional ability or integrity of the providers listed.

NKBA GLOBAL CONNECT ALLIANCE PARTNERS



nkba.org/globalconnect

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