

## DESIGNBITES: KBIS PRODUCT PREVIEW

NKBA introduces the KBIS virtual product preview series on NKBA Live, showcasing the latest and most innovative products from the show's exhibitors. The DesignBites virtual segments feature up to six brand exhibitors, each focusing on one (1) product that was introduced in 2022 and will be shown at KBIS 2023 in Las Vegas.

The goal of each segment is to engagingly present the product's story from inception to production in five (5) minutes or less. After the new product presentation, the segment's host will ask questions about the product.

At the end of each DesignBites segment, the audience will be asked to vote for their favorite product. The winners of each segment will then be entered into a contest where judges from DesignHounds, a network of design influencers, will choose the "Wild Card" winner who will present live at KBIS during the popular DesignBites on the NextStage.

Ten brands (including the Wild Card) will compete on the NextStage at KBIS to win the "Brand with the Biggest Bite" and the "People's Choice Award".

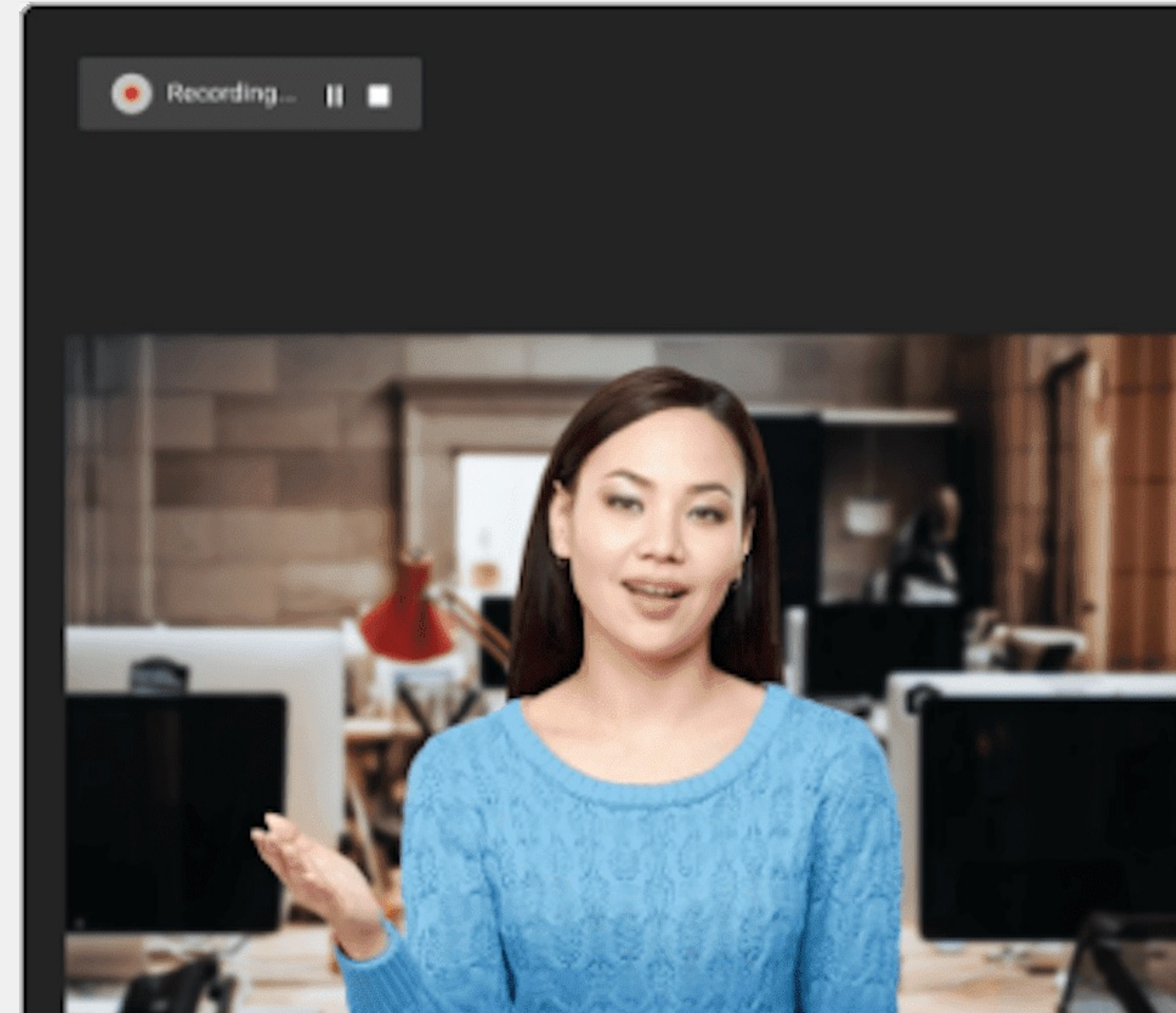


**> Highlight your product in the virtual KBIS Preview on NKBA Live for a chance to present on the NextStage and win the top DesignBites award.**



## KBIS Product Preview deliverables:

- 3-5 minute segment on one(1) product during the NKBA Live virtual preview
  - product must have been introduced in 2022
  - only one product can be shown (no collections/categories)
  - only six products/KBIS preview segment
- Winning product “story” from each NKBA Live preview segment entered into contest judged by DesignHounds to win the “Wild Card” spot at DesignBites on the NextStage at KBIS 2023 in Las Vegas
- The virtual product preview segment on NKBA Live can be used by sponsor on its site/social
- Promotion of the preview clip across the NKBA platform, including site, social, newsletter
- Link to sponsor’s site in follow-up Thank You to attendees of the NKBA Live product preview
- Emails of attendees of the NKBA Live preview segment who opt in for third-party messaging
- Sponsor tagged in all social promotion of the NKBA Live preview segment
- Live NextStage DesignBites presentations to be rebroadcast minimum 1x in 2023 on NKBA Live



**Timing:** January 2023

**Location:** Virtual

**Sponsor Investment:** \$5,000

*(Limited to six sponsors per weekly NKBA Live episode)*