

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!

The virtual event will take place from February 9-12, with on-demand viewing available through March 31, 2021.



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**

➤ **2D interactive booth template
options for a richer experience**

Reach a larger audience!

KBIS Virtual & IBSx will be 'virtually' collocated. IBSx attendees have access to the KBIS Virtual expo hall.

➤ 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
➤ 2D interactive booth experience templates available to highlight your booth features			
➤ 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			
➤ Unlimited In-Booth 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			
➤ 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			
➤ Events showcased in "Today's Events Highlights" on the homepage			
➤ 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			
➤ 2 Attendee List Rentals (one pre-show and one post-show)			
➤ Featured in pre-and post attendee newsletters (one pre-show and one post-show)			
➤ Pre-show interview with a KBB editor featured on kbbonline.com			
➤ Chatbot functionality to greet booth visitors and engage			
➤ Sitewide alert messages to highlight sponsored section			
➤ Option to include company's additional brands to the directory for \$250/ brand			

Silver

Generate Sales Leads

- Instant sales leads emailed to you – 95 leads guaranteed
- 25 attendee meeting requests via [matchmaking](#) before the show
- Personalized meeting calendar in the booth for attendees to request meetings with you

Create Calls to Action

- Call to action buttons for show specials, new products, meetings, and more
- 2D interactive booth experience templates available to highlight your booth features
- Display and download product PDFs, pricing and marketing collateral

\$3,850

NKBA MEMBER RATE

Showcase Products

- Add unlimited product PDFs, lookbooks, images, videos, posts
- In-booth new product showcase (unlimited products featured in booth, with up to three products showcased in the show-wide New Product Showcase directory)

More Opportunities

- Statistical data for all booth attendee activity (posts, videos, etc)
- [Data tags](#) help attendees find you
- Unlimited exhibitor staff
- 1 NKBA Voices from the Industry Pass
- 1 product category listing

\$4,250

NON-MEMBER RATE

Highlights

Showcase new products

1:1 in-booth chat and messaging

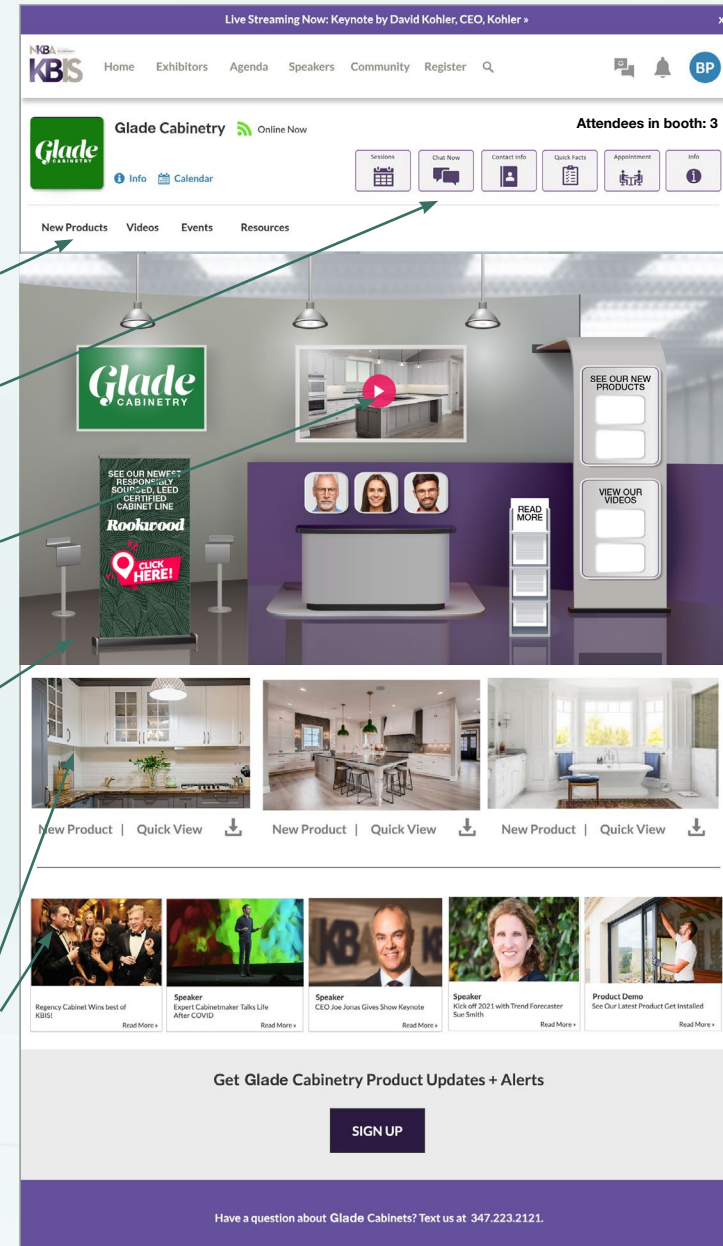
Call to action pages for instant leads

2D interactive booth template. Link directly to your new products, videos and content.

Unlimited content

Downloadable resources

The Exhibitor Booth



Gold

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

Pre-Show Promotions

- Attendee Newsletter Category Spotlight

Site-Wide Promotions

- One event per day showcased in "Today's Event Highlights" on the homepage
- Up to 5 products showcased in the show-wide New Product Showcase directory
- "Virtual Swag" opportunity to raffle a giveaway. One (1) promotion added to site directory.

Enhanced Booth Design

- Utilize live video to host meetings & product demos
- Promotional banners (unlimited/rotating)

More Opportunities

- 50 attendee meeting requests via matchmaking before the show
- Contact & demographic information for all attendee booth activity
- 4 NKBA Voices from the Industry passes
- Up to 2 product category listings

\$7,800

NKBA MEMBER RATE

\$9,000

NON-MEMBER RATE

Highlights

Promotional banner inside of booth

Additional videos, new product features

The Exhibitor Booth



Platinum

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

Pre-Show Promotions

- Pre-show interview with a KBB editor featured on kbbonline.com
- Pre-Show Attendee List Rental eBlast* (Jan or Feb) ***Launch dates first come/first serve**

Post-Show Promotions

- Post-Show Attendee Newsletter Category Spotlight
- Post-Show Attendee List Rental eBlast* (March and beyond) ***Launch dates first come/first serve**

Site-Wide Promotions

- Primary placement within the Expo Hall and Exhibitor Directories
- Up to three events per day showcased in "Today's Event Highlights" on the homepage
- Sitewide alert messages to highlight sponsored session. One alert per day. Time slots available first come/first-serve.
- Up to 10 products showcased in the show-wide New Product Showcase directory
- "Virtual Swag" opportunity to raffle a giveaway. Three (3) promotions added to site directory
- Option to include additional brands to the directory. \$250/ brand includes logo, description and link to main company's virtual booth.

Enhanced Booth Design

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

More Opportunities

- 100 attendee meeting requests via matchmaking before the show
- Access to the Attendee Directory for direct messaging to attendees
- 8 NKBA Voices from the Industry Passes
- Up to 4 product category listings

\$25,500

NKBA MEMBER RATE

\$30,000

NON-MEMBER RATE

Chatbot
example,
design
not final

The Exhibitor Booth

The screenshot displays the Glade Cabinetry exhibitor booth on the NKBA website. At the top, a purple banner reads "Live Streaming Now: Keynote by David Kohler, CEO, Kohler >". Below this is the NKBA KBIS navigation bar with links for Home, Exhibitors, Agenda, Speakers, Community, Register, and a search icon. The booth header for Glade Cabinetry includes an "Online Now" status, "Attendees in booth: 3", and icons for Sessions, Chat Now, Contact Info, Quick Facts, Appointment, and Info. A secondary navigation bar lists New Products, Videos, Events, and Resources. The main content area features a large banner for the "Rookwood cabinet line" with the text "Our new Rookwood cabinet line combines the best of durability, affordability and as always our 100% Lifetime Guarantee." and a "LEARN MORE" button. Below the banner is a 3D virtual booth model with a Glade Cabinetry logo, a "SEE OUR NEWEST RESPONSIBLY SOURCED, LEED CERTIFIED CABINET LINE" sign, a "CLICK HERE!" button, a video player, and a "READ MORE" button. To the right of the model are sections for "SEE OUR NEW PRODUCTS" and "VIEW OUR VIDEOS". A chatbot icon is visible in the bottom right corner of the booth model. Below the booth model are three product showcase cards, each with a "New Product | Quick View" link and a download icon. The bottom section of the page features a grid of five featured articles with images and titles: "Regency Cabinet Wins Best of KBB", "Speaker Expert Cabinetrymaker Talks Life After COVID", "Speaker CEO Joe Jonas Gives Show Keynote", "Speaker Kicks off 2021 with Trend Forecaster Sue Smith", and "Product Demo See Our Latest Product Get Installed". The footer contains the text "Get Glade Cabinetry Product Updates + Alerts".

		Silver	Gold	Platinum	
Additional Booth	Additional booths for multiple brands by same company		\$3,000	\$6,000	\$22,000
Feature	Description	Pricing			
Attendee List Rental eBlast	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 Products in the show-wide New Product Showcase directory	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	Banner ad placement in selected product category directory	\$5,000-\$10,000			
★ Registration Sponsorship	<div>SOLD</div> 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	\$5,000			
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			
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 an entertaining way!	\$8,500			
★ Homepage Countdown Sponsor	<div>SOLD</div> Branded logo linked to booth placed next to show countdown clock	EXCLUSIVE SPONSORSHIP* \$10,000			
Social Media Packages	Our new videofirst format serves to connect your products with the various KBIS social media audiences	\$5,000-\$10,000			
KBIS Virtual Pavilions	Your opportunity to be a thought leader in your industry focus	\$5,000			
Media Preview Tour	Connect with the media and provide a first look at your new products!	\$7,500-\$40,000			
Amplification Packages		Reach beyond the four days of KBIS Virtual and keep your brand top of mind year round by utilizing Emerald and brand partner channels.			\$20K-\$75K

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