

NKBA KBISNEXT

SPONSORSHIP OPPORTUNITIES

NKBA | KBIS Feb. 27 – Feb. 29
LAS VEGAS 2024

NEXTStage Track Sponsorship

KBIS is offering the opportunity to be a track sponsor for the highly popular and well-known NEXTStage at KBIS 2024.

NEXTStage features a LED screen for maximum impact as well as more interactive audience engagement on the KBIS show floor. NEXTStage is a vibrant, gathering spot for all attendees who are eager to learn the latest in the industry to drive their own business forward.

All sessions will be recorded and featured on-demand post-KBIS through December 2024. The sessions are also replayed on KBIS.com and NKBALive.



Tracks

Tracks include panel discussions, a series of one-on-one “fireside” chats called Visionaries, Innovators & Icons, and individual speakers in the KBIS Disruptor Series.

THE FOUR TRACKS ARE:

- Sustainability
- Wellness
- Business & Trends
- Technology



SPONSOR BENEFITS

Investment: \$25,000

- Pre- and post-show promotion of tracks with sponsor name/logo attached across email, website, social channels and PR.
- Sponsor logo on all session rebroadcast videos.
- Multiple touch points for brand messaging during the 3 days of the show:
 - Video inclusion on the NEXTStage's LED screen prior to track programs - sponsor video/ads to run – 30 or 60 second ads
 - Option to have a brand subject matter expert participate in one panel discussion.
- Sponsor executive to introduce all track sessions and tell the brand story around the track topic*
- Two dedicated posts across KBIS social channels.
- Inclusion in the show's media activity around stage tracks.
- Logo/Name inclusion whenever track is mentioned on KBIS channels.

**Time limit applies*



VISIONARIES, INNOVATORS & ICONS

Our new Visionaries, Innovators & Icons* series includes brands who want to bring an icon of design to the show, and want amplification beyond their booth or current sponsorships.

Any brand bringing a celebrity guest to the show has the opportunity to work with the programming team on a stage appearance. The brand can also be involved in the moderator selection along with the programming team.

Example:

GE Monogram brought Gwyneth Paltrow to the KBIS NEXTStage.

Please discuss this custom opportunity with your sales representative!



**Can be part of a track sponsorship or a standalone event.*

PROGRAMMING

This is sample grid to show the track frequency.

All times and dates are subject to change and can accommodate special requests by track sponsors.

NKBA KBIS NEXTStage Grid			
	DAY 1 Tuesday, February 27	DAY 2 Wednesday, February 28	DAY 3 Thursday, February 29
Time	Session	Session	Session
9:00			
9:30	NKBA Trends Presentation	NKBA Trends Presentation	NKBA Trends Presentation
10:00	Wellness 1 KBIS Disruptor Series	Sustainability 2 KBIS Disruptor Series	Best Booth Awards KBIS Kickstarter Awards
10:30	Thirty Under 30: Introductions to the Industry	Business and Trends 2 Panel	Thirty’s Choice Awards
11:00	Business and Trends 1 VII		Business and Trends 3 KBIS Disruptor Series
11:30		Sustainability 3 VII	An Interview with TBD: KBB Person of the Year
12:00	DesignBites		Technology 3 VII
12:30		Wellness 3 VII	
1:00		Wellness 4 Panel	Business and Trends 4 Panel
1:30			
2:00	Wellness 2 Panel	Technology 2 Panel (AI)	KBIS 60th Birthday Party
2:30			
3:00	Technology 1 Panel (Lutron)	Sustainability 4 Panel	
3:30			
4:00	Sustainability 1 Panel	Best of KBIS	
4:30			
5:00		BOK Happy Hour	

SALES TEAM CONTACTS

Would you like to set up a call with our stage programming team to discuss what this opportunity will look like for your brand? Reach out to your representative to set up the meeting and get the conversation started.



Amy Hornby
Associate Show Director
Companies E-N, Germany
770-291-5434
amy.hornby@emeraldx.com



Diana Gallagher
Senior Account Executive
Companies O-Z, Turkey and Asia
770.291.5436
diana.gallagher@emeraldx.com



Maria Hill
National Sales Manager
Companies A-D, Italy, Poland & Spain
770.291.5419
maria.hill@emeraldx.com



Indira Franca
International Business Development Director
949.324.7745
indira.franca@emeraldx.com



Olivia Roma
Account Representative
774.505.8022
olivia.roma@emeraldx.com