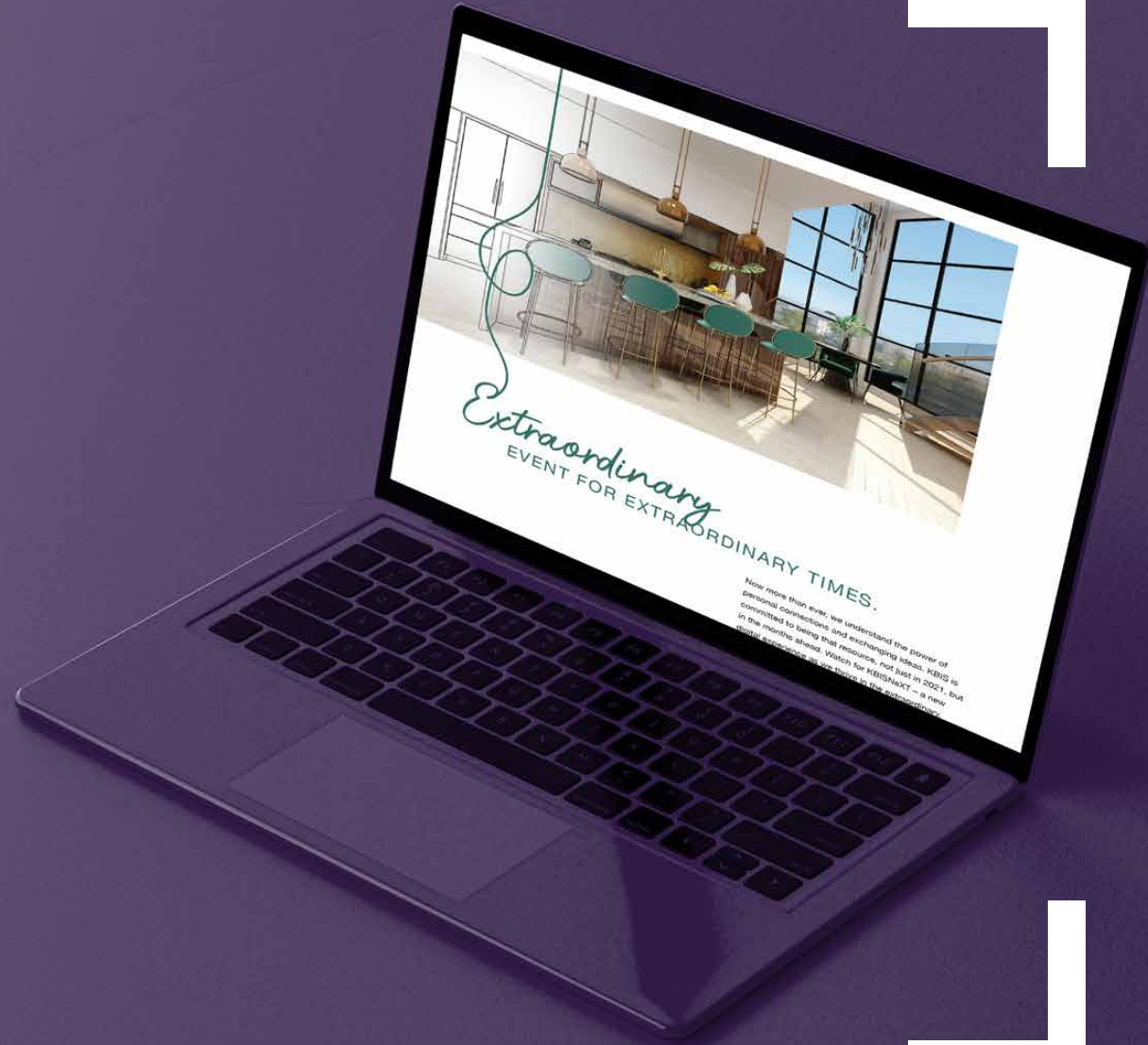


KBIS Virtual

FEBRUARY
9-12, 2021



You are invited **to join us for KBIS Virtual.**

Welcome to KBIS Virtual – your opportunity to connect with our incredible network of designers, dealers, builders and remodelers in the virtual environment.

KBIS Virtual, the new virtual companion to our in-person show, is designed to deliver qualified leads, promote product launches and initiate meaningful engagement through face to face meetings, networking sessions and more. Bringing the kitchen & bath community to you, no travel required!



Value **Proposition**

KBIS Virtual is your opportunity to showcase products and services kitchen & bath professionals need to grow and thrive in a competitive market. Here is what you can expect from our virtual experience:

➤ **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**

10,000+ qualified attendees

➤ Designers, Dealers, Remodelers, Showrooms,
Architects, Builders, Cabinet Shops, Home
Centers, Fabricators, Installers –
From all over the world

Social Following:



24,000+
followers











































































29,000+
followers



67,000+
followers

*Get the
leads*
**you need –
the KBIS
audience
is just
what
you're
looking for.**

Booth Features

	Silver	Gold	Platinum
➤ 3D booth experience templates available to highlight your products			
➤ Personalized Meeting Calendar for Attendees to request meetings			
➤ Statistical data for all attendee booth activity (posts, videos, etc)			
➤ Live Chat (See who is in the booth and chat or message attendees)			
➤ Make Appointment button for attendees to request meetings & access personal meeting calendar			
➤ Request pre-scheduled meetings with attendees through matchmaking			
➤ Call to action pages to request samples, pricing, meetings or contact			
➤ Videos tab to access product or demo videos			
➤ Events tab (Platinum sponsors get event listing rotation in common areas, including homepage)			
➤ Quick Facts data tags to enhance search			
➤ New Product Showcase directory in booth			
➤ Unlimited Content (Product Marketing Material – PDFs, Videos, Images, & Posts)			
➤ Resources tab (Display collateral for download by booth visitors – PDFs, white papers, info sheets, etc.)			
➤ Exhibitor Staff - Unlimited			
➤ Voices from the Industry passes included			
➤ Enhanced 3D booth experience templates available to highlight your products			
➤ Contact & demographic information for all attendee booth activity			
➤ Live video – meetings, demos			
➤ Custom header			
➤ Attendee Newsletter Category Spotlight			
➤ Event Calendar access to add sessions, demos or events to booth calendar – Added to exhibitor agenda directory in attendee dashboard			
➤ Meeting Calendar (Calendly)			
➤ Virtual swag items for giveaways and contests			
➤ Promotional banner inside of booth			
➤ Embed code to create your own 3-D booth or interactive elements in impact area *Fees may apply, call for details			
➤ Preferred placement within Expo Hall and Exhibitor Lists			
➤ Attendee list rental (January/February launch date)			
➤ Post attendee list rental			
➤ Featured in pre-and post attendee newsletters (1-pre & 1-post)			
➤ Pre-show interview with a <i>KBB</i> editor featured on <i>kbbonline.com</i>			
➤ Chatbot functionality to greet booth visitors and engage			
➤ Events showcased in "Today's Events Highlights" on the homepage			
➤ Sitewide alert messages to highlight sponsored section			

Silver

Generate Sales Leads

- Pages with forms for an instant sales lead emailed to you.
- 25 attendee meeting requests with matchmaking before the show
- Personalized meeting calendar in the booth for attendees to request meetings with you.

Showcase Products

- Add unlimited product PDFs, lookbooks, images, videos, posts
- In-Booth new product showcase (3 products)
- Personalized meeting calendar in the booth for attendees to request meetings

Create Calls to Action

- Call to action buttons and pages for show specials, new products, meetings, and more.
- 3D booth experience templates available to highlight your products
- Display and download product PDFs, pricing and marketing collateral

More Opportunities

- Statistical data for all booth attendee activity (posts, videos, etc)
- Data tags for attendees to find you
- Unlimited exhibitor staff

\$3,850

NKBA MEMBER RATE

\$4,250

NON-MEMBER RATE

Highlights

Showcase new products

Call to action pages for instant leads

1:1 in-booth chat and messaging

Unlimited content

Downloadable resources



Gold

All Silver Booth Benefits, Plus the Following....

Special Promotion

- Attendee Newsletter Category Spotlight
- Sessions added to the site exhibitor agenda

Enhanced Booth Design

- Enhanced 3D booth experience templates available to highlight your products
- Utilize live video to host meetings & product demos
- Promotional banners
- Additional videos (5) showcased in the video tab

\$7,800

NKBA MEMBER RATE

More Calls to Action

- 50 pre-event attendee meeting requests
- “Virtual Swag” opportunity to raffle a giveaway. One (1) promotion added to site directory

More Opportunities

- Contact & demographic information for all attendee booth activity
- 4 NKBA Voices from the Industry Passes

\$9,000

NON-MEMBER RATE

Highlights

Promotional banner inside of booth

Enhanced 3D booth experience templates available to highlight your products

Additional videos, new product features



Platinum

All Gold Booth Benefits, Plus the Following....

Special Promotion

- Primary placement within the Expo Hall and Exhibitor Directories
- Events showcased in “Today’s Event Highlights” on the homepage
- Featured in pre and post attendee newsletters (1 each)
- Sitewide alert messages to highlight sponsored session

Enhanced Booth Design

- Embed code to create your own 3-D booth or interactive elements in impact area *Fees may apply, call for details
- Up to 10 videos to showcase product
- Chatbot functionality to greet booth visitors and engage

\$25,500

NKBA MEMBER RATE

\$30,000

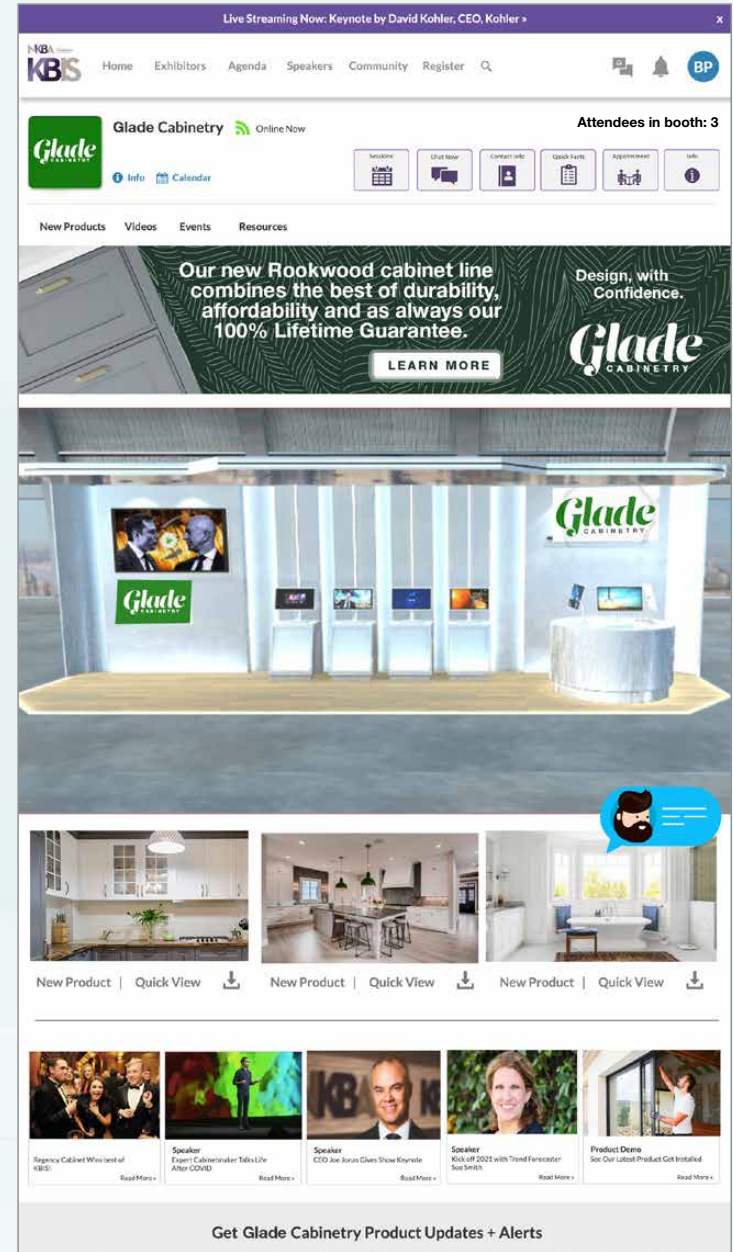
NON-MEMBER RATE

More Calls to Action

- 100 pre-event attendee meeting requests
- “Virtual Swag” opportunity to raffle a giveaway. Three (3) promotions added to site directory
- Added to the attendee directory for direct messaging to attendees

More Opportunities

- 8 NKBA Voices from the Industry Passes
- 2 attendee list rentals. One pre-event (Jan or Feb) and one post-event (March and beyond)
- Pre-show interview with a KBB editor featured on kbbonline.com



Additional Sponsorship Options

Feature	Description	Pricing
Attendee List Rental	Promote your product launches, pre-show marketing updates and other exhibitor-led initiatives to registered KBIS 2020 attendees and KBIS 2021 virtual attendees	\$6,000
Additional New Products	Add more new products than your allotment	\$500/ea
Matchmaking Invites	Increase the number of matchmaking emails you can send	25 for \$500
Virtual Swag	Add a show special, contest, giveaway, etc. to capture more leads	\$1,500
Banner Ads	Banner ad placement on homepage (limited availability)	\$20,000
Category Banner	Place banner promoting demo or new product in selected category	\$5,000-\$10,000
★ Registration Sponsorship	Sponsorship in registration pages, confirmation emails and programmatic – EXCLUSIVE SPONSORSHIP	\$25,000
Networking Lounge Sponsor	Sponsor a networking lounge in the area or topic of your choice	\$3,000-\$10,000
KBISNeXT Stage Session Sponsor	Get your brand recognized as part of the KBISNeXT Stage experience by sponsoring one of our eight sessions	\$8,500
★ KBISNeXT Stage Sponsor	Showcasing the industry's latest trends and insights shared by leading kitchen and bath experts, the KBISNeXT Stage is the place to be. By becoming the stage sponsor, your brand will be top-of-mind for all stage attendees – EXCLUSIVE SPONSORSHIP	\$25,000
KBIS Product Tours	Reach our social audience by participating in our weekly IGTV product tours	starting at \$3,500
Best of KBIS	Enter your products to be a part of the industry's premier awards program	\$1,000
Design Bites	Pitch your product and “wow” key media and attendees in a cost-effective and entertaining way!	COMING SOON
★ Homepage Countdown Sponsor	Branded logo linked to booth placed next to show countdown clock – EXCLUSIVE SPONSORSHIP	\$10,000
Amplification Packages	Pricing and level details coming soon!	\$20K-\$85K

More sponsorship options to come..!

Sales *Contacts*



MARIA HILL
National Sales Manager

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

770.291.5419

maria.hill@
emeraldx.com



CONNOR BENNETT
Sales Representative

A-E, #
(100-300 sq ft)

770.291.5471

connor.bennett@
emeraldx.com



BRIAN CHATTIN
Account Executive

Companies F-N, France,
Germany & Turkey

770.291.5467

brian.chattin@
emeraldx.com



DIANA GALLAGHER
Account Executive

Companies O-Z and Asia

770.291.5436

diana.gallagher@
emeraldx.com