



Dear K/BIS Exhibitor,

Congratulations on your decision to promote your company by exhibiting at the NKBA's 2010 Kitchen & Bath Industry Show in Chicago. There's no better way to get your company's products and brand in front of key industry decision makers than by showcasing them at KBIS. Be sure to take advantage of every opportunity available to your firm as a KBIS exhibitor.

Press Exposure

There were more than 500 registered media for KBIS last year, and KBIS exhibitors can offer media kits to them in the press room at no charge. Press kits provide a simple, inexpensive way to promote your company to hundreds of media outlets. To learn more about offering media kits in the press room, visit the Exhibitor Service Center under the Exhibitor tab at KBIS.com.

KBIS Booth Discounts

Did you know that by becoming an NKBA member, you'll receive preferred rates every year at KBIS? These savings are so large that membership usually more than pays for itself in KBIS booth discounts alone. With the early-bird discount, NKBA members pay \$3.50 less per square foot than non-members. To become a member, visit NKBA.org/Join.

Sponsorship Opportunities

NKBA member exhibitors can sponsor events at KBIS, reinforcing their brands with key product specifiers. Some events at KBIS that your firm can sponsor are the opening ceremony, Board of Directors' Gala, and conference sessions. In addition, your company can sponsor press lunches, breakfasts, gift bag items, and more. For more information, contact sponsorship@nkba.org.

Booth Education Events

KBIS exhibitors that are also NKBA members have the opportunity to provide CEU-approved training courses to attendees in their booths. This provides an incredible opportunity for your company to draw NKBA-certified designers into your booth at whatever times you schedule. To learn more, contact NKBA Certification Manager Veronica Whitehead at vwhitehead@nkba.org.

On behalf of the National Kitchen & Bath Association, thank you for exhibiting at KBIS 2010, and welcome to the show.

Sincerely,

A handwritten signature in black ink that reads "Mark L. Karas, CMKBD". The signature is written in a cursive, flowing style.

Mark L. Karas, CMKBD
2010 NKBA President