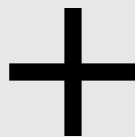




QUALIFIED KBIS ATTENDEES

14,000+



19,000+

IBS Crossover Attendees to KBIS



TOTAL QUALIFIED ATTENDANCE

33,000+

(includes IBS crossover)

TOTAL KBIS  
ATTENDANCE

44,000+

(all KBIS registration categories  
plus IBS crossover)

436,000

Net Square Feet  
of Exhibit Space

DESIGN &  
CONSTRUCTION  
WEEK®  
ATTENDANCE

90,000

600+

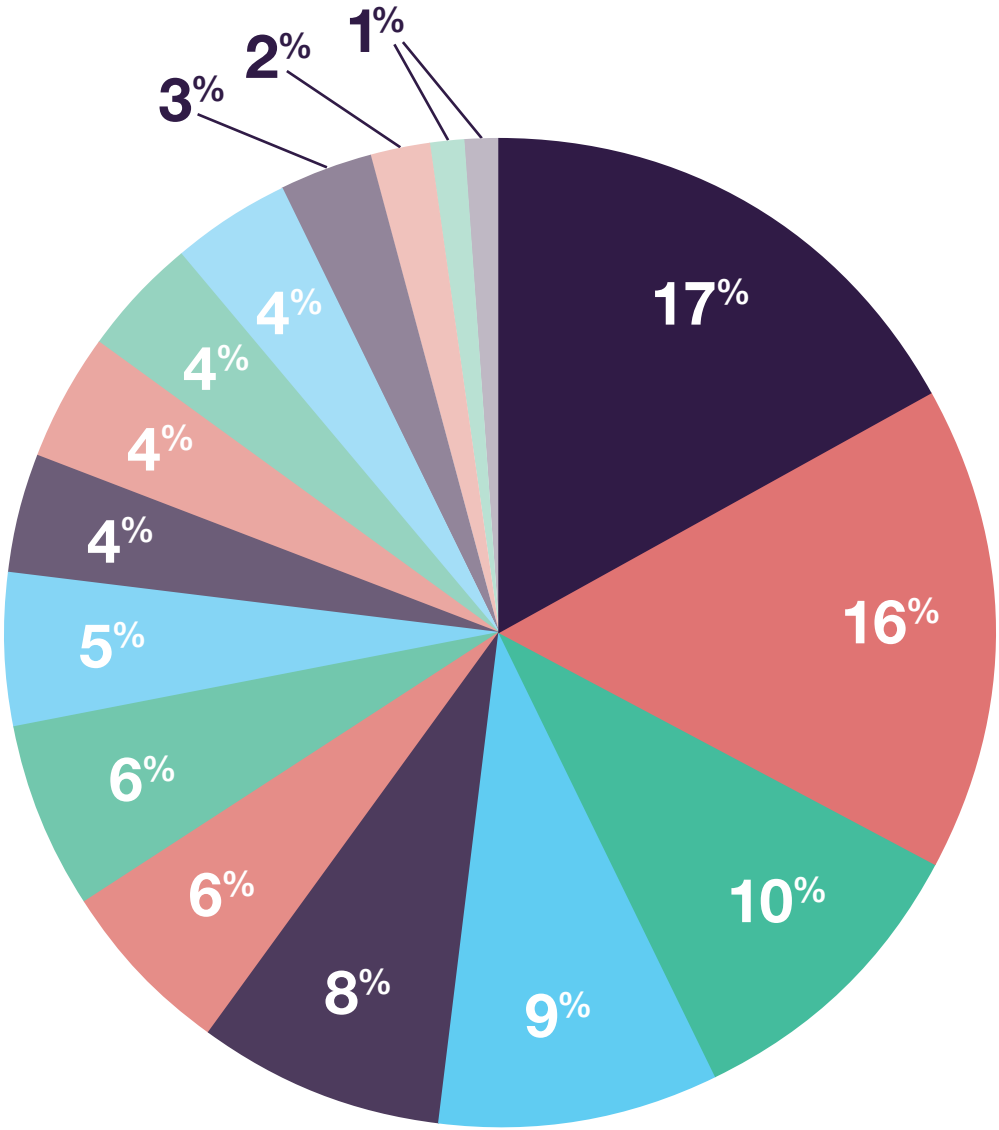
Exhibitors

42%

First-Time  
Attendees

"As a first-timer, I found much value in attending KBIS. I also plan to get more active in my local chapter as a result. I was excited to see so many Vendors and really thought the addition of IBS worked well for my business model."

SHUNDRA HARRI, FOUNDER AND PRINCIPAL DESIGNER,  
SHUNDRA HARRIS INTERIORS

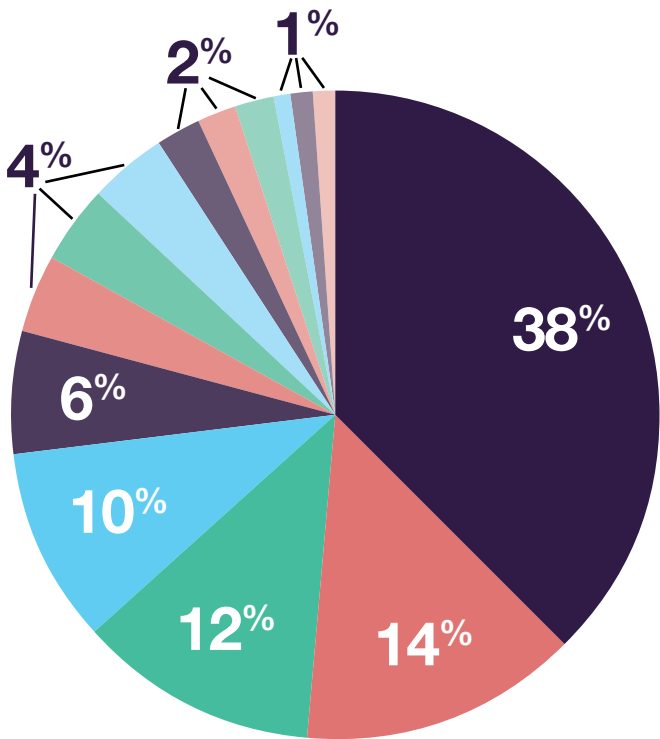


|                                |     |
|--------------------------------|-----|
| Builder/Remodeler              | 17% |
| Kitchen & Bath Dealer          | 16% |
| Interior Design Firm           | 10% |
| Cabinet Shop                   | 9%  |
| Kitchen & Bath Design Firm     | 8%  |
| Plumbing Wholesale/Distributor | 6%  |
| Consulting Firm                | 6%  |
| Specialty Distributor          | 5%  |

|                                     |    |
|-------------------------------------|----|
| Independent Manufacturer's Rep Firm | 4% |
| Fabricator                          | 4% |
| Home Design Showroom                | 4% |
| Appliance Distributor               | 4% |
| Custom Builder                      | 3% |
| Home Center                         | 2% |
| Architectural Firm                  | 1% |
| Student                             | 1% |

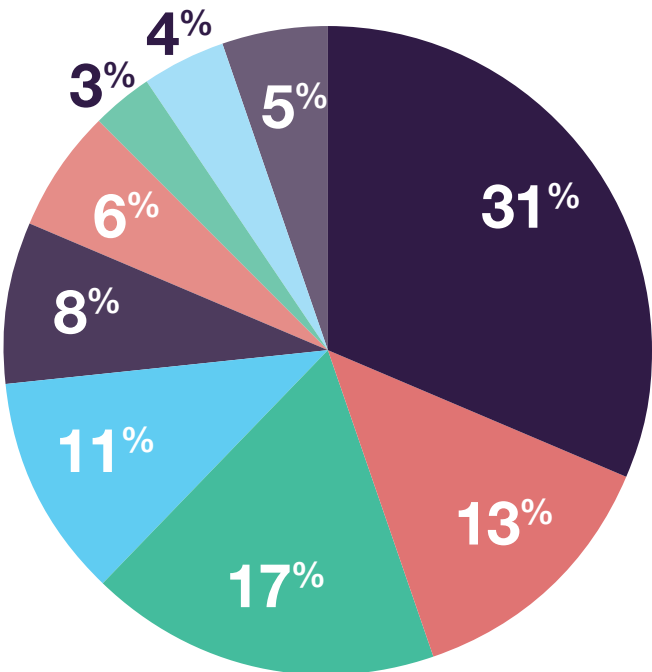


JOB TITLE



|                           |     |
|---------------------------|-----|
| Owner/Partner             | 38% |
| Designer                  | 14% |
| Director/Manager          | 12% |
| Salesperson               | 10% |
| President/General Manager | 6%  |
| Vice President            | 4%  |
| Buyer/Purchasing Agent    | 4%  |
| Consultant                | 4%  |
| Administration            | 2%  |
| Showroom Staff            | 2%  |
| Manufacturer's Rep        | 2%  |
| Installer                 | 1%  |
| Architect                 | 1%  |
| Estimating                | 1%  |
| Information Technology    | <1% |

NUMBER OF EMPLOYEES AT ORGANIZATION



|                   |     |
|-------------------|-----|
| 1-4 employees     | 31% |
| 5-9 employees     | 13% |
| 10-19 employees   | 17% |
| 20-49 employees   | 11% |
| 50-99 employees   | 8%  |
| 100-249 employees | 6%  |
| 250-499 employees | 3%  |
| 500-999 employees | 4%  |
| 1,000+ employees  | 5%  |

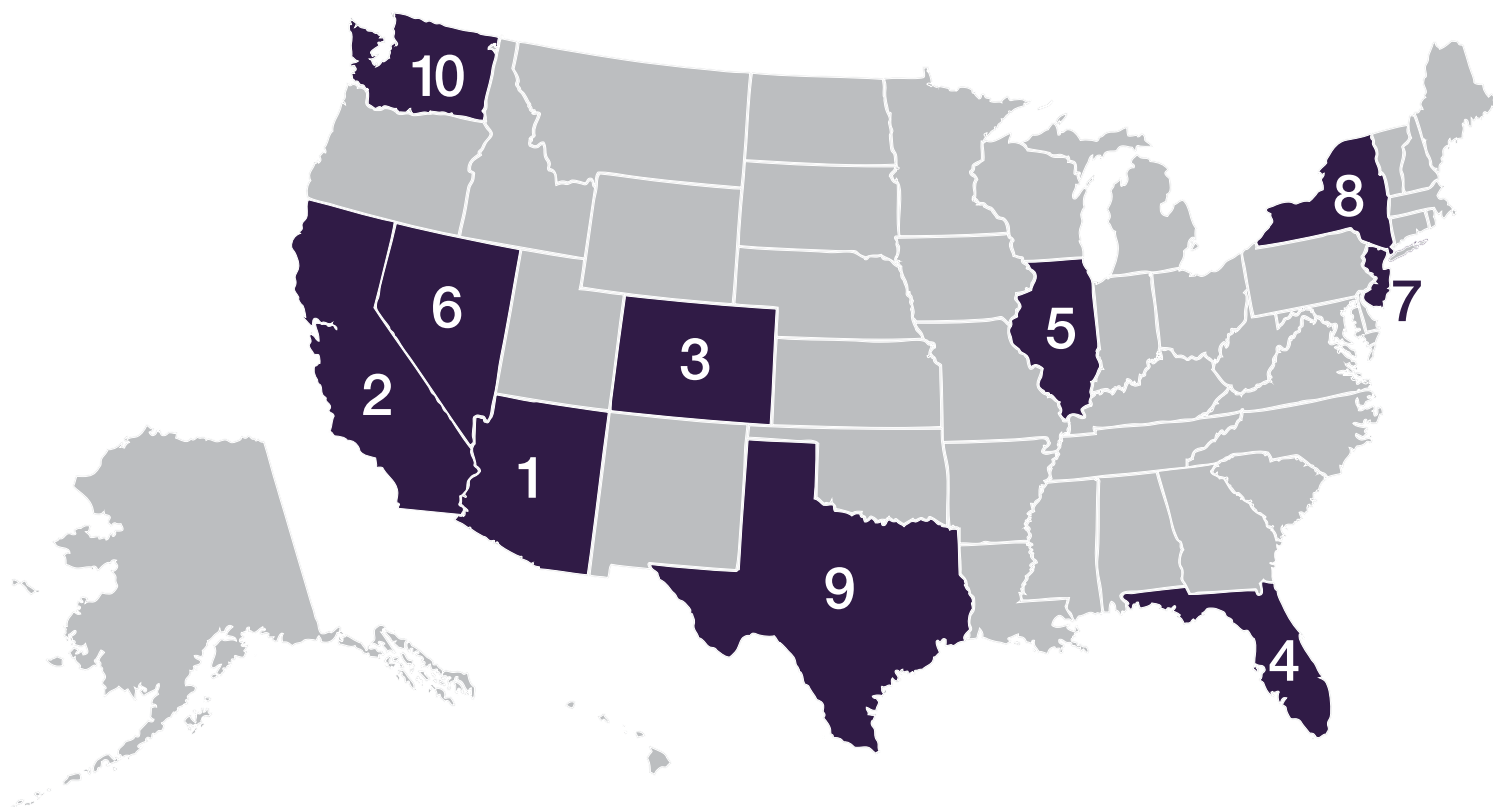
"This was my third year attending KBIS! As a tactile/kinetic person, I love getting to touch and feel all the new products and finishes. It also feels like a design reunion each year when I meet up with my friends from across the country. Love the ability to share, learn, and have fun with other members of the community!"

COURTNEY GLIDDEN, DESIGN MANAGER,  
CRAFTSMAN DESIGN AND RENOVATION



TOP 10 STATES  
IN ATTENDANCE:

1. Arizona 2. California 3. Colorado 4. Florida 5. Illinois  
6. Nevada 7. New Jersey 8. New York 9. Texas 10. Washington

TOP 10 COUNTRIES  
IN ATTENDANCE:

1. United States 2. Canada 3. Mexico 4. China 5. Italy  
6. Japan 7. Turkey 8. South Korea 9. Germany 10. Phillipines

**65** countries represented at KBIS 2020

“KBIS is an asset to any design/build professional! The wealth of product information & displays are immeasurable. It's an amazing sensory experience of the latest & greatest, as well as providing a grand networking platform to strengthen current vendor relationships and/or establish new ones. I anxiously await getting to implement all the new products in my upcoming projects. Super excited to show off all the new products discovered at KBIS 2020!”

**M. LEIGH MOSBY, SELECTIONS COORDINATOR, LEGACY CUSTOM HOMES**

80%

of attendees discovered  
new products



80%

of attendees felt they met  
their objectives



82%

of attendees agreed that they were  
more likely to purchase a product  
having seen it at KBIS



Over 50%

of attendees have only  
attended KBIS



84%

of attendees consider KBIS the most  
important show for their business

38%

of attendees have placed, or plan to  
place, orders with current vendors, and  
34% with new vendors



25%

of attendees plan to spend over  
\$100,000 in the coming year

"Going to KBIS is a game changer. After visiting the show, I was able to see things in person, take my new found knowledge and information to my clients and we were able to order appliances, lighting, and tile with confidence."

CHRISTINE KOHUT, OWNER/INTERIOR DESIGNER,  
CHRISTINE KOHUT INTERIORS

**71%** of attendees design or specify kitchen and bath products

TOP TEN PRODUCTS DESIGNED OR SPECIFIED:

1  
Cabinetry

2  
Kitchen  
& Bath  
Technology



3  
Countertops

4  
Plumbing  
Fixtures



5  
Hardware

6  
Lighting



7  
Appliances

8  
Accessories



9  
Flooring/  
Floor  
Coverings



10  
Vanities





KBIS received significant national coverage from major residential design, kitchen and bath, shelter and lifestyle media outlets.

415  
total media

953 million  
combined print circulation  
& digital reach

OFFICIAL PUBLICATION: **KBB** THE OFFICIAL PUBLICATION OF **NKBA + KBIS**

MEDIA PARTNERS



MAJOR MEDIA COVERAGE

Click on logos below to view coverage.

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|  |  |  |  |  |

Our social communities are at all time high!  
Through customized content and engaged conversations,  
our KBIS community is the leading the way in the design  
industry event social spaces.

IMPRESSIONS GENERATED  
BY HASHTAG

|              |                    |
|--------------|--------------------|
| #KBISNeXT    | close to 6 million |
| #DesignBites | over 4 million     |
| #BestofKBIS  | 1.5 million        |

Over  
**One  
million**  
total engagements



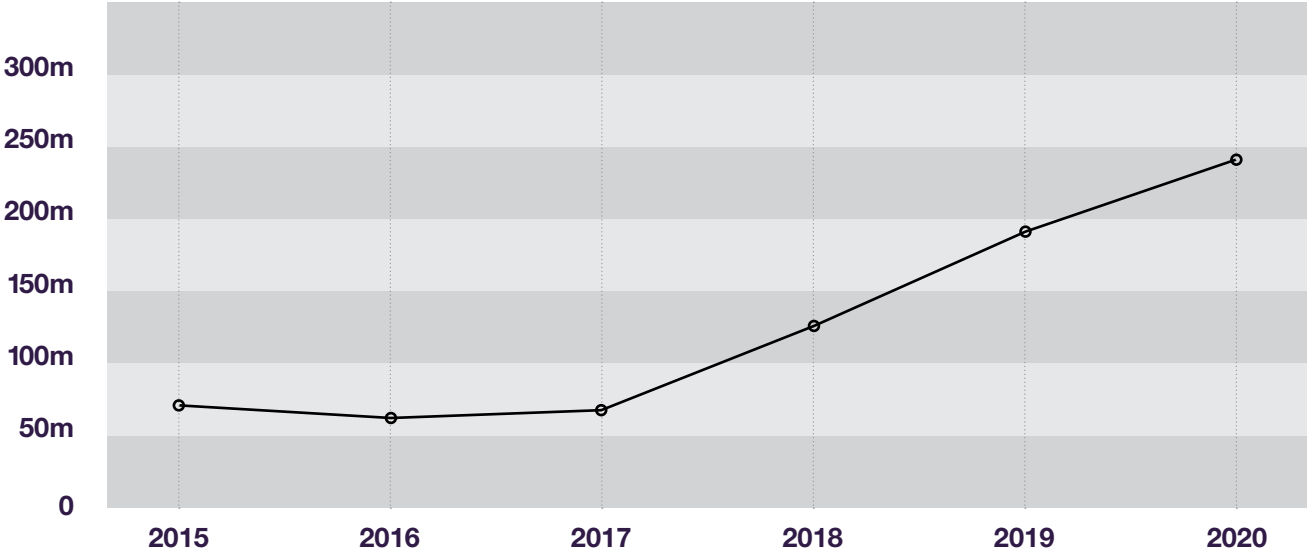
Over  
**240  
million**  
total impressions



**67,000+**

Instagram followers and growing –  
our community grew 10,000+ this year!

Social Reach by Show Year





# KBISNeXT Stage

**MOST  
VISITED**  
show  
feature!





## SHOW FEATURES



## Design Milk X Modenus Talks Lounge





SHOW FEATURES

10AM | FUNDAMENTALS OF  
LED LIGHTING  
1PM | DESIGN GUIDELINES  
FOR KITCHEN LIGHTING  
3:30PM | STATE OF THE SMART  
HOME PANEL

WEDNESDAY, JANUARY 22

10AM | FUNDAMENTALS OF  
RESIDENTIAL LIGHTING  
1PM | DESIGN GUIDELINES  
FOR BATH LIGHTING  
3:30PM | HEALTHY HOMES:  
LIGHTING, BIOPHILIA  
AND WELLNESS  
OPPORTUNITIES

THURSDAY, JANUARY 23

10AM | SPECIALTY AND  
ACCENT  
LED LIGHTING  
APPLICATIONS FOR  
KITCHENS AND BATHS

LIGHTOVATION  
LOUNGE

american  
lighting  
association

DALLAS  
MARKET  
CENTRE

International  
Furniture  
Fair

SEMINAR SCHEDULE

TUESDAY, JANUARY 21

10AM | FUNDAMENTALS OF  
LED LIGHTING  
1PM | DESIGN GUIDELINES  
FOR KITCHEN LIGHTING  
3:30PM | STATE OF THE SMART  
HOME PANEL

WEDNESDAY, JANUARY 22

10AM | FUNDAMENTALS OF  
RESIDENTIAL LIGHTING  
1PM | DESIGN GUIDELINES  
FOR BATH LIGHTING  
3:30PM | HEALTHY HOMES:  
LIGHTING, BIOPHILIA  
AND WELLNESS  
OPPORTUNITIES

THURSDAY, JANUARY 23

10AM | SPECIALTY AND  
ACCENT  
LED LIGHTING  
APPLICATIONS FOR  
KITCHENS AND BATHS



Lightovation  
Lounge &  
Lighting  
Pavilion

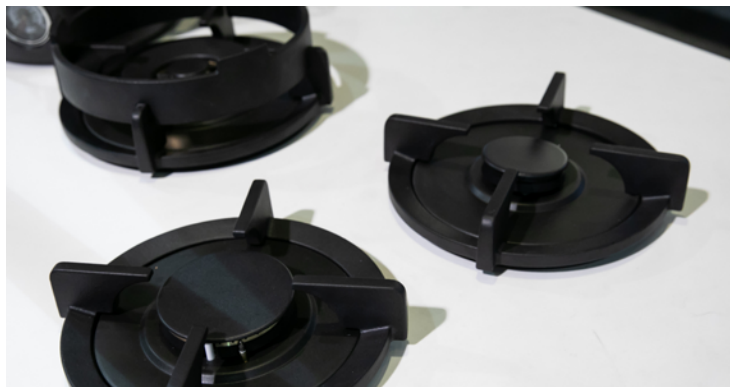




## SHOW FEATURES



## KBIS Edit





SHOW FEATURES



DCW  
Outdoor  
Living  
Pavilion







# The Showcase for Living in Place





## SHOW FEATURES



# CEDIA Technology Solutions Pavilion





## SHOW FEATURES



## Discovery District





SPONSORED BY  
**luxe.**  
interiors + design



**BEST OF SHOW ►**  
**Kintsu Bath Collection**  
Brizo



This year's  
judges included:

**GARRISON HULLINGER**, president,  
Garrison Hullinger Interior Design

**SHANNON GGEM**, principal,  
Ggem Design Co.

**ASHLEE RICHARDSON**, lead  
designer and project manager,  
Nar Design Group

**SARAH ROBERTSON, AKBD**,  
owner and interior designer,  
Studio Dearborn

**REBECCA WEST, IDS**, owner and  
interior designer, Seriously Happy  
Homes



**BEST OF KITCHEN GOLD**  
Plum, Plum

**BEST OF KITCHEN SILVER**  
Miele G 7000 Dishwasher, Miele Inc.



**BEST OF BATH GOLD**  
GE UltraFresh Front-Load Washer, GE Appliances

**BEST OF BATH SILVER**  
DUW Series – Wall-Recessed Linear Floor  
Drain, Drains Unlimited

**BEST OF SMART HOME  
TECHNOLOGY**  
U by Moen Smart Faucet, Moen

**BEST OF OUTDOOR LIVING**  
Kalamazoo Shokunin Kamado  
Grill, Kalamazoo Outdoor Gourmet

**IMPACT AWARD**  
Rainfinity, Hansgrohe



# BEST BOOTH 2020



**BEST BOOTH  
SMALL  
Hammerton**



**BEST BOOTH  
MEDIUM  
Caesarstone**



**BEST BOOTH  
LARGE  
Elkay**



**BEST BOOTH  
HONORABLE  
MENTION  
Neolith**





# SEE YOU NEXT YEAR!

February 9-11, 2021  
Orlando, Florida

## EXHIBIT SALES



**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