

KICKSTARTER

**CALLING ALL NEW-TO-MARKET BRANDS:
THIS IS YOUR CHANCE TO LAUNCH YOUR PRODUCT
DIRECTLY TO THE KITCHEN & BATH INDUSTRY AUDIENCE.**

Launch Your Product with Kickstarter

KBIS is the largest kitchen and bath industry trade show in North America. It's where residential kitchen and bath design professionals meet to launch products, make connections, and define industry trends for the year ahead.

Located in South Hall, the Kickstarter Zone hosts first time KBIS exhibitors that have been in the market for less than three years. Each exhibiting company automatically enters into the Kickstarter Competition, which creates a platform for new-to-market brands to accelerate their growth and visibility in the market.

The exposure that Kickstarter exhibitors receive creates a unique opportunity for new businesses to reach top designers, influencers, and media to help elevate their brand to the next level. Are you ready to kick start your brand into the K&B industry? Join the Kickstarter Zone at KBIS, February 27-29, 2024 in Las Vegas.



<https://kbis.com/kickstarter>

What is the Kickstarter Competition?

Your Kickstarter Zone package includes free entry into the 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. KBIS attendees will also have the chance to participate in the Kickstarter Competition by voting for their favorite new product as the winner of the “People’s Choice Award.”

How does it work?

Select leaders of the residential design and construction industry will visit each booth in the Kickstarter Zone to listen to “Shark Tank” style pitches from the exhibitors. They will judge the participants on their product innovation, market viability, implementation, and presentation to select their choices for the Grand Prize and Runner-Up winners.

The program will culminate with the Kickstarter Competition Awards Ceremony on the NEXT Stage, where the judges will showcase Kickstarter exhibitors and announce the winners.

→ Grand Prize

Winner will receive a \$5,000 check, discounted booth space at KBIS 2025, in-booth signage, and Kitchen and Bath Business (KBB) magazine coverage.

→ Runner-Up

Winner will receive a \$2,500 check, discounted booth space at KBIS 2025, in-booth signage, and KBB magazine coverage.

→ People’s Choice Award

Voted by KBIS attendees! Winner will receive in-booth signage, and KBB magazine coverage.



KICKSTARTER PACKAGE

Exhibit Booth Package:

- [1] Exhibit Space in the Kickstarter Zone
- [1] 6'x30" Skirted Table - Black
- [2] Side Chairs
- [1] Wastebasket
- [1] Company ID Sign
- [1] Event Marketing Package
- [1] Carpet – Black
- [1] White Linen for 6x30 Table

Requirements:

- Company is first time exhibitor
- 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

Promotion Benefits:

- [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 2023 and 2024 Registered Attendees Highlighting the Kickstarter Zone
- [1] Entry into the KBIS Kickstarter Competition

“ The Kickstarter program was essential for us as a new company and first-time exhibitor. It was a massive opportunity for increasing brand and product awareness with face-to-face conversations about our value and mission. ”

—MATTHEW WALL,
CO-FOUNDER,
PRINCIPLE FAUCETS