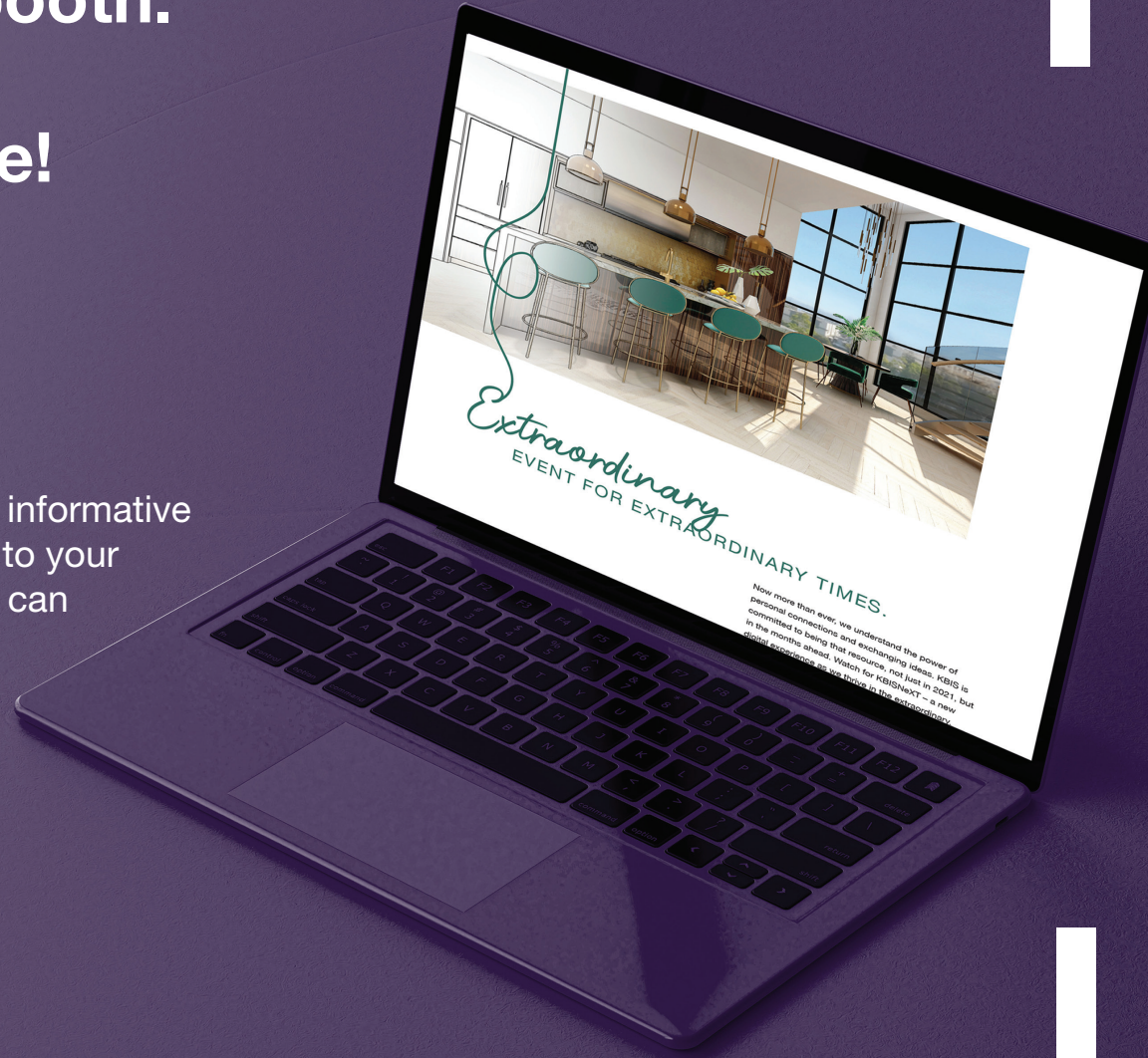


Drive attendees to your booth.
Generate more leads.
Maximize your experience!

Build it and they will come?
Well, it's not the *Field of Dreams*.

We're confident you are building an engaging and informative booth experience, but how will you get attendees to your booth? We've compiled a list of opportunities you can take advantage of to attract attendees before and during the event to drive leads and maximize your experience. Create your strategy today.

NKBA
KBIS
VIRTUAL | 2021



Opportunities

➤ **Pre-Show Marketing Opportunities**

➤ **During Virtual Marketing Opportunities**

┌ **Pre-Show Marketing Opportunities**

The time to engage attendees in a virtual event is not when it opens; it's well in advance (now). Take advantage of these pre-show marketing opportunities and let attendees know what to expect in your virtual booth. Give them a reason to meet when the show is live!

┌ **During Virtual Marketing Opportunities**

Be sure you are utilizing all the ways to drive attendees to your booth during the live event. Take advantage of these opportunities to ensure you are attracting even more customers (and in turn leads) to your booth.

Pre-Show Marketing

Opportunities



➤ Exhibitor Invitation Program

Powered by Nvytes, this FREE program is designed to help you market your participation and invite your customers and prospects to experience KBIS Virtual. Select from the customized marketing tools (email invitations, social media posts, banner ads, etc) to invite guests with a free Virtual Expo Hall Pass!

[Get Started Today](#) ➤➤

Pre-Show Marketing Opportunities

➤ List Rental

Get your brand in front of key buyers! Encourage buyers to visit your virtual booth, promote in booth sessions and announce product launches. Lists can be customized by business segment or geography so you can reach your top prospects.

**Contact your Account Executive for more information*



Pre-Show Marketing

Opportunities



➤ Matchmaking Service

Use filters to find the top attendees you want to connect with. Deliver a custom message to their inbox for a meeting. Let them know about a product launch, training or show special you are doing during the live event. Filters will include key demographics including location, title and business segment.

Available on January 25th

Pre-Show Marketing Opportunities

➤ Host In Booth Sessions

Invite attendees through our various pre-show marketing activities (matchmaking, list rental, etc) to your in-booth sessions. Present a product launch, panel discussion, product training or host a roundtable discussion! Attach a registration form to your session for an instant lead. Add to your booth event calendar.

**Based on your booth level, exhibitor sessions will run on the homepage of KBIS Virtual*



Pre-Show Marketing

Opportunities



➤ Social Media Packages

Our new video first social approach connects your products with our engaged KBIS social media audiences. Don't miss out on reaching over 70K followers on Instagram and over 25K followers on Facebook. Three packages available to accommodate all budgets.

**Contact your Account Executive for more information*

During Virtual Opportunities

➤ Participate in a Pavilion

A collection of like-minded exhibitors and attendees in one place to share knowledge, ideas and industry insights. Participating exhibitors are listed and profiled inside the pavilion with links back to their virtual booth. They have opportunities to introduce a “stage” session and can host social sessions inside one of several networking lounges.

**Contact your Account Executive for more information*



CONNECTED
LIVING

ICFF
Pavilion

During Virtual Opportunities

➤ Virtual Swag, Contest & Giveaways



Attendees love to win prizes! Create a contest, giveaway, show special or simply give out some swag.

Pro Tip! Attach a form to your swag or giveaway to generate more leads.

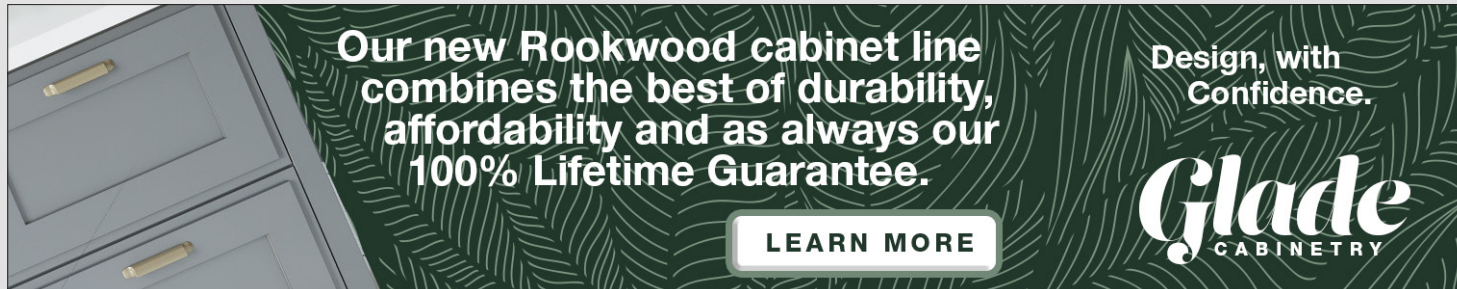
**Based on your booth level, virtual swag items will be listed in the site wide directory for maximum visibility*

During Virtual Opportunities

➤ Home Page Banners

Banner ads are a great way to call attention to your brand within the virtual experience. Advertise your booth experience, giveaway, new product or exhibitor session. Your ad can link directly to the homepage of your booth, or to a designed page within. Banner ads will also run on the Attendee Dashboards (first page attendees see when they login) for extra visibility. Limited availability.

**Contact your Account Executive for more information*



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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