

# KBIS Virtual

FEBRUARY  
9-12, 2021



2020 Virtual  
Tradeshaw  
Experience

**SURF EXPO**  
**CONNECT**  
VIRTUAL TRADESHOW

CEDIA EXPO  
**VIRTUAL**

 **OUTDOOR  
RETAILER**  
ONLINE

 **DIGITAL  
DEALER**

**RFID** JOURNAL **VIRTUALLY LIVE!**

**PROSPER** VIRTUAL **SHOW**

# Why Virtual Shows Fail

No focus on content

Few ways to connect

Not enough leads

Not enough ways to do business



# Why KBIS Virtual Succeeds

Sessions that Sizzle!  
Packed with Content & Education

Forums, Roundtables, Coaching  
Social Networking, Messaging

Get attendees into the booth and  
deliver the lead

Meetings, Demos, New Product,  
Calls to Action

# We Built It...They Will Come

15,000 Attendees in 2020



Compare Products  
Meet with Brands  
See the Latest Designs  
Meet with You!



Learn  
Leading Thinkers  
CEU Credits  
Interactive Labs



Engage with Peers  
Roundtables  
Social Events  
Forums

Architects, Builders, Cabinet Shops, Consultants, Dealers, Decorative Plumbing & Hardware Professionals, Designers, Distributors, Fabricators, Home Centers, Independent Manufacturers' Reps, Installers and Remodelers.

# What's in it for the Exhibitor?

15,000 Attendees in 2020

➤ **Connect with  
Qualified Buyers**

➤ **Promote Specials,  
Discounts, Samples**

➤ **Schedule  
Face to Face  
Meetings**

➤ **Announce New  
Products, Services  
& Technology**

➤ **Stay Connected  
with Networking  
Events**

➤ **Instant Sales  
Leads**

# The Virtual Booth

Capture Leads, Create Calls to Action, Showcase Product



# Attendees Find You

Search, Directories, Promotion

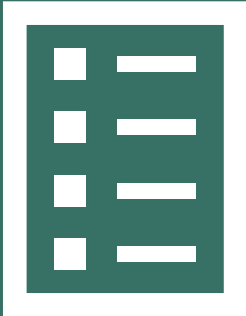
Search by Name,  
Keyword, Product  
Category



Preshow, During and  
Post Show Promotion



Virtual Swag, New  
Product, In-Booth  
Session Directories



# Generate Sales Leads

## Capture Attendee Contact Information

Virtual Badge Swipe  
Delivers Attendee Contact Info

Get the Catalog



Virtual Swag

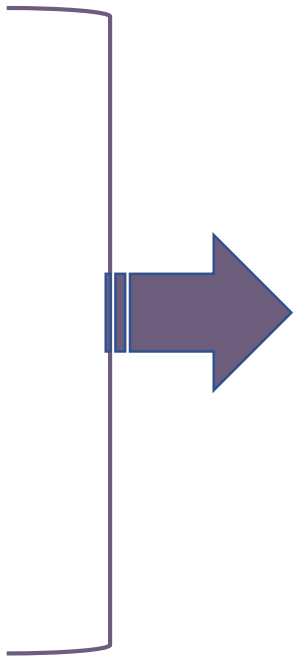


Book a Meeting



Attend a Demo

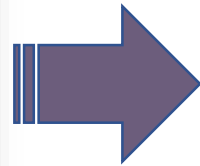
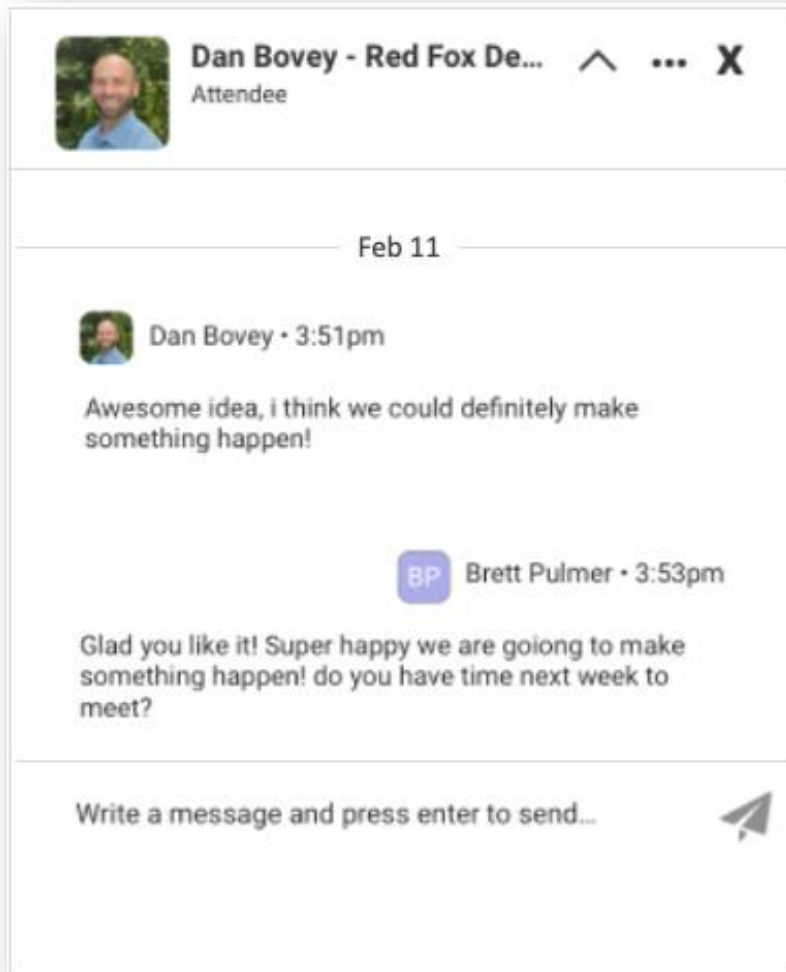


- 
- Attendees take action
  - Your team gets an email
  - Attendee contact info
  - Report with attendee detail



# Interact & Message

In Booth Now, Chat, Message



- You see who is in the booth
- Chat 1 : 1 with attendees
- Attendee can message the booth
- Message center holds all chats and messages

# Showcase Your Products

Add Product Content, Videos, In-Booth Demo



Our Best Selling Kitchen Cabinets

Show Special

[Test Design 1](#)



The Perfect Island Cabinet

Show Special

[Test Design 1](#)



- Upload PDFs, Videos, Product Catalogs, Pricing
- Embed video on the booth homepage
- Hold in-booth sessions to demo products
- Feature new products in booth and site directories

# Get Meetings

## Matchmaking Service, Meeting Requests

Book a Meeting



Select a Date & Time

April 2019 < > Wednesday, April 10

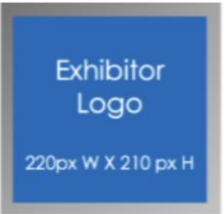
SUN	MON	TUE	WED	THU	FRI	SAT	
	1	2	3	4	5	6	10:00am
7	8	9	10	11	12	13	10:20am
14	15	16	17	18	19	20	10:40am
21	22	23	24	25	26	27	11:00am
28	29	30					11:20am
							11:40am

Eastern Time - US & Canada (10:53am) ▾

- Call to action button to book a meeting
- Embed personal Calendly
- Search attendees by filter to send meeting requests added to their message center

# Demo Your Product

## Hold In-Booth Sessions



Exhibitor  
Logo  
220px W X 210 px H

In-Booth Session

### Showcasing the Latest Trends in Kitchen Cabinet Design


Meet our product specialists and see the new designs

[Register](#)

**Access Information**

Click "Register" to sign up for this event and to view the access information.

**Event Details**



### Showcasing the 2021 New Cabinet Trends and Designs

Join us and meet our designers that will showcase the latest in kitchen cabinet trends and how those trends have translated into our 2021 cabinet product line. Click to register and get access information to join the session and have it added to your calendar so you won't miss this compelling session!

- Attendees register capturing contact info
- Reminded to attend
- Sessions appear in calendar
- Sessions appear in site directories

# Easy Setup & Onboarding

Plug & Play to Add Materials



- Upload graphics you already have
- Format is created for you
- Video training to make it easy
- 1 on 1 support available



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