



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

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**BE INSPIRED: KITCHEN & BATH INDUSTRY SHOW (KBIS) OFFERS ESSENTIAL  
MARKETING AND SALES SOLUTIONS IN CHICAGO ON APRIL 16-18, 2010**

*KBIS features innovative products, educational sessions & networking opportunities*

ATLANTA, GA (January 13, 2010) – Now in its 47<sup>th</sup> year as the world’s largest international trade show event dedicated to its industry, the **Kitchen & Bath Industry Show (KBIS)** will be held at McCormick Place in Chicago on **April 16-18, 2010**. Owned by the National Kitchen and Bath Association (NKBA), sponsored by *Kitchen and Bath Business (K+BB)* magazine, and produced by Nielsen Business Media, the show is expected to draw more than 30,000 attendees, along with nearly 700 exhibitors made up of the largest kitchen and bath manufacturers in the world.

The must-attend event brings together 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 nearly 350,000-square-foot expo space at KBIS is complemented by a full conference program, which is led by top industry leaders and offers vital networking opportunities.

“With consumers growing savvier than ever when it comes to home improvement, KBIS offers its attendees and exhibitors an unparalleled opportunity to get a leg-up on the competition by showcasing the latest products and trends in the marketplace,” said Mark Karas, 2010 president of the NKBA.

**Show Highlights**

The theme for this year's show, "*be inspired*," aims to stimulate kitchen and bath industry professionals as the nation slowly works out of an almost two-year long economic recession. "We want to inspire people who may have been sitting on the sidelines waiting for things to get better to really look at the possibilities for growth in this industry, and get them back on their feet," said Brian Pagel, vice president of the Kitchen and Bath Group at Nielsen Business Media. "We're trying to stress that the fundamentals of the kitchen and bath industry are still very strong and there's a bright future ahead, while at the same time, we seek to arm our audience with the skills and knowledge they need for added growth."

Show highlights this year include the **Design Idea Center** and **Center Stage**, housed within the NKBA's 13,000-square-foot booth in the center of the trade show floor. At the Design Idea Center, attendees can peruse some of the latest and most innovative products in the marketplace to boost their own creative and business ideas.

Next door, Center Stage houses some of the conference's smaller educational sessions and networking opportunities that are all **free of charge**. Attendees can earn continuing education units (CEUs) by attending the sessions, which feature topics and speakers including "Designing Kitchens for Gourmet Chefs" by Anne Burrell, host of Food Network's *Secrets of a Restaurant Chef*, as well as "Right-Sizing Your Home & Your Business" by former *Home* magazine Editor-in-Chief Gale Stevens and "What Drives Building Innovation" by Broan-Nutone Director Thomas Schuler, in addition to many more.

### **Keynote Speaker**

The keynote speaker for KBIS 2010 will be **Sergio Zyman**, the world's first-ever chief marketing officer, a position which he formerly held with The Coca-Cola Company. Complimentary to attend with show floor admission, the opening ceremony will feature Zyman kick off KBIS with opening remarks from 8:15 a.m. to 9:30 a.m. on Friday, April 16, 2010.

This year marks a special year for both Zyman and KBIS, as the 30-year marketing guru plans to direct his focus toward the importance of self-marketing and improved sales strategies. In the past, keynote speakers have traditionally focused on leadership issues, but this year, sales and marketing topics are more important than ever for kitchen and bath businesses and professionals as the nation comes off a dampening economic recession. "Zyman's speech will be targeted to a specific audience this year," said Bill Darcy, senior manager of marketing for the NKBA. "His focus on rebuilding business goes along with the entire theme of the 2010 show."

### **The Conference Program**

With panels, sessions, interactive seminars and courses, the programming at this year's KBIS spans the kitchen and bath industry with exclusive presentations by some of the nation's top designers, builders, retailers, and other executives and professionals.

This year's conference program is broken down into four "**Knowledge Paths**" that include: Business and Leadership, Trends and Insight, Design and Inspiration, and Sales and Marketing. The four paths each contain a variety of panels, presentations, courses and other educational sessions related to their particular fields, which present opportunities for attendees to receive credited CEUs.

Among the nearly 30 educational programs, some key topics and presenters include: "The Green Competitive Edge" led by **Jack Thomasson**, host of HGTV's *Dream Home* and *Green Home*, who demystifies the green trend and shares tips for incorporating eco-friendly components into great home designs; the Builders/Remodelers Seminar led by **Bill Rancic**, the first winner of NBC's *The Apprentice*, who will use his entrepreneurial insight to discuss how builders and remodelers can succeed in business and life; and **David Kohler**, president and chief operating officer of Kohler Co., who will provide the State of the Industry Address and an overview of product design, technology, and sustainable design in his presentation titled, "The Road Ahead for the Industry."

### **Networking Opportunities**

KBIS offers a variety of exciting networking opportunities for attendees to both forge new relationships and strengthen existing ones. Other than interactions taking place on the show floor and in conference rooms, structured opportunities include an **International Reception**, which is a complimentary networking event for all foreign attendees and exhibitors, NKBA Town Hall meeting, and other special events. "You can talk on the phone all year long, but only once a year can business colleagues meet face-to-face and develop new connections with dealers, specifiers, buyers, and other professionals all in one spot," Pagel said.

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

### **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](http://NKBA.org/Press) or call 1-800-THE-NKBA (843-6522).

**About Nielsen Expositions**

Nielsen Expositions produces more than 50 conferences and trade shows annually for professionals in fields ranging from construction and design to jewelry and retail merchandising, reaching thousands of industry leaders each year in collaborative environments designed to inspire, inform and entertain. Nielsen Expositions is owned by The Nielsen Company, a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications, and trade shows. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

**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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