

## 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: 165,000+**  
**connected kitchen and bath pros**

*Facebook • X • Youtube • Instagram • LinkedIn • Pinterest • Tik Tok*

**PACKAGE 1:**  
**Level Up**  
*Package price: \$4,000*

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

Timing: Pre-Show

*Included:*

**1. Short Form Video**

- Up to 90 seconds long
- Showcase brand or product ahead of the show
- Includes CTA & Link

**Posting Platforms:**

- Instagram
- YouTube

**2. Instagram Story Takeover**

- Posted to Instagram Stories
- Up to 8 Frames
- Includes one CTA & link

**PACKAGE 2:**  
**Get Loud**  
*Package price: \$6,000*

Suitable for: Established brands looking to make a big splash leading up to the 2025 event

Timing: Pre-Show

*Included:*

**1. Brand Video**

- 5 Minutes Max
- Showcase your brand story
- Meta Boosted

**Posting Platforms:**

- Instagram
- YouTube
- Facebook

**2. Instagram Story Takeover**

- Posted to Instagram
- Up to 8 Frames
- Includes one CTA & Link

**3. LinkedIn Article**

- Thought Leadership positioning
- Content at the discretion of the brand
- Boosted in LinkedIn Ads

**Crossposting Platforms:**

- Facebook
- Threads
- X

**NEW:**  
**At-Show Booth Tour**  
*Package price: \$5,000*

Suitable for: Any brand looking for customized, high-impact amplification

Timing: At-Show

*Included:*

**Hosted or guided video at 2025 event**

- 6 Available\*
- 5-min exclusive booth tour filmed and posted during the show period
- Produced by KBIS social team
- Includes pre-event social support

**Posting Platforms:**

- Instagram
- TikTok
- YouTube

*\*Subject to approval*

**EXPANDED FOR 2025!**  
**Instagram Takeover**  
*Package price: \$2,000*

One-day Instagram takeover suitable for brands with multiple objectives and key messages

Timing: Pre-Show

*Included:*

**Story Takeover \$2,000**

- 10 Available
- Up to 8 Frames
- Includes one boosted CTA & link
- First-come first-served dates
- Cross-posted to Facebook

## CONTACT US NOW TO BOOK

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