



**FOR: KITCHEN & BATH INDUSTRY SHOW (KBIS)**  
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### **KBIS PROJECTS 40% INCREASE IN 2010 SHOW ATTENDEE FIGURES**

*Large number of new attendees, architectural and design firms register for show*

ATLANTA, GA (February 24, 2010) –With the [Kitchen & Bath Industry Show \(KBIS\)](#) just around the corner and set to embark on McCormick Place in Chicago on April 16-18, 2010, **attendee figures are showing a significant 40% increase** over last year’s numbers during the same time period to date. Show producer Nielsen Expositions is now anticipating nearly 35,000 attendees at the show this year, which will include the industry’s top dealers, designers, builders, remodelers, retailers, and other professionals directly involved in the design and remodel of residential kitchens and bathrooms.

“The numbers are pretty staggering at this point as our research shows that 67% of the attendees who are registered for KBIS 2010 did not participate last year,” said Brian Pagel, vice president of the Kitchen and Bath Group at Nielsen Expositions. “This has surpassed our expectations and has generated a lot of early buzz and excitement surrounding the show in Chicago this year.”

A significant growth is particularly seen in the number of architectural firms that have signed up to attend the show to date, with a 20% increase compared to 2009 figures including many major architectural offices that have projects in the pipeline and will be looking for specific products, ideas and inspiration during the show. Design firms are also flexing solid numbers to date with a 15% increase overall compared to 2009 figures which includes many prominent designers and design firm executives. Lastly, Nielsen anticipates nearly a 10% increase in the number of plumbing wholesalers and distributors at KBIS this year based on the current projection figures.

**Media Registration:** To register for KBIS 2010, please fill out the following online media registration form: <https://www.xpressreg.net/register/kbis040/media/reginfo.asp>.

***About the National Kitchen & Bath Association (NKBA)***

The National Kitchen & Bath Association (NKBA) is a non-profit trade association with nearly 40,000 members that has educated and led the kitchen and bath industry for more than 45 years. NKBA.org provides consumers with an inspiration gallery of award-winning kitchen and bath designs, as well as articles, tips, an extensive glossary of remodeling terms, and illustrations and explanations of planning guidelines. At NKBA.org, consumers can also find certified kitchen and bath professionals in their areas, submit questions to NKBA experts, and order the free NKBA Kitchen & Bath Workbook. To learn more, visit the NKBA Press Room at [NKBA.org/Press](http://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](http://www.kbbonline.com).

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