



DESIGN BITES

February 10, 3:00-4:00 PM ET

DesignBites is going virtual

Get your hot products in front of media, key buyers and design influencers at the annual DesignBites competition. Shine a spotlight on the most important features of your new product to catch the attention of media & influencers in a creative and exciting “speed dating” product pitch format. Ten companies will conduct a three-minute presentation followed by a two-minute Q&A session. The “Brand with the Biggest Bite” will be announced at the end of the live event on February 10th from 3 – 4 pm EST.



#DesignBites

- ✓ **Guaranteed exposure to media on all brand videos due to contest/judging format**
- ✓ **In depth pre-show promotion on social platforms, brand mention in press release and brand announcement from host on social channels**
- ✓ **Amplification through the Modenus DesignHounds network - guaranteed brand coverage from 10 social media influencers (Value: \$10K)**
- ✓ **Work with our experienced team to help you produce your engaging 3-minute video for the competition**
- ✓ **Inclusion in the KBIS Virtual Show Directory in the KBB Feb/March issue**

PARTICIPATION BENEFITS



PARTICIPATION BENEFITS CONTINUED

- ✓ Promoted to KBIS Virtual attendees through a series of emails
- ✓ Live event coverage through kbisconnect.com
- ✓ Live social streaming via Facebook Live and Instagram Stories
- ✓ Edited video of presentation for promotion on brand channel
- ✓ Post-show social coverage; videos posted and promoted on KBIS YouTube channel



DESIGNHOUNDS COVERAGE

DesignBites brands will be covered and amplified by ten DesignHound influencers and Modenus Media, which includes the following **benefits:**

Potential reach of entire DesignHounds community of 600+ Design Influencers and amplification to an average of 250,000+ design pros and high-end consumers.

Design influencers will cover and share brand presentations via their blogs and social media channels and engage during the live event.

#DesignhoundsKBIS campaign sees over 11 million impressions on Twitter & Instagram and over 250 pieces of content reaching an audience of over 2.9 million unique readers.

Contract requirements

- ✓ Commitment to live date, meeting dates & deadlines
- ✓ Commitment to working with KBIS team for final video
- ✓ Commitment to attending the “live” event

Participation fee: \$8,500

The most attended event at CEDIA Expo Virtual!

Contact us
to learn more