



What's the Buzz?

The new KBIS. Re-envisioned, revitalized and reinvented to facilitate the growth of our industry—and your business.

Now more than ever, companies in the kitchen and bath industry are seeking to attract new customers, stimulate sales, expand distribution and capture more market share. KBIS has responded with a vision for a more engaging, more personalized trade show designed to help exhibitors do just that.

KBIS 2012 will turn up the “wow factor” with the first phase of a multi-year plan of innovations that will attract a larger audience of leading industry influencers and buyers—and create more interaction with exhibitors and their products during and after the show. Now's the time to discover how KBIS 2012 can help you achieve your marketing objectives and maximize ROI.

KBIS delivers the largest concentration of buying power in the kitchen and bath industry.

■ UNIQUE BUYERS.

72% of attendees do not attend other trade shows.

■ NEW ACCOUNTS.

71% of attendees at KBIS 2011 were there for the first time.

■ MORE BUSINESS.

81% plan to buy or specify product from exhibitors.

■ QUALIFIED DECISION MAKERS.

89% are top-level buyers and influencers with decision-making power.

■ MAXIMUM BRAND AWARENESS.

20,000 buyers from across the nation and 70 countries attend. 500 media outlets cover the event.

Decision makers from every industry segment and channel come to KBIS thirsty for innovation and searching for new suppliers and new products.

■ NEW LEVEL OF PARTNERSHIP.

KBIS 2012 puts the power and promotional strength of the National Kitchen and Bath Association, the industry trade association, and Nielsen Expositions, the nation's leading trade show organizer, squarely behind you, committed to maximizing your ROI.

■ SERIOUS EXCITEMENT. SERIOUS BUYERS.

Re-imagined show, revitalized marketing and NKBA's expanded conference program will build buzz and attract even more decision makers to KBIS 2012.

■ NEW OPPORTUNITY FOR YOU.

KBIS 2012 offers new participation gateways and more flexible programs for all exhibiting budgets and marketing objectives. Contact your account executive at KBIS to create the customized opportunity that best fits your objectives.

April 24 - 26, 2012
McCormick Place
Chicago, Illinois

TO RESERVE YOUR EXHIBIT SPACE
contact your account executive at
KBIS today

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Statistics: KBIS Attendee Demographic Data

If you're looking for the single most effective and cost-efficient strategy to reach front-line professionals from every industry segment, exhibit at KBIS, where the future of the kitchen and bath industry is taking shape.