

NKBA KBISNEXT

SPONSORSHIP OPPORTUNITIES

TRACK SPONSORSHIPS

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

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 2025.



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:

- + Business & Trends
- + Sustainability
- + Technology
- + Wellness

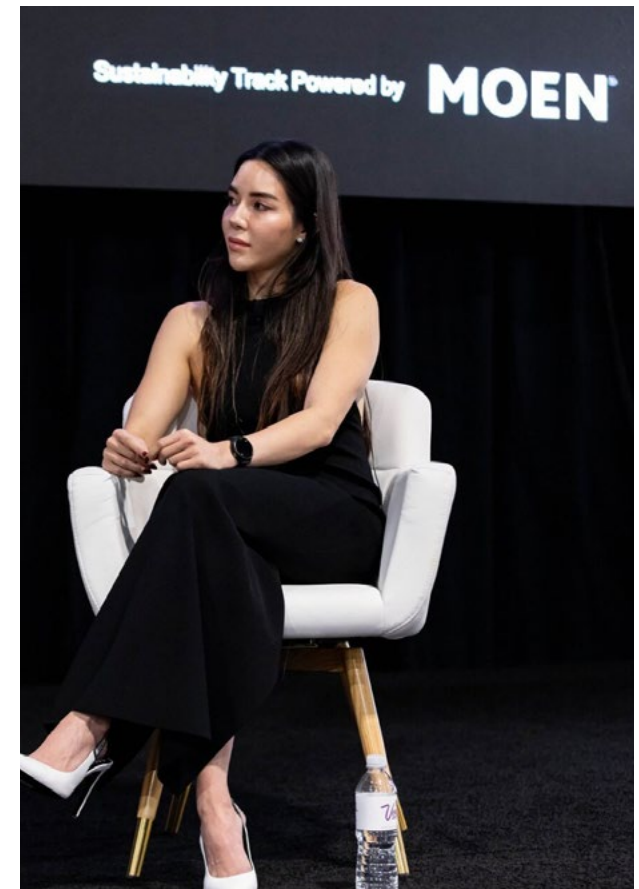


SPONSOR BENEFITS

Investment: \$25,750

- 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*



BE PART OF OUR VISIONARIES, INNOVATORS & ICONS SERIES!

If you're bringing a celebrity or celebrity designer to KBIS 2025, we'll open the door and welcome them to the NEXTStage. Work with our programming team to increase your brand exposure beyond your booth. With no incurred sponsorship costs, you will get all the benefits of the NEXTStage, including pre-show promotion in newsletters, press releases and social coverage on KBIS platforms, live event support, and inclusion in post-show roundups and re-broadcasts.

Celebrity appearances can be a standalone event or part of a track sponsorship. Opportunities are also available in the Luxury Lounge. Please discuss this custom opportunity with your sales representative!



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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