

CONNECT WITH THE MEDIA AND PROVIDE A FIRST LOOK AT YOUR NEW PRODUCTS!

Monday, February 8
Kitchen Tour: 10:00-11:30 AM ET
Bath Tour: 12:30-2:00 PM ET

This private, curated pre-show event will be comprised of two themed virtual tours, kitchen & bath, and will give a minimum of 50 editorial media per tour the opportunity to get early access to a select number of pre-qualified exhibitors.

Media will see and learn more about your latest product launches AND this is your opportunity to have guaranteed media engagement as part of your show experience.

Each tour will be hosted by a special celebrity designer or influencer!



OVERVIEW



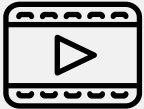
- **Members of the media will be encouraged to register for both tours.** There will be no cap to the number of media participants.



- **Each guided tour will feature ten (10) exhibitors** – three (3) sponsors and seven (7) pre-selected exhibitors, curated by media VIPs.



- **Each participating exhibitor will receive up to 10 minutes** to introduce and explain their new product to the media as part of the tour.



- **Each exhibitor will be asked to produce a recorded 3-5 minute video** that highlights one new product or series. We encourage brands to get creative and use this opportunity to incorporate demonstrations, bring in a “celebrity guest”, or give a “behind the scenes” look at the manufacturing process in a new and unique way.



- Following the video, **each exhibitor will have an additional 3-5 minutes for a live Q&A session.**



- **A digital media kit will be provided to all the media** at the conclusion of the tour. Exhibitors can provide a press release, product information, high-res product images and contact information as part of the media kit.



- Non-sponsored participating exhibitors will be selected through an open application.



- **Each tour/round robin will be recorded** and a digital version of the tours and the media kits will be available to ALL registered media starting on Tuesday, February 9, 2021. The tours will also be re-broadcast at least once before March 31 to all KBIS virtual attendees.

SPONSORSHIP OPPORTUNITIES

TITLE TOUR SPONSOR

\$40,000

EXCLUSIVE OPPORTUNITY

OPPORTUNITIES & BENEFITS:

- Guaranteed spot on both tours
- Opportunity to present two products, one product per tour
(Must be different products)
- First exhibitor on each tour
- Sponsor logo to be incorporated into programming creative

KITCHEN TOUR SPONSOR

\$25,000

EXCLUSIVE OPPORTUNITY

OPPORTUNITIES & BENEFITS:

- Guaranteed spot on kitchen tour
(Sponsor must manufacturer a product used in the kitchen)
- Second exhibitor on the tour
- Ship a branded lunch box meal to media participants to enjoy the day of the tour *(limit to 25 lunches - Brand responsible for cost/shipment of meals. First 25 media to register for the tour will receive meals)*
- Sponsor logo to be incorporated into programming creative

BATH & BUBBLES TOUR SPONSOR

\$25,000

EXCLUSIVE OPPORTUNITY

OPPORTUNITIES & BENEFITS:

- Guaranteed spot on bath tour
(Sponsor must manufacturer a product used in the bathroom)
- Second exhibitor on the tour
- Ship a branded spa box to media participants *(limit to 25 boxes - Brand responsible for cost/shipment boxes. First 25 media to attend/stay for full event will receive a spa box)*
- Sponsor logo to be incorporated into programming creative

SWAG SPONSORS

\$7,500

2 AVAILABLE

**One sponsor per tour*

OPPORTUNITIES & BENEFITS:

- Guaranteed spot on one tour
- Third exhibitor on one tour
- Ship a branded swag box to media participants *(limit to 25 boxes - Brand responsible for cost/shipment of boxes. First 25 media to attend/stay for full event will receive a spa box)*
- Sponsor logo to be incorporated into programming creative

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(400+ sq.ft.),
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