

NKBA | KBIS

Feb. 27 – Feb. 29
LAS VEGAS 2024

Connect with the
people that matter.



WHY EXHIBIT?

KBIS is the leading premier kitchen and bath design trade show in North America. With thousands of designers, architects, manufacturers, and media under one roof, this is your opportunity to get your products in front of the industry’s top decision makers and key designers.

KBIS 2024 will once again be in Las Vegas, and this time it’s our 60th anniversary. As the largest gathering of kitchen and bath design professionals, this is one celebration you won’t want to miss.

REASONS TO EXHIBIT:

CONNECT
with the industry, renew relationships, and make new connections.

GAIN BRAND EXPOSURE
with buyers, influencers, specifiers and key media.

DRIVE SALES
with high quality leads that will help your business grow.

"KBIS is essential for any business looking to grow and find the right partners to enhance the work you're doing to achieve your company goals."

— Steven Sage, Director of Builder Sales, ZLINE Kitchen and Bath

KBIS 2023 EXHIBITOR REVIEW:

96%
met their objective at KBIS

94%
find KBIS important for business

93%
said KBIS was a positive investment

TOP BRANDS BOOKED FOR 2024





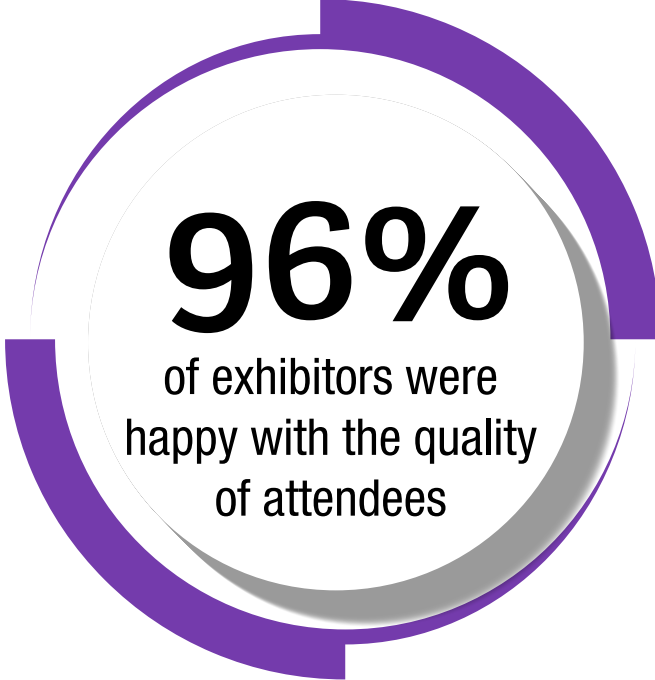
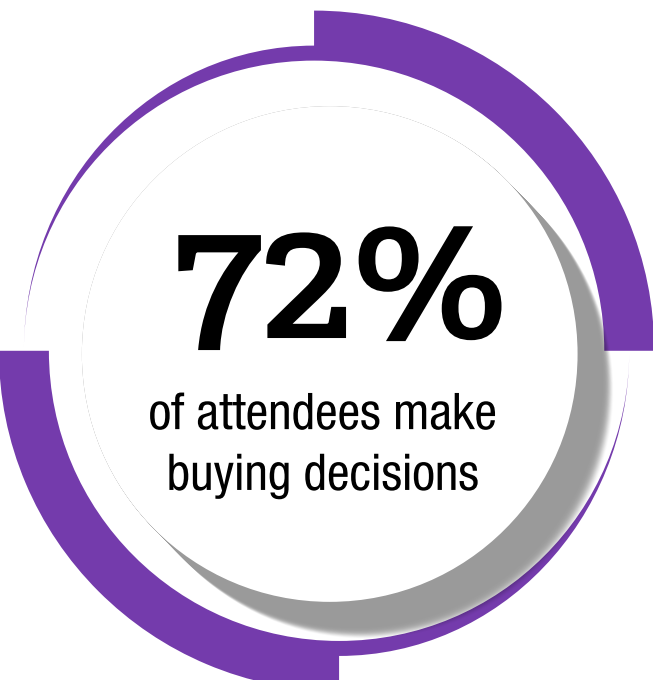
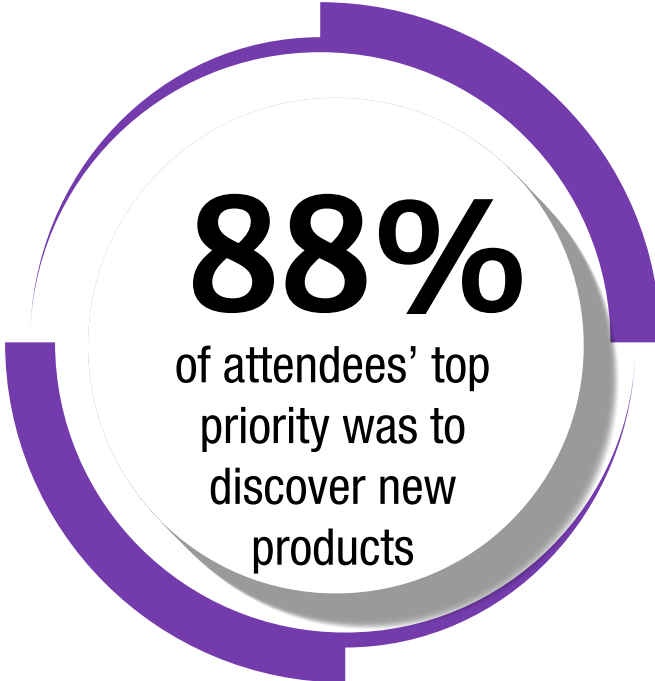
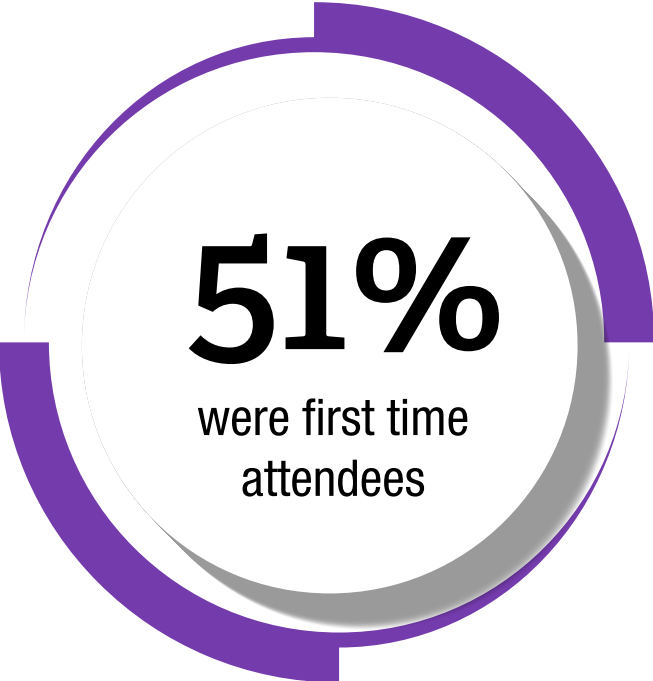


APPLY TODAY

Meet the right people

KBIS attracts top decision makers and specifiers from across the design industry who are looking for new products and partners.

KBIS 2023 Attendee Profile:

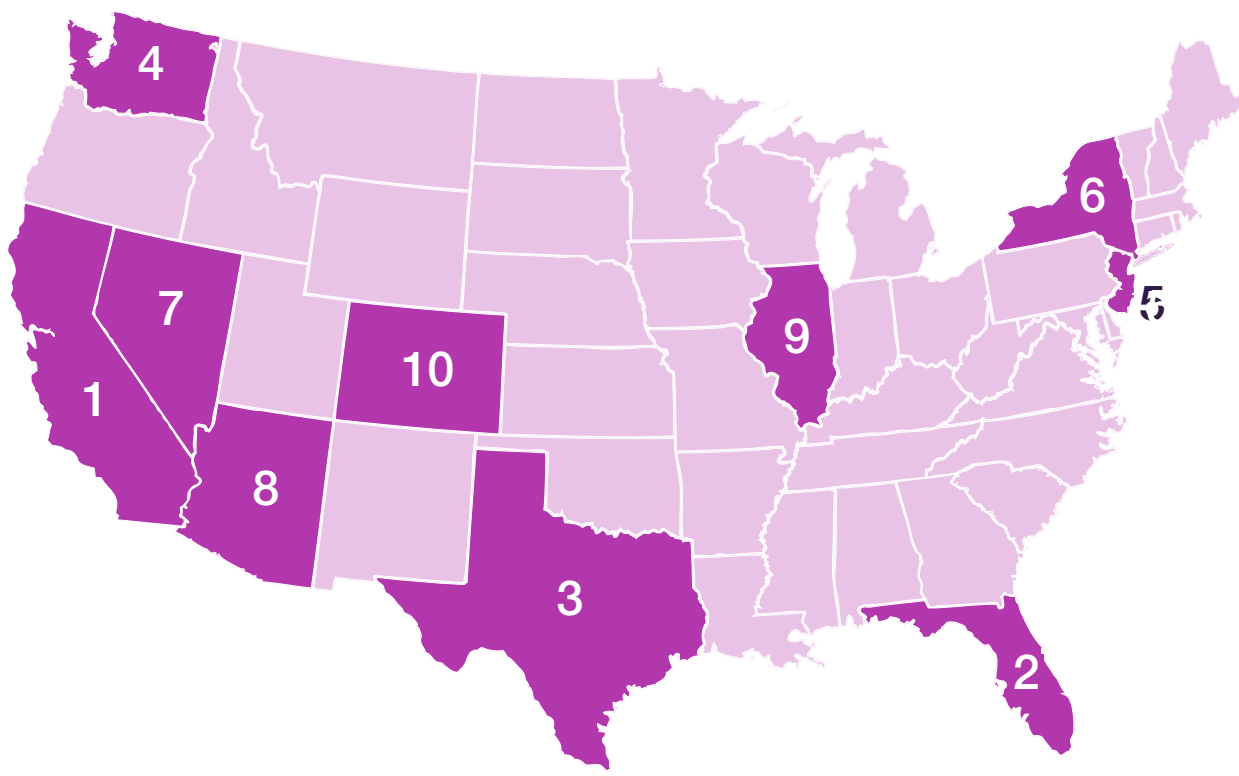


TOP BUSINESS SEGMENTS:

- 1. Design Firm
- 2. Cabinetry
- 3. Remodeler
- 4. Builder
- 4. Kitchen & Bath Dealer
- 6. Fabricator
- 7. Plumbing/Wholesale Distributor
- 8. Appliance Distributor
- 9. Home Design Showroom

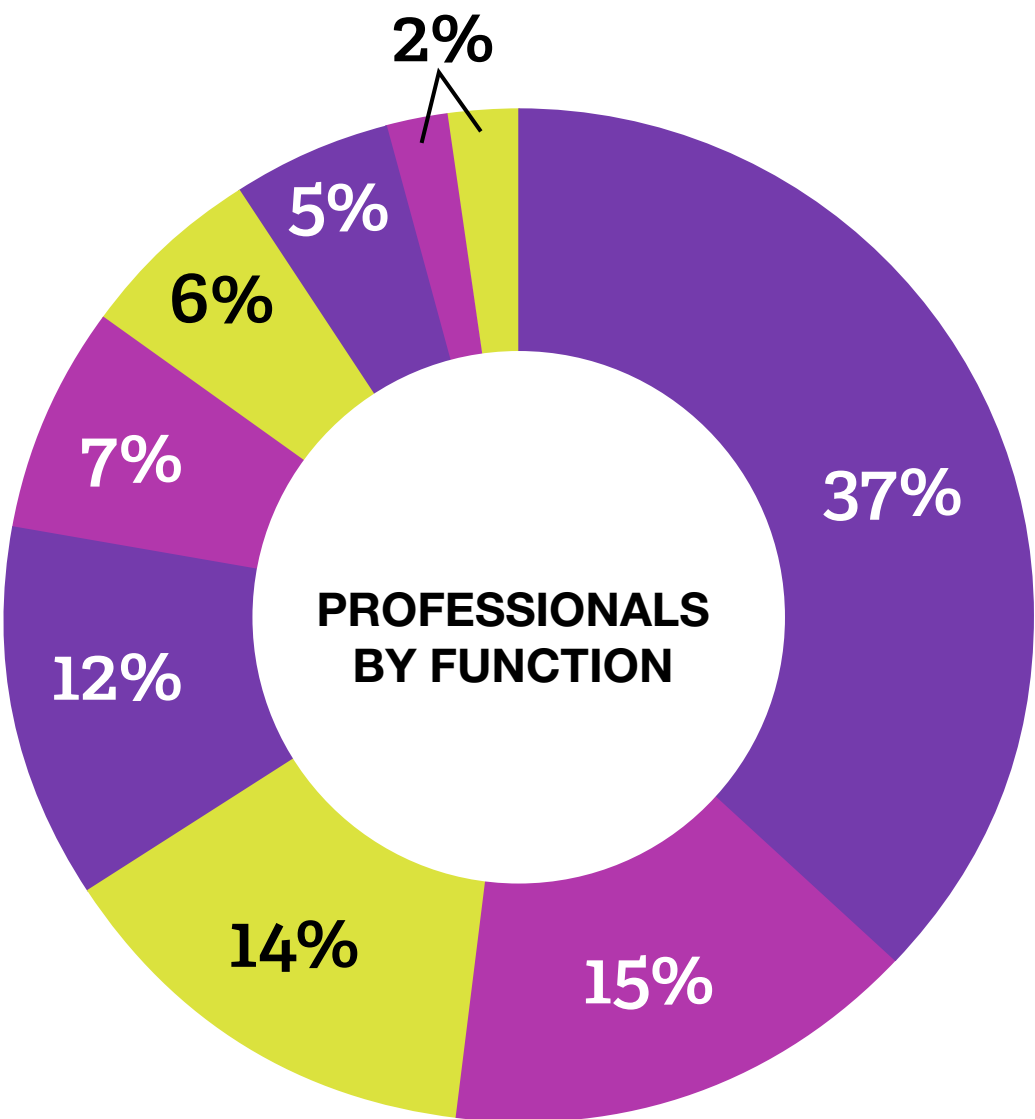
Top 10 States

California
Florida
Texas
Washington
New Jersey
New York
Nevada
Arizona
Illinois
Colorado



Top 5 International Countries

Canada, Mexico, Italy, Korea, Turkey

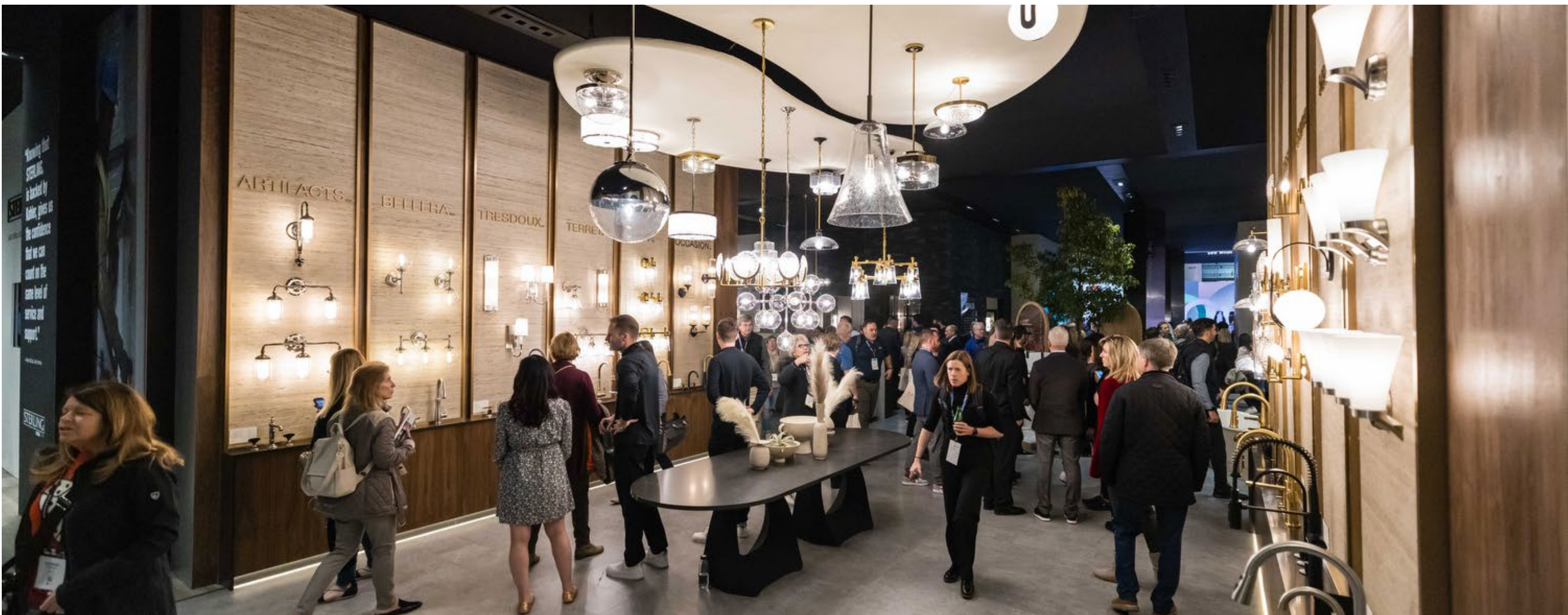


- 37% Owner/Partner
- 15% Designer
- 14% Other
- 12% Manager
- 7% Salesperson
- 6% CEO/President
- 5% Executive
- 2% Buyer/Purchasing Agent
- 2% Marketing Director

What's happening at KBIS 2024?

KBIS 2024 offers exhibitors so much more than booth space. With programs and opportunities showcasing industry excellence, reaching the right people has never been easier. These programs have become show staples, with attendees and media looking forward to the opportunity to connect with exhibiting brands.

From sponsoring top education sessions on the NEXT Stage to participating in our dedicated media tours or award competitions, the following opportunities are available to help expand your reach far beyond your booth.



Stages

Panels, conversations, awards, and competitions—the stages on the show floor are where all the excitement happens. Get involved by sponsoring one other high energy panel sessions or thought provoking educational sessions.

Media Tours

Stand out by getting exclusive media coverage on the show. This is your opportunity to pitch your product in an intimate setting directly to leading media outlets in the residential design industry.

Design Bites

This high-energy competition lets brands win recognition for their product innovation and unique design. Ten brands present their pitch, but only one will be awarded Brand with the Biggest Bite.

Best of KBIS

Join the industry's premier awards program highlighting the best new kitchen, bath, and connected home technology products that are pushing the boundaries of design and innovation.



Highlight Your Products *Pavilions + Programs*

Specialty exhibiting areas make it easy for your ideal buyer to find you on the show floor. Make your products stand out by joining pavilions and programs, all designed to help your brand gain valuable exposure from media and attendees.

APPLY TODAY



Outdoor Pavilion

Pushing the boundaries of outdoor living



Luxury Pavilion

Spotlighting the latest and greatest in high-end design.



KBIS Outdoor Exhibits

Engage with attendees in a new, fun, affordable, and experiential way.



Kickstarter Zone

Hosting new to market brands with 'Shark Tank' style competition

"KBIS is the premier event for every K&B focused business who wishes to connect with customers all over North America. There is no better place for your brand to gain exposure and connect with new customers"

— *Jeremy Parcels, CKBD, US Dealer Representative, Ballerina Kuchen*

NKBA: National Kitchen and Bath Association

As the world’s leading trade association for the nearly \$200 billion Kitchen & Bath Industry, NKBA is dedicated to the success of its members and the overall Kitchen & Bath industry through steadfast support and strategic leadership. Established in 1963, NKBA quickly evolved to become the only association for Kitchen & Bath professionals looking to drive themselves — and the industry — forward.

As a non-profit, NKBA’s mission is to provide members with the tools, insights and leadership necessary to create safe, beautiful and functional spaces. Generating opportunities for members to drive growth and business success, NKBA has forged a powerful and loyal community of Kitchen & Bath professionals.

Showcasing its power and influence in the industry, NKBA conceived and owns North America’s largest premier Kitchen and Bath tradeshow: KBIS. As the owner of KBIS, NKBA offers educational and certification opportunities on the show floor, as well as special NKBA member perks that include discounted booth space and exhibitor passes.

71
Chapters

U.S and
Canada

52,000+
Members



Interested in becoming a NKBA member? Ask your account representative for more information.

Design and Construction Week

Design and Construction Week® (DCW) features the co-location of the National Kitchen & Bath Association's Kitchen & Bath Industry Show® (KBIS) and the National Association of Home Builders' International Builders' Show® (IBS).

Hundreds of thousands of design and construction professionals come together for the largest annual gathering of the residential design and construction industry. This synchronization of trade shows directly benefits everyone in residential design and construction by giving attendees who are registered for one show access to both.

About IBS

NAHB's International Builders' Show® (IBS) is the largest annual residential construction industry show in the world. IBS brings tens of thousands of home builders, industry experts, suppliers and manufacturers to Design and Construction Week. All IBS attendees have access to KBIS, making this co-location a unique opportunity for you, as an exhibitor, to reach an even wider audience.

DCW 2023
Attendance:

100,000+

There is NO other event like it in North America.



Elevate your profile

KBIS is more than just three days. Our audience is engaged year-round, and our proven marketing platforms ensure we can deliver even more qualified buyers before and after the show.

Here is just a small selection of branding and advertising opportunities we offer exclusively to exhibitors. Speak to your account manager to find the right opportunities for your business.

MARKETING OPPORTUNITIES:

Attendee email banner ads

Choose from 1 of 3 advertising spots in our bi-weekly attendee newsletter.

List rental

Promote your product launches, marketing updates, and other exhibitor-led initiatives direct to KBIS attendees

Digital Signage

Command attention across with whole campus, and draw attendees to your booth with digital signage.

Stage session sponsorship

Get your brand involved in stage programming and position yourself as a thought leader.

Special events

Let attendees see your product in action with engaging competitions

Press releases

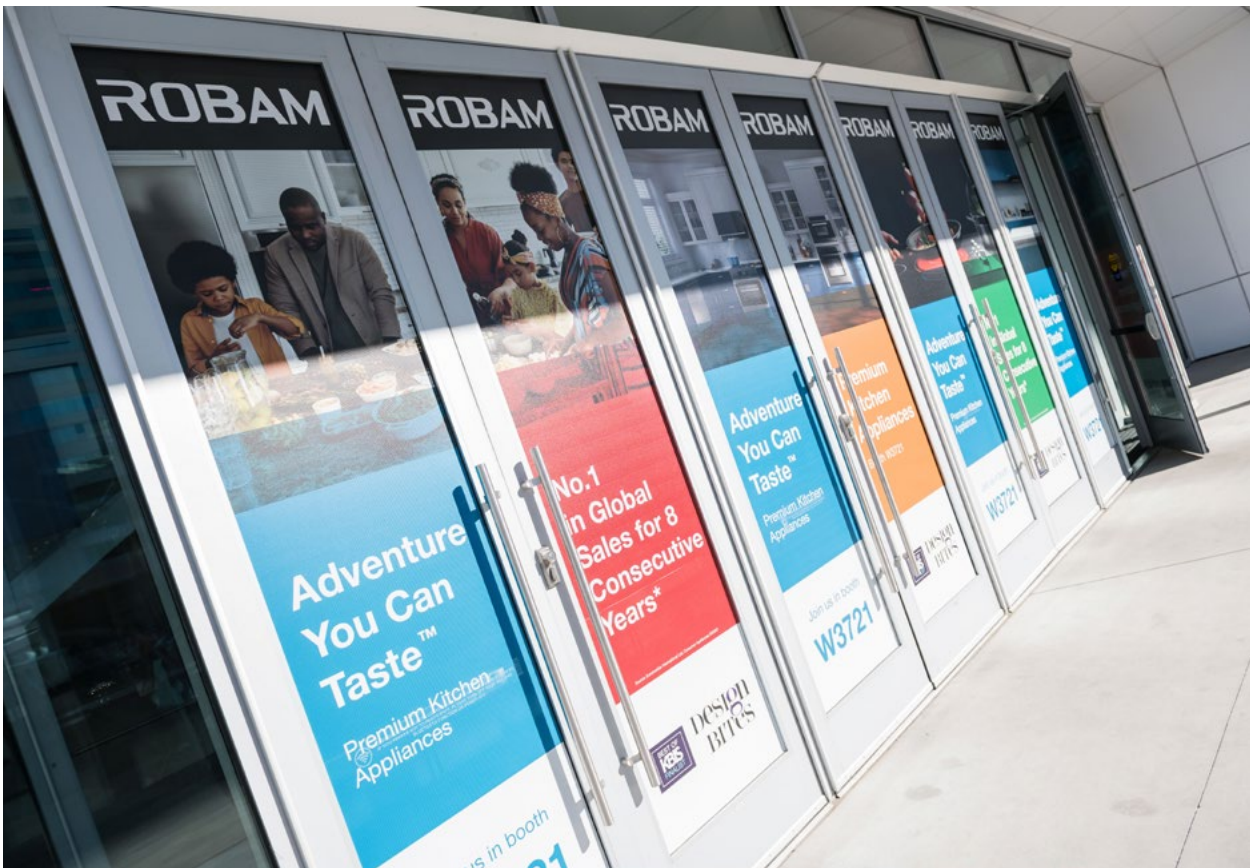
Launching a new product? Reaching an impressive milestone? Share the news with a press release on kbis.com.

Enhanced exhibitor listings

Position your products at the top of the exhibitor listing with exclusive product features.

Signage

Get your brand seen anywhere and everywhere—including floors, ceilings, walls, and even the restrooms.

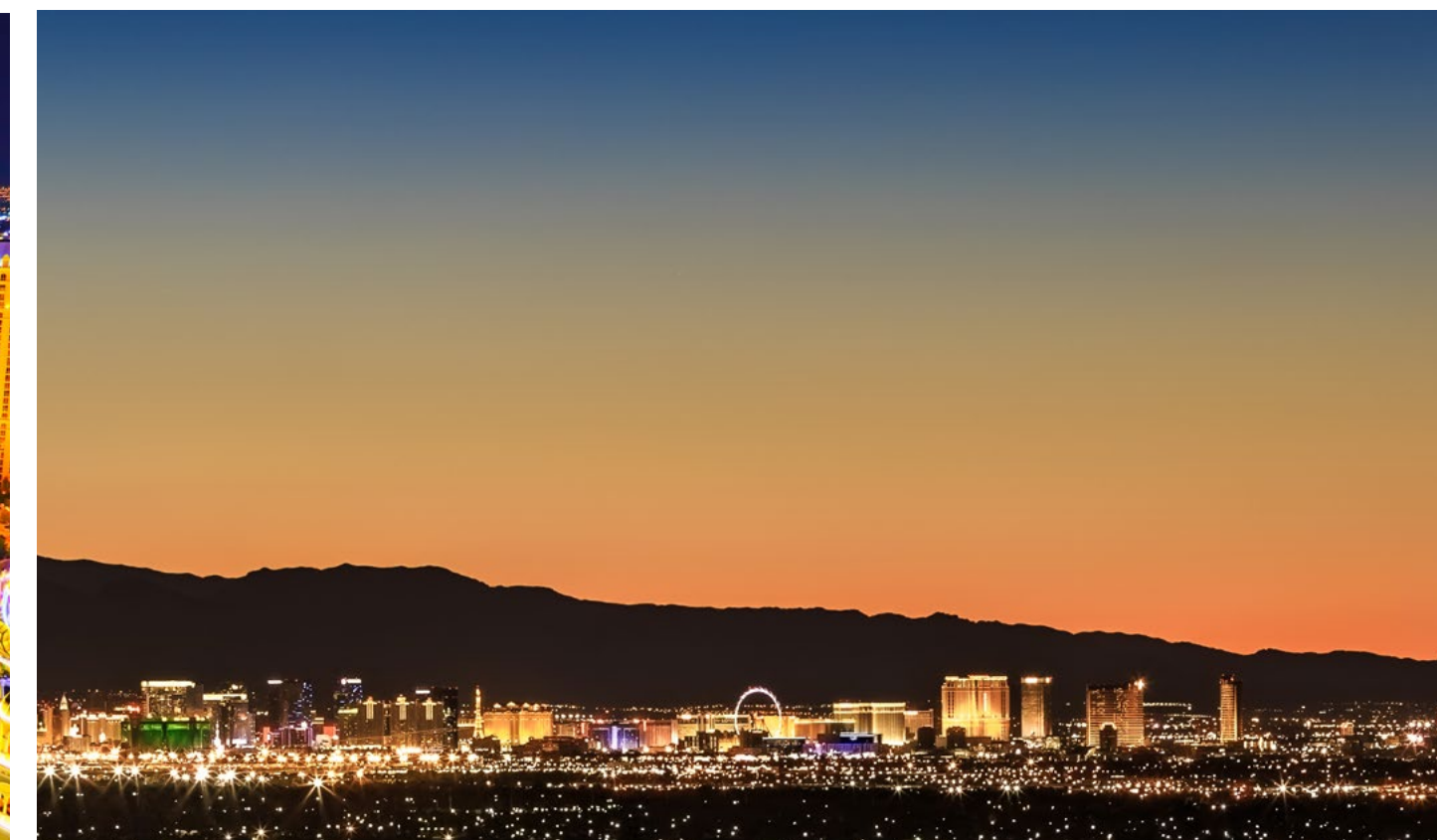
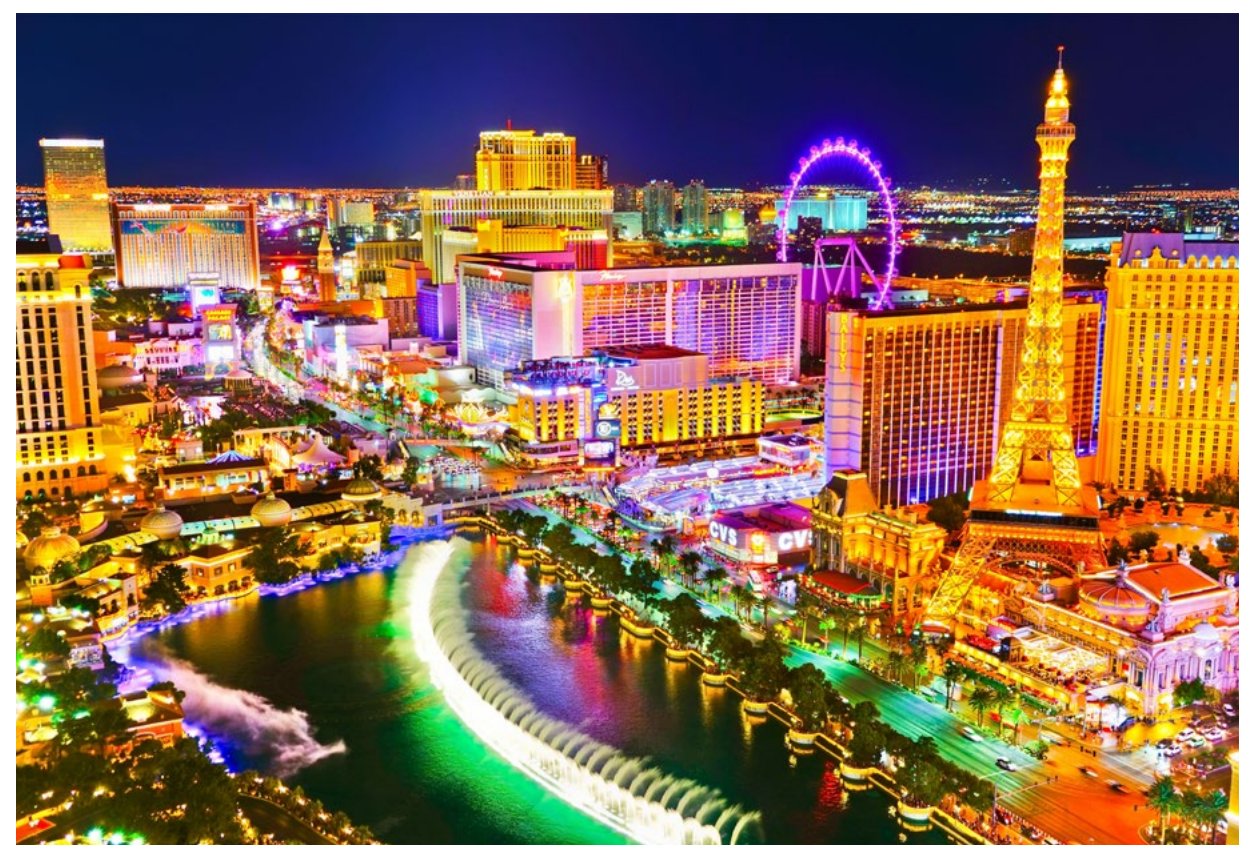


Las Vegas

*The destination for
the largest annual
K&B industry event*

Las Vegas is one of the top trade show destinations in the world. With over 150,000+ hotel rooms and 4,000+ restaurants, the stunning cityscape offers great accommodation options and something for everyone to enjoy.

With predictable weather, a conveniently located international airport, plenty of city-wide trade show services, and limitless entertainment, Las Vegas has proven to be the home of KBIS and the host of our growing attendance.



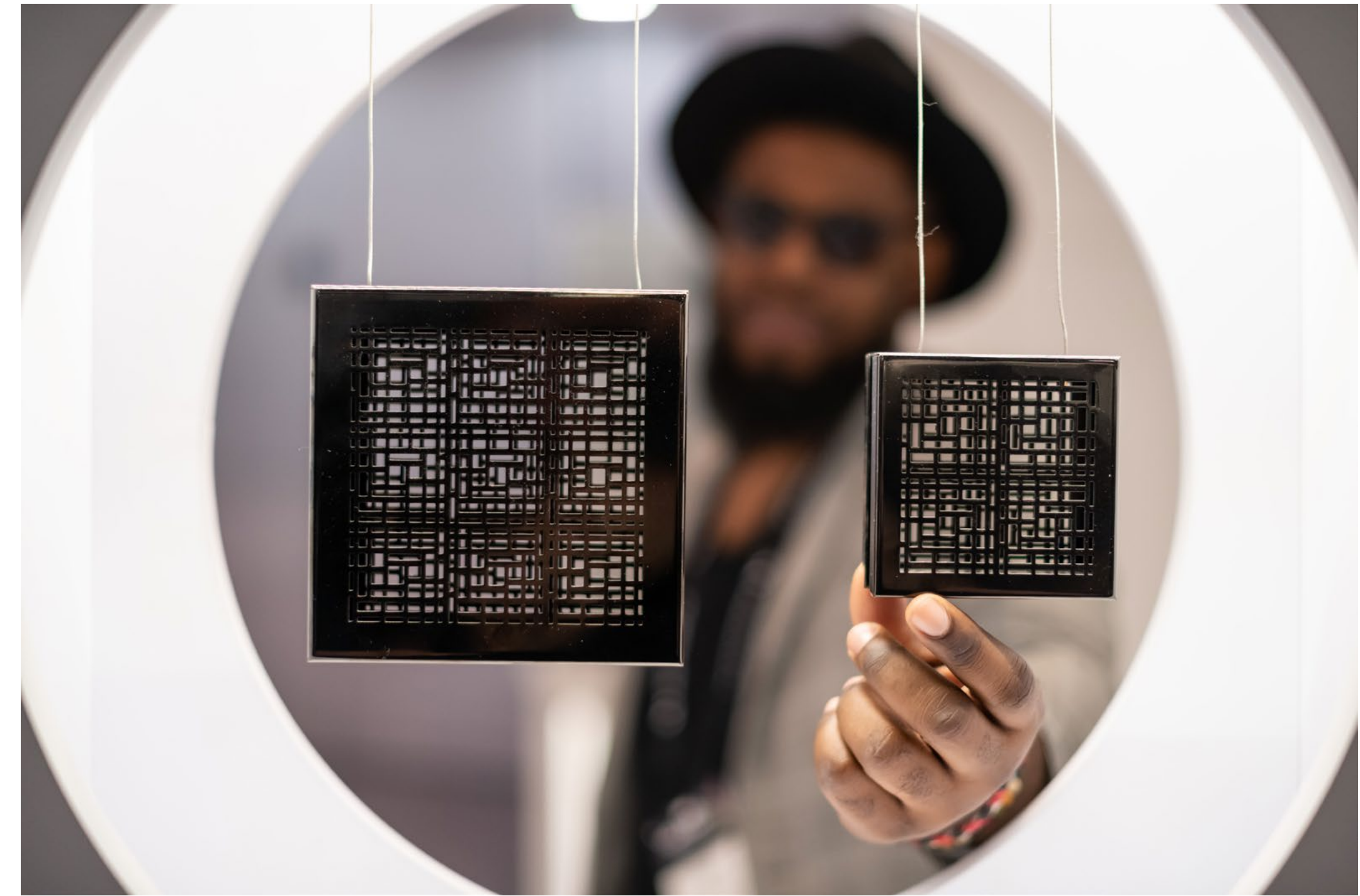
“KBIS is the most highly anticipated show for our company every year. We are thrilled when it is located in Las Vegas as Vegas has the ability to accommodate all of our and our customers' needs with regards to travel and lodging. Always an enjoyable event!”

**— Rick Fair, GM,
Added Sales
Company South**

This is where products are launched, connections are made, and trends are established for the year ahead. Make your brand and products known in the K&B industry by exhibiting at KBIS 2024.

BOOK YOUR BOOTH TODAY.

APPLY NOW



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