

SOCIAL MEDIA MARKETING OPPORTUNITIES

Our social media is on hand to help you get the word out in a big way to our targeted audience of trade professionals.

TOTAL SOCIAL AUDIENCE: 162,000+
connected kitchen and bath pros

Facebook • Twitter • Youtube • Instagram • LinkedIn • Pinterest • Tik Tok

PACKAGE 1:

Light It Up!

Package price: \$3,500

Suitable for: New exhibitors, products that have never been shown at KBIS.

Included:

- An Instagram Reel video to showcase a brand or product or to give sneak peeks on what the brand is launching at the show with CTA's to visit your booth
- Social media support for video
- Facebook and Instagram Feed post
- LinkedIn post
- Twitter (5 posts)
- Video cross-posted to YouTube and TikTok

(*Will run pre-show. Posts with show CTA's will not be rebroadcasted.)

PACKAGE 2:

Amplify Your Brand

Package price: \$5,500

Suitable for: Established brands looking to make a big splash leading up to the 2024 event

Included:

- A maximum 10-minute live video interview video broadcast across KBIS social channels to showcase a brand
- Category exclusivity
- Social media support for video
- Instagram Story takeover pre-show
- LinkedIn Support
- Guaranteed inclusion in DesignBites (cost of DesignBites extra)
- Robust social media support across Facebook, Instagram, and Twitter (brand can choose preferred platforms and package can be put together based on requirements)

PACKAGE 3:

Custom Amplification Package

Package price: TBD

Suitable for: Brands looking for a custom social media package and brands who want amplification beyond KBIS platforms. Bring us your message, let's brainstorm, collaborate, and we'll tailor a solution just for you. This package can offer benefits such as custom PR support and additional channels depending on your needs.

Available Inclusions:

- Instagram collaborative posts
- LinkedIn articles
- Organic content-sharing options across KBIS social platforms including Reels, longer video formats
- Paid ads including Meta, LinkedIn and YouTube that reach KBIS social audiences including in-app experiences, traffic campaigns, video awareness and engagement ads

Custom packages available. Social media amplification packages are available upon request. Pricing and inclusions to be determined.

CONTACT US NOW TO BOOK.

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