



**FOR: KITCHEN & BATH INDUSTRY SHOW (KBIS)
NIELSEN EXPOSITIONS**

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**KBIS 2010 ANNOUNCES CALL FOR ENTRIES FOR
THE BEST OF KBIS 2010 COMPETITION**

ATLANTA, GA (January 29, 2010) – Whether it's green technology or cutting edge design, the 47th annual **Kitchen & Bath Industry Show (KBIS)** has issued a *call for entries* for the **Best of KBIS 2010 Competition**. KBIS exhibitors are encouraged to submit their new and innovative products online by **Friday, April 2, 2010** where a distinguished panel of designers will judge and announce the winners during the show which takes place at McCormick Place in Chicago on April 16-18, 2010.

The main categories in 2010 include innovative **Kitchen and Bath Products**, with secondary categories also introduced this year which include **Universal Design** and **Green/Sustainable Products**. In order to qualify, exhibitors must submit a new product from the last 12 months, which will then be judged by a group of notable designers based on the merits of functionality, quality/durability, flexibility, aesthetics/style, and innovation.

If a product is entered in the Green/Sustainable Products category, it will be judged based on the National Kitchen & Bath Association (NKBA) "green standards", as set forth on the organization's website: www.nkba.org/green/statement.aspx.

Cost to enter the Best of KBIS 2010 Competition is \$750 for a floor entry and \$500 for a table entry, based on the size of the product. The winners will be determined during KBIS on Friday, April 16 and the grand prize winners announced publically on Saturday, April 17 (location TBD).

To enter a product, exhibitors can visit www.kbis.com/show/best-of-kbis. **Deadline for entries is Friday, April 2, 2010.** However, to be included in the print directory, exhibitors must upload their entry on the website by Thursday, February 25, 2010.

About National Kitchen & Bath Association (NKBA)

The National Kitchen & Bath Association (NKBA) is a non-profit trade association and owner of KBIS. With nearly 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. NKBA members span 11 kitchen and bath industry segments, including builder/remodeler, cabinet shop, dealer, distributor, decorative plumbing and hardware, designer, fabricator, multi-branch retailer, installer, manufacturer and manufacturer's representative, many of whom attend or exhibit at KBIS each year. For more information, visit the NKBA Press Room at NKBA.org/Press or call 1-800-THE-NKBA (843-6522).

About *Kitchen and Bath Business* (K+BB)

K+BB magazine, published by the Nielsen Company, reaches 34,000 interior designers, architects, kitchen design specialists, custom builders and remodelers each month. This magazine blends exclusive features on cutting-edge business developments, installations and industry personalities with solid market research. *K+BB* was the first magazine to recognize and serve this industry, and continues to provide progressive and insightful coverage of the industry's products, trends, and services, with a sophisticated visual style befitting a design-oriented readership. For more information, please visit www.kbbonline.com.

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