

NKBA | KBIS

DOES YOUR COMPANY HAVE A NEW PRODUCT
THAT'S READY TO DEBUT IN THE RESIDENTIAL
DESIGN AND CONSTRUCTION INDUSTRY?



KBIS

KICKSTARTER

KBIS is the largest North American exposition and networking opportunity for residential design and construction industry professionals. Products are launched, trends are established, and the future of the industry is defined for the year ahead.

Located in the new West Hall of the Las Vegas Convention Center (LVCC) within the KBIS exhibit floor at Design & Construction Week® (DCW), the **Kickstarter Zone will host new-to-market brands that have been in the residential design and construction business less than 3 years and have never exhibited at KBIS. The Kickstarter Zone is your cost-effective opportunity to take your brand to the next level at the leading event for residential design and construction industry professionals.**

Expose your brand and products to a highly qualified target audience of 30,000+ professional kitchen and bath designers, dealers, distributors and showrooms from across the country and the world. Kick off into the kitchen and bath industry exclusively at KBIS, January 31 – February 2, 2023 in Las Vegas.



KBIS KICKSTARTER

What is the KBIS Kickstarter Competition?

Your package includes free entry into the KBIS Kickstarter Competition. Pitch your product to leaders in the residential design and construction industry for a chance to receive guaranteed media coverage and additional prizes. Additionally, KBIS attendees will have a chance to vote for their favorite Kickstarter new product and a “people’s choice award” will be awarded!

How does it work?

Select leaders of the industry will visit each booth in the Kickstarter Zone, taking in “Shark Tank” style pitches from Kickstarter exhibitors and then judging the participants on their product innovation, market viability, implementation, and presentation to select their choice for the KBIS Kickstarter Competition winner.

The program will culminate with the KBIS Kickstarter Competition judges announcing the Competition and People’s Choice Award winners and prizes presented at the KBIS NeXT Stage:

- ↓ **KBIS Kickstarter Competition Grand Prize** — Winner to receive \$5,000 cash, discounted booth space at KBIS 2024, in-booth signage and Kitchen and Bath Business magazine coverage.
- ↓ **People’s Choice Award** — Voted on by KBIS attendees! Winner to receive in-booth signage and Kitchen and Bath Business magazine coverage.

Winners will be announced the second day of the show at the KBISNeXT Stage along with Best of KBIS and Best Booth Awards. Followed by Happy Hour!

Kickstarter Exhibit Package Cost —

\$3,100 for 5x10; \$5,750 for 10x10

Exhibit Booth Package Includes:

- [1] Exhibit Space
- [1] 6'x30" Skirted Table - Black
- [2] Side Chairs
- [1] Wastebasket
- [1] Company ID Sign
- [1] Event Marketing Package

Participation Requirements:

- Company has never exhibited at KBIS
- Company has been in the residential design and construction business less than 3 years
- Company is introducing a new product for the residential design and construction industry
- Max of 200 nsf

Marketing Includes:

- [1] Social Media Call-Out
- [1] Inclusion in KBIS Press Release Featuring all Kickstarter Exhibitors
- [1] Company Logo Listed on kbis.com for Kickstarter show feature
- [1] Company Logo Listed in Show Directory featuring the Kickstarter Zone
- [1] Inclusion in KBIS E-blast to KBIS 2022 and 2023 Registered Attendees Highlighting the Kickstarter Zone
- [1] Entry into the KBIS Kickstarter Competition

2022 Kickstarter Judges



Adam Gibson
Architectural Designer,
Adam Gibson Design



Jonas Carnemark
President, Carnemark,
Design + Build



Maria Stapperfenne
Division Manager,
Tewksbury Kitchens
and Baths



“KBIS was a smashing success
— Rainstick Shower”

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