

KBIS OUTDOOR EXHIBITS

BE PART OF THE: THE PLAZA

Expand Your Reach in Our
Premier Outdoor Exhibit Space



BOOK YOUR BOOTH AT THE PLAZA

A new open-air KBIS experience.

Experience the excitement of The Plaza, KBIS's exclusive outdoor exhibit area!

Located in Silver Lot 3, The Plaza transforms the KBIS experience with its vibrant, open-air environment. Enjoy live product demonstrations, interactive tours, and fun games while soaking up the Las Vegas sun.

The Plaza features an array of attractions including food trucks, happy hours, bonfire pits, heated seating, live music, and more. It's the perfect setting to expand your reach, whether you're debuting a new booth or looking to enhance your presence. Don't miss this unique opportunity to engage with attendees in a dynamic, outdoor atmosphere!

BOOK YOUR SPOT TODAY.



Why Exhibit At The Plaza?

- + Demo your products directly to attendees in an outdoor environment.
- + Secure your spot at KBIS with affordable booth rates.
- + Affiliate your brand with The Plaza and reach more attendees through our marketing promotions.

WHAT YOU CAN EXPECT:

- + New affordable exhibiting option
- + Local food trucks
- + Live product demonstrations
- + Happy hours
- + Seating with heaters & fire pits
- + Games, music, and more!

REQUIREMENTS:

- + 200 sq. ft. minimum

ADDITIONAL INFORMATION:

- + No pipe and drape
- + Booth structure not included
- + Rain or shine

PRICE:

- + \$37.25 per square ft NKBA member
- + \$41.00 per square ft non-member

Any brand can exhibit at The Plaza! This area is not restricted to outdoor products.

Talk to your sales representative for more.

PLAZA PROMOTION FOR EXHIBITING BRANDS INCLUDE:

- + Logo included in dedicated Plaza page on kbis.com
- + The Plaza promoted in the mobile app
- + The Plaza pre-show and day-of promotional emails to attendees
- + The Plaza demonstration schedule in the Show Directory (brands must submit their schedules for inclusion)
- + The Plaza meter panels inside the Las Vegas Convention Center



Contact Us Today To Book Your Booth

SALES TEAM CONTACTS



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