

WELCOME!

KBIS MARKETING & BOOTH DESIGN WEBINAR



GET TO KNOW THE TEAM



JASON MCGRAW
Show Director



AMY HORNBY
Associate Show Director



MARIA HILL
National Sales Director



SHELBY ROWE
Marketing Manager

AGENDA FOR TODAY'S WEBINAR

- Free marketing opportunities
- Paid marketing opportunities
- Sponsorship programs for media coverage
- Booth design tips & best practices
- Best Booth Design Awards Program
- Live Q&A

MARKETING OPPORTUNITIES FOR KBIS EXHIBITORS

Free Opportunities

- Press Release Submissions
- KBB Call for Products (pre-event Kitchen & Bath Business (KBB) coverage)
- Exhibitor Hub Directory Listing
- Nvytes Program

Paid Opportunities

- The KBIS 2025 sponsorship menu

FREE OPPORTUNITIES

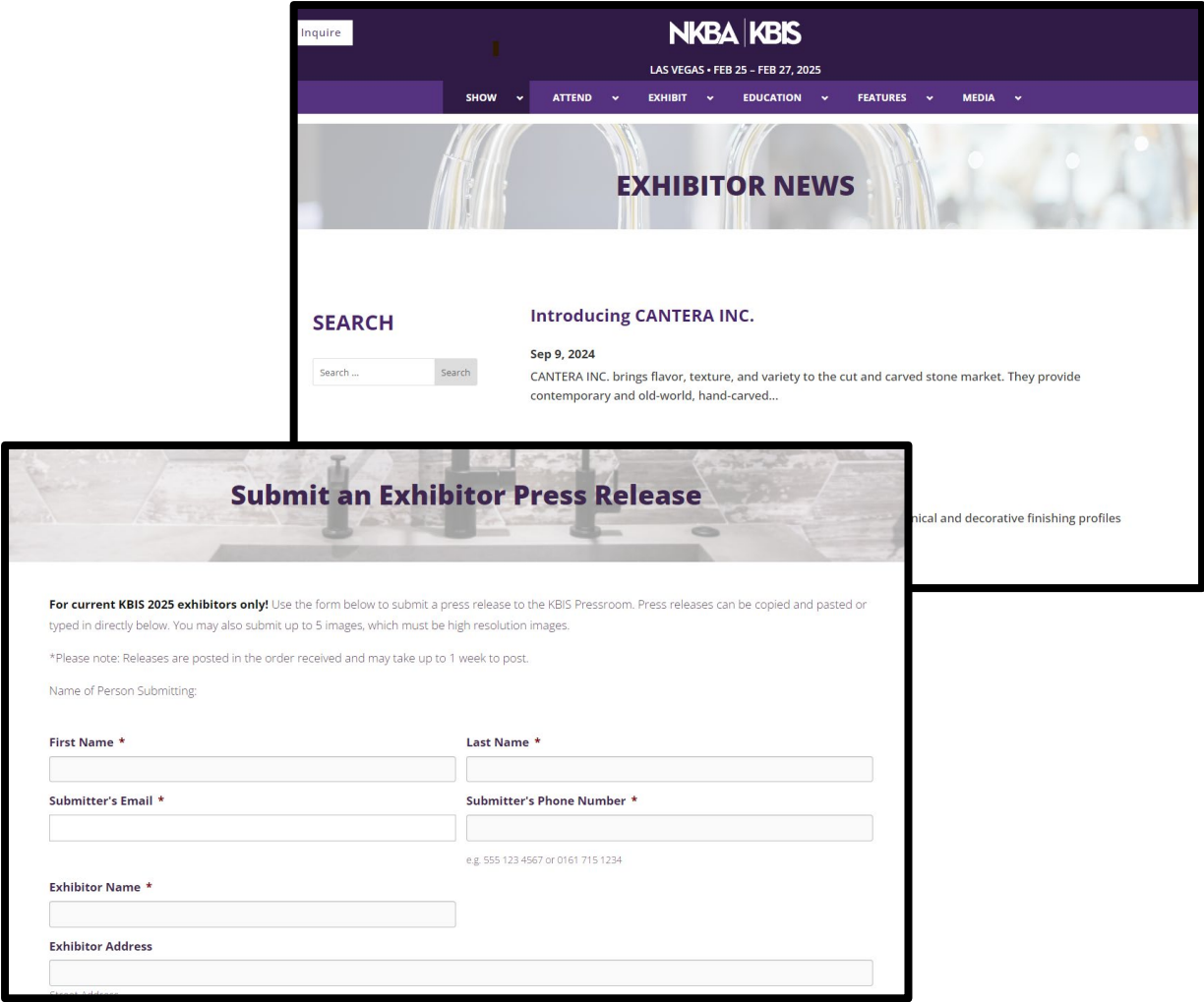
PRESS RELEASE

Submit your press release by going to this link:
<https://kbis.com/submit-a-release/>

Approved press releases will be posted on the KBIS website under the “**Exhibitor News**” page.

Press releases are shared in the KBIS Attendee Newsletter, giving you opportunity to get in front of the KBIS audience.

**Not all press releases are guaranteed to be shared in the KBIS newsletter.*




FREE OPPORTUNITIES

KBB Call for Products

Take advantage of complimentary pre-show coverage of your new products in the official publication of KBIS & NKBA — Kitchen & Bath Business (KBB).

Submit a request to be showcased by filling up this form.

[KBB Publication Call for Products - KBIS 2025 \(smartsheet.com\)](https://smartsheet.com)



KBB Publication Call for Products - KBIS 2025

If you have any product launches or special events you'd like to share with KBB readers and KBIS attendees, please submit them via this form. All entries will be reviewed by Chelsie Butler, Executive Editor of KBB.

Exhibitor Name *

Booth Number *

Contact Name *

Contact Email *

Contact Phone Number *

Product Name *

Product Website *

Product Launch Date *

Pricing Information *

EXHIBITOR HUB

- Log in to the Exhibitor Hub to:
 - Update your company listing before December 16
 - Important show links
 - Purchase digital upgrades and pay invoices

Exhibitor Hub

Login



FEATURED LINKS

Exhibitor Kit

The Exhibitor Kit is designed to help guide exhibitors through the planning process of exhibiting at KBIS 2025.

2025 Sponsorship Opportunities

Check out our sponsorship opportunities for 2025.

Exhibitor Appointed Contractor (EAC) Portal

Access the portal designed to make designating your EAC a quick and simple process.

Submit a FREE Press Release on Exhibitor News Page

Use the form link above to submit a press release to the KBIS Pressroom.

Exhibitor Resources

Designed to help exhibitors navigate the exhibiting process with helpful guides, facts and deadlines.

TASKS

<input type="radio"/> Update Your Company's Profile	▼
<input type="radio"/> Freeman - Utilities and Rigging	▼
<input type="radio"/> Internet/Phone	▼
<input type="radio"/> Order Lead Retrieval	▼
<input type="radio"/> Submit Certificate of Insurance (Required)	▼
<input type="radio"/> Register Booth Staff	▼
<input type="radio"/> Book Your Hotel	▼
<input type="radio"/> Exhibitor Appointed Contractor (EAC) Portal (if applicable)	▼
<input type="radio"/> Freeman Advance Warehouse Starts	▼
<input type="radio"/> Freeman's Online Order Discount Deadline for Booth Needs	▼

Update Company Listing

Basic Listing (Everyone has this level unless it's upgraded) includes:

- Company Name, Address, Website URL, Email and Booth Number
- 400 Character Company Description
- Listing Appears in 8 Selected Categories

Your Basic listing information will be included on the website and mobile app

Additional upgrades are available for an additional fee – to include more content and other upgrades such as product showcases, videos, and press releases

National Kitchen & Bath Association (NKBA)

Basic [Booth #N939](#)

About

Social Media

Name

What We Do

Website

Categories (8)

Hall Location

NKBA

National Kitchen & Bath Association (NKBA)

The National Kitchen + Bath Association (NKBA) is a non-profit trade group that promotes professionalism in the kitchen and bath industry. Established in 1963 as a network of kitchen dealers, it has evolved into the premier association of designers, retailers, remodelers, manufacturers, distributors, fabricators, installers and other industry professionals.

<http://www.nkba.org>

Associations

North Hall

Yes

[Edit]

Nvytes Program

Launching October 15!

The Nvytes Program gives you FREE expo passes to give to your customers and audience.

This is a free program offered to KBIS exhibitors and includes:

- Code to redeem unlimited free expo passes
- Social sharing graphics to share from your social accounts
- Pre-made emails to send to your email list inviting them to KBIS with your free expo code
- Your own dashboard for managing your assets

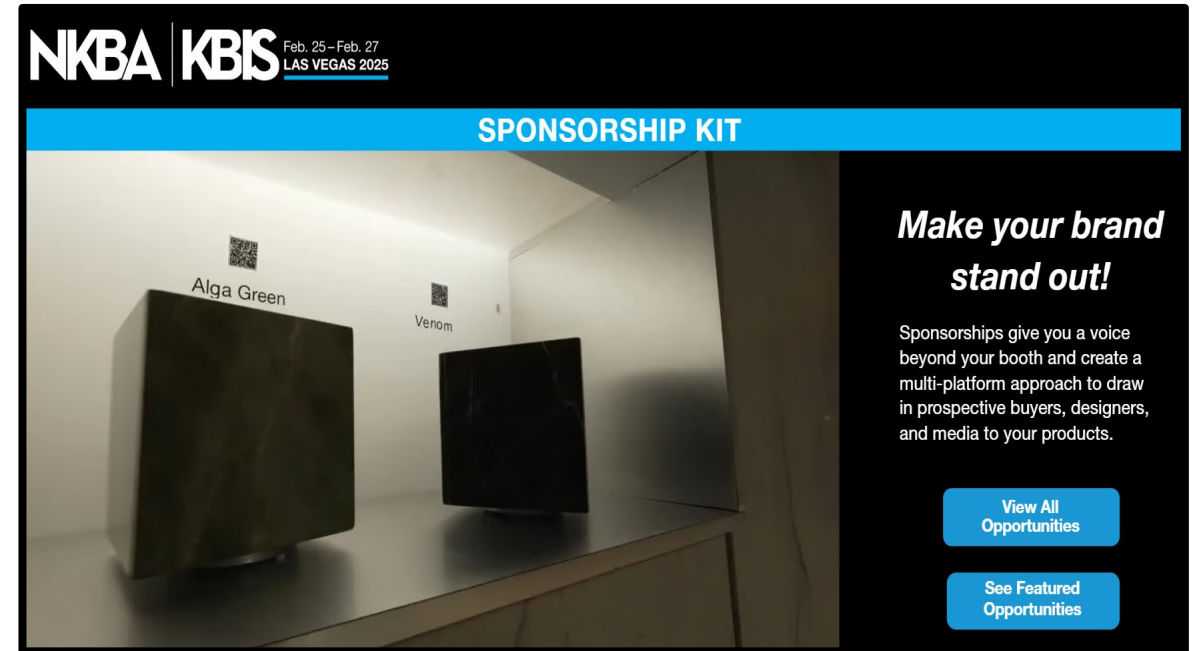
The Nvytes Program includes a contest! Get your expo code redeemed the most, and you could win **\$2,500 towards your KBIS 2026 booth**. The contest will award three winners split by the following booth sizes:

- 100-600 sq.ft
- 601-1200 sq.ft
- 1201+ sq.ft

PAID OPPORTUNITIES

The KBIS 2025 SPONSORSHIP MENU

- Sponsorships are an important part of exhibiting as it provides an outlet for attendees to get to know your brand and products. There will be 670+ exhibitors at KBIS 2025. Sponsorships help you stand out from the crowd.
- We have a wide variety of opportunities available in our sponsorship menu. These sponsorships let you connect with the KBIS audience pre, post, and at the show, so choosing an opportunity depends on your business goals. Our opportunities range from digital marketing to onsite signage and involvement in our event activations.




SPONSORSHIP MENU LINK:


<https://view.ceros.com/emeraldx/2025-kbis-sponsorship-kit/p/1>

PAID OPPORTUNITIES


SPONSORSHIP OPPORTUNITIES




DIGITAL MARKETING +




PACKAGES +




EMAIL MARKETING +




EVENTS +




MEDIA +



ON-SITE SIGNAGE +



EXCLUSIVE SPONSORSHIP I +



EXCLUSIVE SPONSORSHIP II

SPONSORSHIP OPPORTUNITIES

DIGITAL MARKETING

- Custom Social Media Marketing
- Mobile App
- On-Site Marketing Video
- Web Ads

PACKAGES

- Exhibitor Listing Upgrades
- Exhibitor of the Month
- Show Level Sponsor
- Total Reach Package

EMAIL MARKETING

- Attendee Eblast
- KBIS Newsletter Banner Ad

EVENTS

- Best of KBIS
- DesignBites
- Luxury Lounge
- NEXTstage

MEDIA

- Hard Hat Media Tour
- KBB Road to KBIS Packages

ON-SITE SIGNAGE

- Digital Signage
- Directory Map Sponsor
- Floor Decals
- LV Loop Advertising
- Multi Logo Cling Signage

SPONSORSHIP

- Aisle Signs
- Digital Sponsor of the Day
- KBIS Map
- Product Locator Guide
- Registration

SPONSORSHIP

- Badges
- Lanyards
- Lavatory Signage
- Show Bags
- Virtual Publication Wall

PAID OPPORTUNITIES

Some highlighted sponsorships include:

- Exhibitor Listing Upgrades
- Total Reach Package
- KBIS Newsletter Banner Ads
- Digital Signage
- LV Loop Signage
- Targeted Attendee Email

FEATURED SPONSORSHIPS



Show Level Sponsorship

Pricing varies

Secure the most visibility out of any sponsorship opportunity! Align your brand alongside KBIS marketing in everything from attendee emails and the official show directory to on-site signage and the official mobile app, and so much more.

[Click for more info](#)



Digital Signage

Price: \$9,000

Engage thousands of attendees using the Las Vegas Convention Center's Digital Signage Network. These Digital Video screens allow for impactful, dynamic messaging in high-traffic areas. Your message is sure to reach further and be seen by key customers attending this year's event.

[Click for more info](#)



KBIS Map Sponsor

Price: \$9,000

Secure the only sponsorship opportunity on the official KBIS Map. Used and favored by attendees, this map is an essential guide for navigating the show. We printed 15,000 copies for KBIS 2024 and all were picked up before day 3.

[Click for more info](#)



KBIS Newsletter Banner Ad

Price: \$1,750

Each newsletter highlights show and exhibitor news, NKBA hot topics and industry-related happenings, and sends to a list comprised of KBIS attendees, NKBA members and KBB subscribers.

[Click for more info](#)

WHEN TO BUY SPONSORSHIPS AND MARKETING OPPORTUNITIES?

It's important to claim your desired sponsorships and marketing opportunities early for a few reasons:

- Some sponsorships have limits and deadlines. For example, our exclusive sponsorships are reserved for one exhibitor only. Another example, our Digital Sponsor of the Day opportunity has a limit of 3 participating exhibitors. Reserving your sponsorships early is an excellent way to get the sponsorships you desire.
- Other opportunities, like Digital Signage, Floor Decals, Multi-Logo Clings, or awards programs like Best of KBIS, Hard Hat Media Tour, and DesignBites, have deadlines. It's imperative you purchase your sponsorships by a certain date to participate. Purchasing your sponsorships early ensures you don't miss these deadlines.
- Securing your sponsorships early guarantees maximum exposure. For example, it's recommended to purchase Exhibitor Listing Upgrades as early as possible so you can get maximum exposure with attendees throughout the entire show cycle. When you secure these sponsorships early, you gain more value for your purchase.

Best Booth Design Award Program

The NKBA|KBIS 2025 Best Booth Awards highlight the substantial investment, creativity, design and attendee experiences presented at the show by KBIS exhibitors' exhibit and product displays.

The Best Booth Award recipients will be selected by a panel of industry expert designers that will evaluate the exhibitors' booths during the show. The awards will be presented during a ceremony held at the KBIS NEXT Stage on Thursday, February 27, 2025.

NKBA|KBIS 2025 Best Booth Categories:

Best of Show Booth (Exhibit of any size, best overall)

Representing the highest level of achievement through use of visual excellence, product displays and exhibit design into one cohesive and holistic attendee experience.

Best Booth Large (Exhibits 3,001 NSF and larger)

Best Booth Medium (Exhibits 1,000 – 3,000 NSF)

Best Booth Small (Exhibits 999 NSF or smaller)

Best Booth Honorable Mention (Exhibit of any size)



Booth Design Tips & Best Practices

Exhibitors' exhibit booth designs and product displays will be evaluated by a panel of industry expert designers who will use the following criteria in selecting the Best Booth Award winners:

- **Exhibit visual beauty and design aesthetic** – KBIS is a design show – the best booths should reflect outstanding visual appeal, functionality, accessibility and a pleasing exhibit design that conveys an elevated style and makes a statement
- **Creativity and innovation of product displays** – imaginative use of exhibit structures, custom, artistic and/or interactive presentation of products in unique ways that set the booth apart from others
- **Attendee engagement and experience** - Incorporating elements that captivate buyer attention and prompt engagement and encouraging immersive experiences with the exhibitor's product line(s).
- **Exhibit lighting and color design** – Effective use of lighting and color to elevate product presentations and integrating different tones and hues throughout the display creating inviting and dynamic exhibit environments
- **Brand impact** - Represents distinct and memorable branding that successfully communicates the company's brand through signage and special fixtures.

Q&A

NKBA | KBIS Feb. 25 – Feb. 27
LAS VEGAS 2025