



KBIS Executive Summary

2009 Attendee Data

beinspired

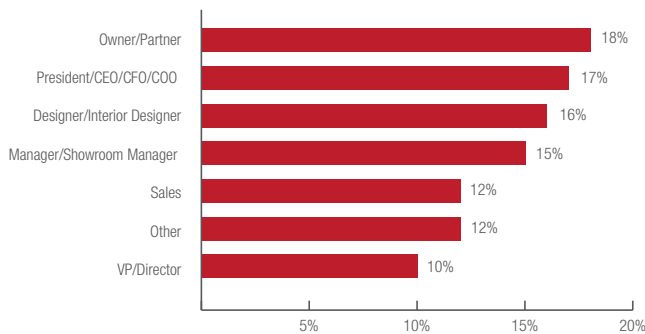
kbis.com

Expand your company profile, and gain audience share with residential kitchen and bath designers, dealers, specifiers and architects at KBIS.

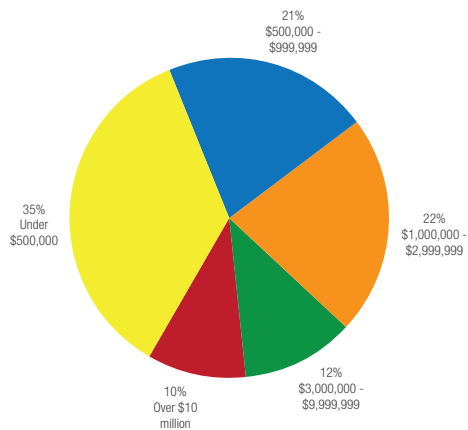
Attendee Reach

Total professional attendance of 28,921 at KBIS 2009.

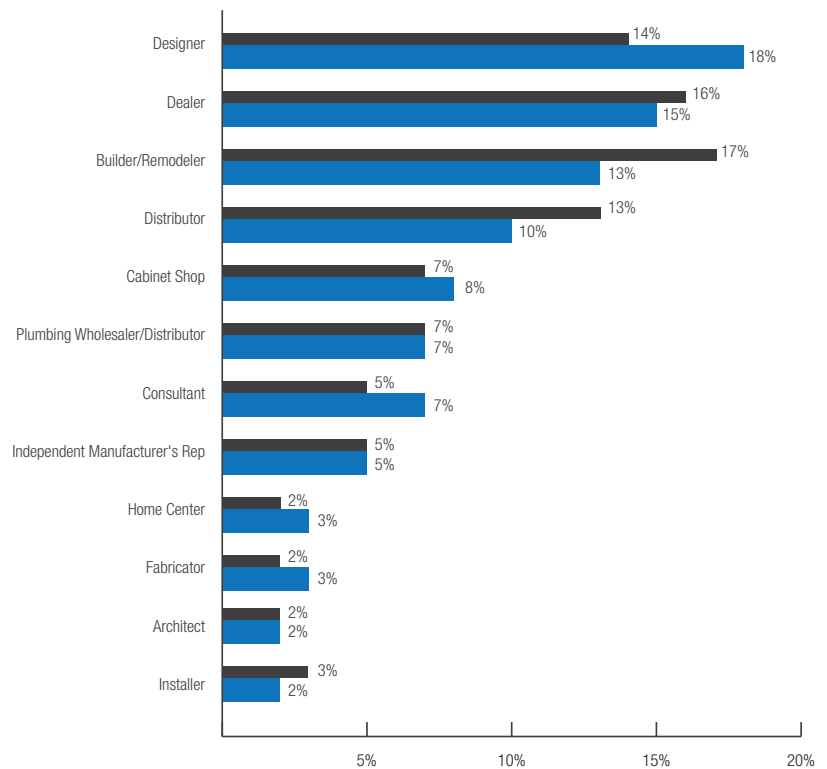
Title/Position of Attendees



Annual Kitchen & Bath Retail Sales Volume



Business Segments Represented



*2008 to 2009 business segments comparison. 2008 percentage represented by black bar.

- The 2009 event drew a NEW audience of over 4,000 designers and specifiers from the Southeast.
- 80% of KBIS 2009 attendees were new to KBIS.
- 45% of 2009 KBIS attendees were C-level executives.

See our current exhibitor list at kbis.com.

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