



NKBA GLOBAL CONNECT  
*presents the*

# INTERNATIONAL BUYERS

T O U R

AT KBIS 2023

30 JANUARY –  
2 FEBRUARY, 2023

**NKBA | KBIS**

JAN. 31-FEB. 2  
**LAS VEGAS 2023**

---

## ***Selling internationally? Thinking of selling internationally? This one's for you.***

NKBA is inviting 20 carefully vetted buyers, specifiers and distributors from the UK, Europe and UAE for a VIP tour of KBIS 2023.

Participants will enjoy a rich KBIS experience with VIP access to all NKBA special events, private off-site events with sponsors and NKBA leadership and curated booth tours of participating sponsor brands.

---

## WHO IS IN THE GROUP?

---

20 European and UAE buyers including high volume designers, retail buyers and distributors.

## WHO CAN SPONSOR THE TOUR?

---

All KBIS 2023 exhibitors are invited to sponsor a portion of the tour.

## WHAT ARE THE SPONSORSHIP LEVELS?

---

### **PLATINUM LEVEL \$20,000**

*1 available*

*\*Catering and ground transport not included*

- + Brand feature during virtual orientation
- + VIP Booth Tour at KBIS (1 Hour maximum)
- + Optional Off-site Event (Example: Private dinner or focus group event)
- + Opportunity to join the Global Connect Farewell Luncheon on February 2
- + Access to participant contact information
- + Brand feature in event promotion through KBIS, NKBA and Modenus Media

### **GOLD LEVEL \$15,000**

*3 available*

- + Brand feature during virtual orientation
- + VIP Booth Tour at KBIS (30 min maximum)
- + Access to participant contact information
- + Brand feature in event promotion through KBIS, NKBA and Modenus Media

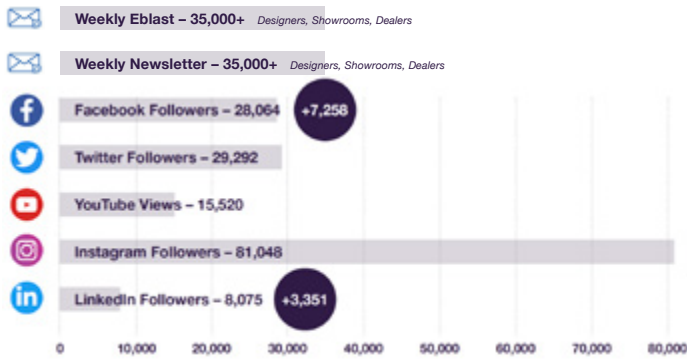
### **SILVER LEVEL \$7,500**

*6 available*

- + Brand feature during virtual orientation
- + Scheduled stop during the curated KBIS tour
- + Access to participant contact information
- + Brand feature in event promotion through KBIS, NKBA and Modenus Media

# PROMOTION REACH

## NKBA Reach



## MODENUS Reach



## KBIS/Design + Construction Week (DCW) Reach

Total KBIS Industry Professionals  
**30,000+**  
 (All KBIS registration categories plus IBS crossover)

#KBIS2022 earned  
**100M+**  
 impressions during show month

**81,000+**  
 Instagram followers and growing

### Total DCW 2022:



\*Data from KBIS/DCW 2022