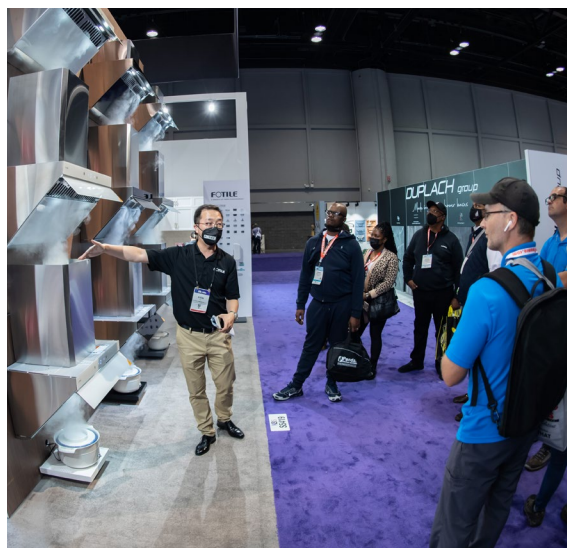


KBB THE OFFICIAL
PUBLICATION OF
NKBA + KBIS

ROAD TO **KBIS** 2023: PROMOTION PACKAGES



KBIS LAS VEGAS
JAN. 31 - FEB. 2
2023

PRODUCT PROMOTION

Promote your products leading up to KBIS, get your product on the “must-see” list for attendees and keep your product top-of-mind post KBIS

Social Media Promotion,
50K guaranteed impressions
for one month
(may promote up to three products)
**10,000 additional impressions during the
week of KBIS, geotargeted to our
audience located in and around the LVCC**

Product inclusion
on KBBOnline.com

Web banner on KBBOnline.com
for one month

KBB New Product Alert Newsletter
(standard position)

Sponsorship of KBIS spotlight
on KBBonline.com
(visible on all page views)

Product inclusion in KBB Magazine

Full page ad in KBB Magazine
in issue of your choice

Logo in official KBIS Show Directory

KBB editor will visit your booth at
KBIS 2023 for post event coverage

Total Value \$20,472

KBIS 2023 exhibitor rate: \$12,000

BRANDING

Build excitement and familiarity and make
YOUR brand the high priority that attendees
won't want to miss

Full page ad in KBB Magazine
and Official Directory
(Jan/Feb 2023 issue)

Logo in Official KBIS Show
Directory

Custom eBlast

Web banner on KBBOnline.com
for one month

Social Media Promotion,
50K guaranteed impressions
for one month
**10,000 additional impressions during the
week of KBIS, geotargeted to our
audience located in and around the LVCC**

Sponsorship of KBIS spotlight
on KBBonline.com
(visible on all page views)

KBB editor will visit your booth at
KBIS 2023 for post event coverage

Total Value \$24,972

KBIS 2023 exhibitor rate: \$15,700

THOUGHT LEADERSHIP

Align with a hot topic in the industry,
and elevate your brand as an authority
on the subject

Sponsored content article
promoted with social campaign

Sponsored video interview with our
editor promoted with social media

Sponsorship of KBIS spotlight
on KBBonline.com
(visible on all page views)

Full page advertorial
in KBB Magazine

Logo in Official KBIS
Show Directory

KBB editor will visit your booth at
KBIS 2023 for post event coverage

Total Value \$22,832

KBIS 2023 exhibitor rate: \$15,700

OPTIONAL ADD ON*

Sponsorship of Editorial Webinar

on topic, with all registrant information
delivered to you to use as sales leads.
We will also deploy an invite to the
registrants on your behalf, inviting
them to visit your booth.

Add-On pricing: \$12,500

*Rate available as add-on to
Thought Leadership Package

ADDITIONAL STANDALONE OFFERS FOR ALL KBIS 2023 EXHIBITORS!

SOCIAL TARGETING

PRICE: \$2,750 PER MONTH

We take your ad and target it to our audience of kitchen & bath professionals across Instagram and Facebook.

VIDEO TARGETING

**PRICE: \$2,000 PER MONTH
FOR 500 INTERACTIONS**

We take your video ad and target it to our audience of kitchen & bath professionals on their visits to Youtube.

CUSTOM EBLASTS

**PRICE: \$6,500 PER BLAST
BUY 3 GET ONE FREE!**

Build your brand, promote your products or invite traffic to your booth. Design and send us your custom HTML, giving you 100% share of voice and we will send it to the KBB audience.

KBB WEBINAR SPONSORSHIP

PRICE: \$16,000

\$12,500 WITH ANY OTHER \$10K DIGITAL SPEND

**LIMITED NUMBER AVAILABLE*

Gear up for KBIS by sponsoring a KBB editorial webinar. Align your brand with pressing content, while generating a list of highly qualified leads that you own and can use to personally invite/visit your booth onsite.

**Past sponsors have received on average
more than 600 leads per webcast.**

SPECIAL PRINT OFFER

BUY 3 FULL PAGE ADS, GET ONE FREE!

Buy a page in each of the 3 issues around KBIS (Nov/Dec 22, Jan/Feb 23 and Mar/Apr 23, and get an additional page in one of the three issues at no additional charge (*can use to upgrade to a spread*))

- Will include a logo in Official show Directory

OFFICIAL SHOW DIRECTORY LOGO: \$2100



KBB, the official publication of NKBA and KBIS, is the most widely read publication for kitchen and bath designers, dealers, architects, builders and NKBA members!

Our audience relies on KBB year-round for new products, business solutions and insider KBIS info.

With a successful and well attended KBIS 2022 behind us, the industry is already buzzing about KBIS 2023 and the return to Las Vegas.

The road to KBIS starts NOW!

DID YOU KNOW?

Exhibitors who advertised in KBB for the 12 months leading up to KBIS 2022, received **175% more leads than those exhibitors who did not advertise.**

**Maritz Global Events*

GET STARTED TODAY!



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