

# LUXURY LOUNGE

## SPONSORSHIP OPPORTUNITIES

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

# Introducing the **LUXURY LOUNGE**

KBIS 2024, which runs February 27-29, 2024 in Las Vegas, is pleased to introduce a new space this year: the “Luxury Lounge,” a dedicated space for the A&D community, design media, influencers, and brands that have a presence in the luxury / high-end residential design markets.

The lounge will host programming throughout the course of the show, including design-focused panel discussions, social events, networking opportunities, and more.

This is a new and exciting opportunity for you to sponsor a session and secure your position in front of high-end luxury designers at the largest annual gathering of kitchen and bathroom designers, influencers and media.



# HOW IT WORKS | Sponsorships

## How It Works

- As a sponsor, you'll have the ability to recommend the moderator and a designer, placing up to 2 individuals on the panel
- If you do not have a relationship for the moderator, our production team will help you (e.g. securing an editor at a design publication)
- We will also help round out the panel by securing 1-2 additional designer participants
- Leading up to the show, our production team will coordinate with your spokesperson and the designer participants to develop the appropriate content for the panel (e.g. ensuring content adheres to KBIS guidelines, developing questions for the moderator / prepping participants based on the questions, etc). Final content needs to be approved.
- KBIS will promote your panel through marketing efforts pre,during and post-show (e.g. PR, social media, website, newsletters)

LEVEL	PACKAGE COMPONENTS	FEE
<b>Title Sponsor</b> <i>"The Luxury Lounge"</i> <i>Sponsored by</i>	<ul style="list-style-type: none"> <li>• Title sponsor promoted through KBIS channels (PR, social, website, KBB, newsletter)</li> <li>• Sponsored panel or VIP event - category exclusivity</li> <li>• Sponsor logo on all Lounge signage, in e-blasts and website</li> <li>• Brand's products displayed on screens during the show</li> </ul>	<b>\$15K</b>
<b>Furniture Sponsor</b> <i>"The Luxury Lounge"</i> <i>Furnished by</i>	<ul style="list-style-type: none"> <li>• Furniture ponsor promoted through KBIS channels (PR, social, website, KBB, newsletter)</li> <li>• Sponsored panel or VIP event - category exclusivity</li> <li>• Sponsor logo on all Lounge signage, in e-blasts and website</li> <li>• Brand's collateral in the booth</li> </ul>	Furniture Donation - Exclusive Sponsor  Full Product Donation, Delivery and Retrieval - No additional fees
<b>Session Sponsor</b>	<ul style="list-style-type: none"> <li>• Panel discussion / brand sponsor</li> <li>• Brand images are displayed on screens during the talk (e.g. products, projects, etc.)</li> <li>• Sponsor promoted through NKBA channels PR, social, website, KBB, newsletter)</li> <li>• One dedicated post on Instagram feed</li> <li>• Attendee badge scans from sponsored session</li> <li>• Pre-show inclusion in KBIS Product digital gallery on kbbonline.com</li> </ul>	<b>\$5K</b> Sponsor secures the moderator + a designer.  Sharp to help coordinate additional designers.

# SPONSOR OPPORTUNITY | SESSIONS

## TRANSLATING EUROPEAN DESIGN TRENDS TO U.S. MARKET

Whether it's Milan or Paris, our European counterparts are known for their undeniable style. This panel explores the high-end and fashion-forward trends that are happening across the Atlantic, and those of which that we're starting to see emerge stateside.

## DISCREET LUXURY

This discussion explores the intersection of high-end design and innovative technology, and how that can yield luxury.

"Discreet luxury" can refer to tech-forward products that elevate the interior design or user experience in high-impact ways – particularly in ways that are integrated, hidden, or intuitive. For example, there's this idea that a space is luxurious if its technology works without you having to think too much about it. Features work "at the touch of a button" or "from the ease of your phone" or even automatically without any user prompt at all.

## SPLURGE OR SAVE?

For many designers - even those with luxury projects - it's important to manage the budget of the project.

This panel explores designers' tips on the luxury must-haves vs. where you can streamline. Whether it's personalized & customized elements, artisanal designs, architectural features, building materials, art, decor, technology, sustainability, this panel will examine the many aspects that designers would either "splurge on" or "save on."

## THE LUXE BATH

The bath is now a lifestyle space. According to the NKBA's 2023 Bath Trend Report, the shift is more of a revolution than an evolution. Major advancements in chromotherapy and hydrotherapy; designs with new amenities like beverage stations and separate rooms for toilets; and lifestyle changes like the rise of "home spa parties" have contributed to this exciting trend.

## BRINGING LUXURY OUTDOORS

Outdoor kitchens have risen in popularity, but what are the hallmarks of today's luxurious outdoor entertaining spaces? How does one create a totally seamless indoor / outdoor experience? What is the ideal ambiance?

With a focus on design and experience, this panel discussion examines how to elevate today's outdoor kitchen & entertaining spaces through the lens of luxury lifestyle.

## DESIGNING FOR HIGH-END VACATION RENTALS

Designers are being tapped not only for primary residences, but also for vacation rentals.

This panel explores design trends and considerations for the luxe vacation rental, from the swoon-worthy beach house to a majestic ski lodge. Designers will share their approaches to these types of projects, tying in regional design trends and affluent markets like the Hamptons, Nantucket, Palm Beach, and Aspen.

## QUIET LUXURY IN THE K&B

There's been significant media coverage and social buzz about "Quiet Luxury." How does this apply to today's luxury residential K&B? This panel discussion will explore the importance of bespoke design, customized components, materiality, artisan-made items, and more. Designers will also comment on approaches to aesthetics, and the beauty of subtle statements and quality craftsmanship.

## LUXE DESIGN WITHOUT COMPROMISING SUSTAINABILITY

This panel explores how to achieve the balance of luxurious design that's also super sustainable.

While some may consider these competing forces (e.g. the idea of a luxurious shower requiring significant water consumption, or personal preferences for appliances that utilize gas flames vs. induction), today's brands are achieving beautiful, high-end K&B products that are also earth-friendly.



# 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.



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