

# 2022 Activation Opportunities



KBISNEXT STAGE

REGISTRATION

ON-SITE  
ACTIVATIONS

DIGITAL

HOTEL

KBB MAGAZINE

# KBIS

ORLANDO  
FEBRUARY 8-10  
2022

# KBISNeXT Stage Session Sponsor

Pricing Coming Soon




Showcasing the industry's latest trends and insights shared by leading kitchen and bath experts, the KBISNeXT Stage is the place to be at KBIS. By becoming a session sponsor, your brand will be top-of-mind for all stage attendees. Programming at the stage will include the NKBA's Thirty Under 30 Choice Awards, DesignBites sessions, the Best of KBIS Awards and a variety of engaging new panel discussions.

## Benefits and promotions include:

- Recognition as a sponsor in emails, website, press releases, show directory, onsite signage and social media
- Opportunity to present a session on the KBISNeXT stage
- Printed collateral dropped in attendee seats before sessions
- Videotaped sessions that are promoted post-show on KBIS.com, social media and email blasts

# Registration Sponsor

\$8,500



Profile Fields

\* First Name

Meredith

\* Last Name

Richardson

\* Company

Emerald Expositions

\* Address

1145 Sanctuary Parkway Ste. 355

\* Postal Code

30009

\* State/Province

Georgia >

Address 2

\* City

Alpharetta

\* Country

United States >

Hotel Info

Browse Seminars

Contact

Pricing


FAQ

Questions?

Click here to chat with a Customer Service Agent, Mon-Fri 9:00am-5:00pm ET

Activate Live Chat

Sponsored By



Where is the first stop for all attendees? Registration! You can get your brand in front of the most influential players in the kitchen and bath industry by sponsoring the official KBIS registration site. Registration will open in September and run through the show opening in February, with average page views from August to January running over 175,000. Your banner ad will be seen on all onsite registration computers as well as confirmation letters.



# Lanyard Sponsor

~~\$40,000~~ **SOLD**



Literally hang your brand on every attendee at KBIS. Your company's name/logo appears on lanyards which are distributed to all attendees at show registration.

Sponsorship includes rights fees only – sponsor must provide lanyards. 30,000 lanyards are needed, and must have double bulldog clips in order to hold the badges we produce.

# DesignBites

## Pricing Coming Soon

Want to get your product in front of elite media and engage with a design-focused audience, without the pressure of creating an extensive presentation? Enhance your KBIS exposure with DesignBites – a quick, three-minute, spirited presentation in which you'll have the opportunity to “speed date” with the media and attendees about your most innovative product.

### How it Works

- Select companies will conduct a three-minute presentation, followed by a two minute Q&A with media and VIP guests.
- **What you will be asked to provide:**  
A three-minute presentation that can include three to five slides per presentation.

### Why

This exciting, new initiative from KBIS brings you and the most important features of your new product closer to the media in a creative, entertaining and cost-effective way.

### Where

On the KBISnext Stage

### Who

KBIS is inviting a targeted group of media who are looking for the latest product finds in kitchen & bath.

*(continued next page)*



# DesignBites

## Pricing Coming Soon

### Benefits:

- Pre Show: In depth pre-show promotion on social platforms and support from social/PR team
- At Show: Live social coverage, live social streaming via Facebook Live
- Post Show: Edited video of presentation for own use, in depth post-show social coverage; videos posted and promoted on KBIS YouTube channel
- Access to list of attendees from event scans
- List of all attending media

**4,000,000+ #DESIGNBITES IMPRESSIONS\***



\*KBIS 2020 social impressions

### LUNCH SPONSOR - \$3,000/DAY

Provide boxed lunches to the media as they enjoy the DesignBites presentations. Purchase both days and receive a \$1,000 discount.





# Hard Hat Media Tour

Pricing Coming Soon



The Hard Hat Media tour is back for 2022! The Hard Hat Media Tour gives traditional editorial media the opportunity to get a “first look” at the most unique products and innovations. The VIP experience for media includes car service to the show floor, a welcome coffee bar, breakfast, and a curated show floor tour. Participating exhibitors will receive up to 10 minutes with the registered media on the tour in their booth. Exhibitors will be selected through an open application.

## **All Sponsors Will Receive The Following Promotions:**

- Mention in Media eNewsletter (1)
- Mention in biweekly KBIS eNewsletter (1)
- Mention in Press Release (1); Release posted to KBIS Digital Pressroom

*(continued next page)*

# Hard Hat Media Tour

## Pricing Coming Soon

### Official Tour Sponsor

Receive a guaranteed spot on the tour. Tour stop will be extended, allowing you extra time (25 minutes) with the media. Sponsor allowed two (2) participants to walk the entire tour with media. Receive all promotions below plus (1) social media post on Facebook.

### Breakfast Sponsor

Receive a guaranteed spot on the tour. Breakfast hosted in sponsor's booth with extended time (25 minutes) allotted to serve breakfast and present to tour participants. Receive all promotions below plus (1) social media post on Facebook.

*\*Cost of sponsorship does not include breakfast. Sponsor is responsible for arranging and coordinating catering logistics.*

### Coffee Sponsor / Welcome Transportation

As media arrive for the tour, welcome them with a warm cup of coffee in a company branded mug. With an early tour start, the media will be sure to thank you! Sponsorship also includes a guaranteed spot on the tour. Your booth will be the first stop on the tour. Receive all promotions listed below.

*\*Cost of sponsorship does not include coffee service. Sponsor is responsible for arranging and coordinating catering logistics. Sponsor branded mug/travel mug is optional.*

### Gift Bag Sponsor

Provide a gift bag with your product or promotional offer to all members of the tour. Receive all promotions listed below.

*\*Cost of sponsorship does not include gift bag and contents. Sponsor is responsible for coordination of contents and bags. Branded bags with small items are suggested.*



# Publication Bin Branding

~~\$10,000~~ **SOLD**



Throughout the conference, there are publication bins awaiting your branding! Keep your brand at the forefront of attendees' minds by branding the publication bins. Publication Bins will be placed on the DCW Highway (main aisle) in both West and South Halls. They will be placed back to back and include KBB Magazines (inclusive of Show Directory) and DCW Show Maps. Eight (8) bins in total are available, with four (4) in each building.

Sponsorship includes rights fees only; production costs for the signage on the bins will go through Freeman. Account manager can assist with estimates.

# Floor Decals

\$500



Like a trail of breadcrumbs, floor graphics entice attendees to visit your booth. These eye-catching graphics beckon your audience along as they walk the show floor.

A minimum investment of 4 decals is required. There will be an additional cost for production. Decals must be produced and installed/removed by Freeman to ensure the adhesive does not damage their carpet. Decals cannot be larger than 3' x 3'.

Sponsorship includes rights fees only – production of the floor stickers go through Freeman.

**\*Special Pricing for Floor Decals on DCW Highway and other main aisles.**

# Digital Signage Advertising

## Pricing Coming Soon

Engage thousands of attendees using the Orange County Convention Center's Digital Signage Network. These Digital Video Walls allow for impactful, dynamic messaging in high-traffic areas. With hundreds of impressions across multiple locations, your message is sure to reach further and be seen by key customers attending this year's event.

- Includes one (1) 8-second ad
- Video played campus-wide

Content will only be accepted via compressed zip file(s) emailed to: TBD



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# Multi-Logo Banners

**\$1,250-\$2,000**



Don't miss out on the best deal we offer! You'll receive major exposure as attendees arrive at Design & Construction Week®. Your logo and booth number will be placed on the large, very visible banners as you enter the halls of the Convention Center.

- **Multi-logo Banner - West Hall** - \$1,250
- **Multi-logo Banner - South Hall** - \$1,250
- **Multi-logo Banner - West & South Hall** - \$2,000

# Aisle Signs

~~\$35,000~~ **SOLD**



Hanging from each aisle of West and South Halls, these directional signs will help guide attendees through the show floor as well as drive more traffic to your booth with your logo or special message and booth number.

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# Digital Sponsor of the Day

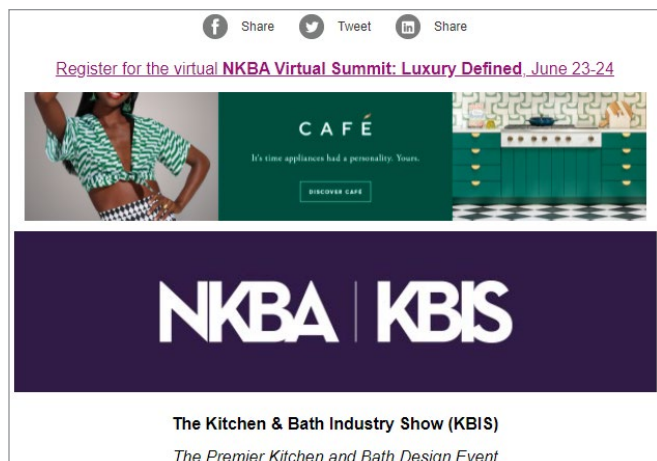
## Pricing Coming Soon

Stay top-of-mind and get your brand in front of EVERY KBIS 2022 attendee by becoming a Digital Sponsor of the Day! You'll be included in our day-of emails outlining the must-see events of the day. This is an efficient way to boost brand awareness while onsite and drive traffic to your booth. Sponsor one send or all! Limited to one sponsor per day.

### Sponsorship includes:

- 728x90 leaderboard banner ad with click thru link
- Exhibitor Spotlight entry consisting of one image (600 x 350px, JPG or PNG only), description up to 50 words, and a click thru link
- Logo placement in the email as the Digital Sponsor of the Day

### Leaderboard



### Exhibitor Spotlight



#### EXHIBITOR SPOTLIGHT: Hansgrohe

Locarno by hansgrohe revives one of America's most impactful styles of design, Art Deco. The collection's nostalgic and hexagonal designs bring the essence of the era into the kitchen and bathroom with a full range of product in five different finishes. Locarno is the revival of iconic sophistication and elegance. [Learn more.](#)



# Targeted Email

**\$2,750-\$6,500**



Utilize the qualified list of KBIS attendees as a year-round resource to promote your product launches, pre- and post-show marketing updates and other exhibitor-led initiatives! Lists can be customized by industry segment or geography so you are sure to reach your top prospects. The rental will go through the KBIS email vendor. Each list rental opportunity also includes a press release upload to the KBIS Digital Pressroom. KBIS email list includes 21,000+ emails.

- **Email List Rental (2x): May thru November** - \$5,000
- **Email List Rental (1x): May thru November** - \$2,750
- **Email List Rental: December** - \$5,000
- **Email List Rental: January** - \$6,500
- **Email List Rental: February** - \$6,500
- **Email List Rental: Post-Show after February** - \$2,750

**BONUS!** Add on the Kitchen & Bath Business (KBB) - the official publication of KBIS - list rental to any KBIS list rental for \$5,000. The KBB list rental is 50,000+ emails.

# KBIS Newsletter

**\$750-\$1,750**

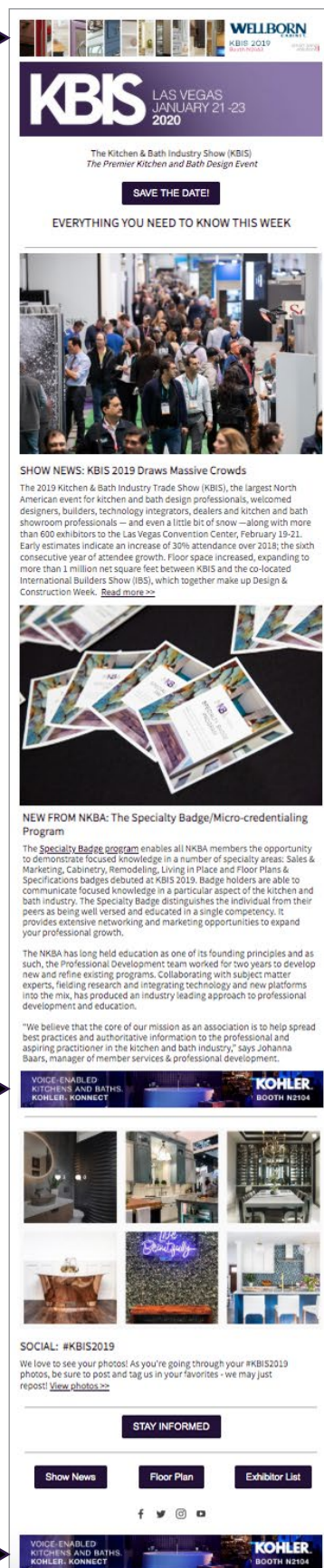
Reach the kitchen and bath market through these exclusive digital marketing opportunities! Our newsletter is delivered biweekly to the KBIS audience of over **40,000** subscribers. The send list is comprised of KBIS attendees, NKBA members and KBB subscribers - your target audience. Each newsletter highlights show and exhibitor news, NKBA hot topics and industry-related happenings.

This is your one-stop shop to reach the kitchen & bath industry, with open rates averaging over **20%**!

- **Leaderboard** - \$1,500
- **Inline** - \$1,000
- **Anchor** - \$750
- **Product/Brand Spotlight** - \$1,750  
Feature your company in the Exhibitor Spotlight portion of the newsletter!

**Specs:** 728 x 90

## LEADERBOARD



## INLINE



## ANCHOR



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# Category Spotlight

\$500

## Category Spotlight: Technology



### Rev-A-Shelf

Two-Tier Wooden Cookware Organizer - Take the frustration out of cookware storage and organization. They feature sturdy dovetail construction, stylish chrome accents, and MOVENTO soft-close slides.

[Learn More](#)



### INOX

For more than 25 years, INOX has been an expert in door hardware design, with a proven track record of supplying product for some of the largest projects in North and South America and around the world.

[Learn More](#)



### Brizo

Kintsu Bath Collection - The collection brings a new level of architectural innovation. Three widespread spout shapes and three handle options provide customization, while various finishes offer versatility to suit any style.

[Learn More](#)

Feature your latest products and garner traction ahead of KBIS by being featured in our newsletter's Category Spotlight! Newsletters are released bi-weekly and showcase specific categories in each issue.

Limited to five (5) products per newsletter.

**Pricing:** \$500 per entry

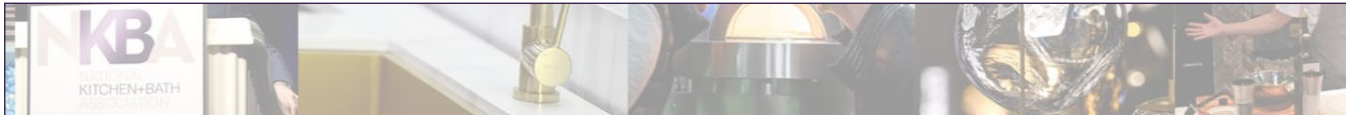
## Categories include:


**09/15/21** - Surfaces  
**09/29/21** - Outdoor  
**10/13/21** - Living in Place  
**10/27/21** - Hardware  
**11/10/21** - Luxury  
**11/24/21** - Technology  
**12/08/21** - Cabinetry  
**12/22/21** - Lighting  
**01/05/22** - Sustainability  
**01/19/22** - Plumbing  
**02/02/22** - Wellness



# Exhibitor of the Month

**\$3,000-\$5,500**





**EXHIBITOR OF THE MONTH:  
DACOR**

Founded in 1965, Dacor is a manufacturer of ultra-premium kitchen appliances. Designed and built in California, Dacor's cooking appliances integrate function and technology to create high-performing, intuitive products that reflect the lifestyle and needs of the passionate cook. For nearly 50 years, Dacor has been responsible for many of the innovations that have improved the way people cook in the modern kitchen. For more information about Dacor, visit [dacor.com](http://dacor.com).

[Learn More](#)

Be our exclusive exhibitor of the month and receive premium placement on KBIS.com and the KBIS bi-weekly newsletter to promote your videos, social media accounts, press releases, KBIS Collection profile, webinars, or recent news!

Limited to one (1) exhibitor per month.

**Pricing: May – August - \$3,000**

**September – November - \$4,500**

**December – February - \$5,500**

**COMING SOON!**  
**Connecting YOU to the marketplace year-round**

Extend your brand presence to the residential design & construction marketplace beyond the 3-days of KBIS. New opportunities coming soon through year-round content (on-demand and live) and connection through community and networking (matchmaking).

# Hotel Room Drops

## Hotel DBA

**\$7,000-\$10,000**



Increase leads and drive brand awareness with a room drop! Deliver your company's message or gift item directly to attendees' hotel rooms to encourage them to visit your booth.

**Hotel Room Drops Inside - Hotel DBA - \$7,000**

**Hotel Room Drops Inside - Hotel DBA - \$10,000**

*\*Please Note: Sponsor is responsible for producing pre-approved marketing pieces.  
Hotels TBD*

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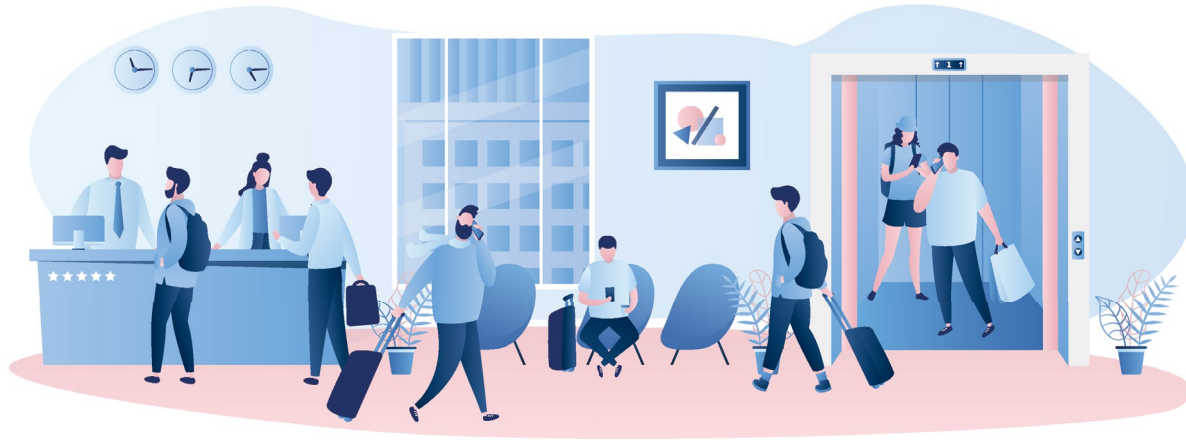
DIGITAL

HOTEL

KBB MAGAZINE

# Hotel Confirmation Sponsor

**\$7,000-\$10,000**



## Get your brand on every hotel confirmation email!

Increase the reach of your sponsorship advertising at KBIS with an ad on OnPeak's official hotel confirmation email. OnPeak is official hotel partner for KBIS, which both attendees and exhibitors use to book their stay. With an ad on the confirmation email, your messaging will display across valuable booking channels, exposing your brand to potential customers.

### Individual Confirmation Emails

#### Ad Dimensions:

680 pixels (w) by max. 100 pixels (h)

### Group Confirmation Emails

#### Ad Dimensions:

250 pixels (w) by max. 300 pixels (h)

- **Acceptable Files Types:** GIF, JPEG
- **Max File Weight:** 40k
- **Animation/Looping Restrictions:** onPeak is not responsible for any animation display issues due to the limitations of HTML email and email clients.
- **Max Animation Time:** 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- **Audio:** no sound



# KBB New Product Alert Sponsor

\$1,900-\$2,600

## Place your products in with editor's picks

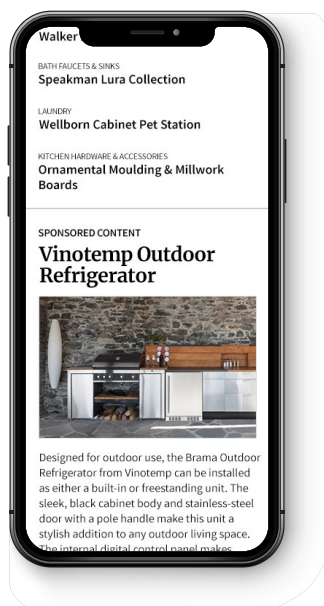
### Build brand dominance

Build your brand through product awareness as readers view cutting-edge kitchen and bath products. This monthly email newsletter publishes to over 31,000 opt-in subscribers at an average 35% open rate!

### Placement includes:

- 100% Share of Voice within each position
- Large imagery (600 pixels wide by up to 400 pixels tall)
- Full description (80 words or less)
- And logo (140px wide)
- ... All leading to your website

LEARN MORE



Above: Example of display on mobile



Above: Ad options on New Product Alert newsletter highlighted. Position shown is the top sponsored position.

# Road To KBIS 2022: Promotion Packages

**\$11,000-\$24,500**



## **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!

[LEARN MORE](#)

# KBB Video Interview with the Editor

**\$7,500-\$9,500**



## Interview with Chelsie Butler, Executive Editor, KBB

Be a thought leader by personally familiarizing your brand to our audience of tens of thousands of subscribers through an exclusive interview with Chelsie Butler, Executive Editor, KBB, a familiar face to the kitchen and bath industry. Work directly with Chelsie to tailor the interview to be both intriguing and promotional, getting your brand – and your people – in front of thousands of residential design professionals.

**Your interview will be published on [kbbonline.com](http://kbbonline.com), and promoted with your choice of:**

- Social media promotion (100,000 impressions)..... **\$7,500**
- Eblast promotion to 65,000+ opt-in subscribers..... **\$9,000**
- KBB magazine “Q&A with...” article  
(interview transcribed into a full page print article in KBB)..... **\$9,500**

**LEARN MORE**



# Contact your KBIS Account Executive for more information!



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