



# Road To KBIS 2022:

## PROMOTION PACKAGES





## KBIS 2022 WILL BE HERE BEFORE WE KNOW IT!

Now is the time to start organizing your promotional & awareness plan leading up to the premiere kitchen & bath event. Build brand familiarity & receive leads ahead of KBIS by getting your products in front of our audience of 100,000+ subscribers through one of our promotional packages.

Build brand awareness before our readers head to Orlando to walk the show floor. The more you promote pre-show, the more residential design professionals in your booth!



Positions are based on availability and first come, first serve, so book now to secure your best slot!

## STARTER PACKAGE

Value \$14,430

KBIS 2022 exhibitor  
exclusive rate: **\$11,000**

## PREMIUM PACKAGE

Value \$20,310

KBIS 2022 exhibitor  
exclusive rate: **\$16,000**

## ELITE PACKAGE

value \$34,905

KBIS 2022 exhibitor  
exclusive rate: **\$24,500**

Onsite in-person booth visit from KBB Editor			✓ Featured in post-show coverage in KBIS in review print issue
Top 300x250 or 970x90 Leaderboard Banner ad on Kbbonline.com			✓ To run for 30 days *dates based on first come serve basis
Pre-show video interview with KBB Editor to be posted on KBBonline.com		✓	✓ With sponsored eblast promotion of interview to over 65,000 opt-ins
Custom eblast sent to over 65,000 opt-ins		✓	✓
Guaranteed product feature in KBB April KBIS In Review issue		✓	✓
Feature on KBB website 1 product feature or press release on kbbonline.com	✓	✓	✓
New Product Alert newsletter placement	✓ 1 placement	✓ 1 placement	✓ 2 placements
Social Media Targeting Campaign	50,000 guaranteed impressions	50,000 guaranteed impressions	100,000 guaranteed impressions
Full page ad in print magazine *Issue of your choice	✓	✓	✓

\*packages valid through KBIS 2022



**EXCLUSIVE  
BONUS OFFERS**

**FOR ALL  
KBIS 2022  
EXHIBITORS!**

## **CUSTOM EBLASTS BUY 3 GET ONE FREE!**

Want to reach over 65,000 kitchen & bath professionals NOW? Purchase three custom eblasts anytime in 2021 and get one free. Design and send us your custom HTML, giving you 100% share of voice.

## **KBB WEBINAR SPONSORSHIP**

**PRICE: ~~\$16,000~~ \$12,500**

*\*LIMITED NUMBER AVAILABLE*

Gear up for KBIS by sponsoring a KBB editorial webinar. Align your brand with content for our audience, while generating a solid list of qualified leads that you own. Further qualify your sales leads with interactive polling, live Q&A, video options and downloads/takeaways.

Get leads ahead of KBIS and drive traffic to your booth. Turn leads into customers by personally inviting this highly targeted list of buyers to visit your booth onsite.

**Past sponsors have received  
on average around 700  
leads per webcast.**

# CONTACT

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## KBIS SALES TEAM

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