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## **Registration Live for 2012 Kitchen & Bath Industry Show (KBIS)**

*300+ Initial Exhibitors Announced as Show Innovations Continue to Build Excitement*

ALPHARETTA, GA – January 19, 2012 –The 2012 [Kitchen & Bath Industry Show \(KBIS\)](#), located at the McCormick Place in Chicago from April 24-26, announces the official opening of show registration. KBIS, the National Kitchen & Bath Association's (NKBA) yearly show, continues to gain momentum as an ever-increasing number of industry leaders across a wide variety of categories, including cabinetry, appliances and plumbing, sign-on to share their hottest new innovations. With more than 300 exhibitors to date, the KBIS 2012 show will include cutting edge uses of technology and new ways to more easily navigate the show while connecting a diverse audience of both familiar faces and newcomers.

### **Pavilions Boost Productivity**

This year, KBIS will group new resources from high-interest product categories into special pavilions to help exhibitors and attendees, ranging from dealers, designers, builders and remodelers to retailers and other industry professionals, to more efficiently navigate the show and meet with the companies and suppliers they want to target. *The Retail Observer*, a key industry publication for major kitchen and bath appliance retailers, will lead the charge through sponsorship of the Appliance Pavilion. Additional product pavilions will include categories such as decorative hardware, appliance, cabinetry, natural stone and tile, sourcing and international (Italy, Taiwan).

"*The Retail Observer's* sponsorship of the Appliance Pavilion fits seamlessly with our magazine's editorial focus and it allows us to help exhibitors share their latest innovations while fostering the growth of the industry in a dynamic, first-hand way," stated Moe Lastfogel, director of sales and marketing at *Retail Observer*. "With the show's renewed emphasis on innovation, and ease of access to the leaders and innovators of the kitchen and bath industry, we can work together with KBIS to stay informed on the latest trends in the industry and help keep our

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readers informed.”

### **KBIS Ranks as One of Top 100 U.S. Trade Shows**

KBIS is the largest kitchen and bath industry show in the world, attracting more than 20,000 buyers from 70 countries and 500 media outlets. KBIS was recently honored by *Trade Show Executive* magazine as a “Gold 100 Award” winner as it was ranked one of the top 100 largest U.S. shows in 2010. With more than 13,000 trade shows held each year, KBIS ranks in at number 52, joining an elite group that have managed to prosper in a difficult economic environment. *Trade Show Executive* magazine compiles rankings based on total net square feet, exhibiting companies and attendance.

KBIS plans to continue to grow the show by featuring special events, entertainment, dynamic networking opportunities and educational sessions tailored to specific groups of attendees and exhibitors, allowing them to connect with buyers and influencers in their field. According to Jim Scott, managing director of the show, “KBIS 2012 will provide its exhibitor partners with new, highly targeted avenues to leverage growth and increase return on investment, which is an invaluable opportunity in today’s economic state.”

Early registration ensures first choice of official host hotels and access to exclusive discounted rates. To register as an exhibitor or attendee, or to learn more about the innovations coming to this year’s show, visit [www.kbis.com](http://www.kbis.com). KBIS welcomes journalists and provides complimentary press credentials to all editorial staff members of the working press. Press registration can be accessed at <https://www.xpressreg.net/register/kbis042/media/reginfo.asp>.

### **About Nielsen Expositions and the NKBA**

KBIS is managed by Nielsen Expositions, which produces leading trade shows across a wide array of markets. For more information, please visit [www.nielsen.com](http://www.nielsen.com). The National Kitchen & Bath Association (NKBA) is a nonprofit 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 46 years. For more information on NKBA, visit the NKBA Press Room at [NKBA.org/Press](http://NKBA.org/Press)

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or call 1-800-THE-NKBA (843-6522).

### **About *The Retail Observer***

*The Retail Observer* is recognized as an industry leader and innovator in providing educational information to independent retailers around the globe. Their industry experts speak out – on Retail Views, Trends, Brand Building, Customer Service and Business Practices. From highlighting Book Reviews, Industry News, Tradeshow Events, Buying Groups and more, Independent Retailers have been trusting *The Retail Observer* to keep their “Eye on the Industry” since 1970.

For media requests or for more information on KBIS, please contact Mandy Meszaros at 312-946-6030 or [mmeszaros@msinet.com](mailto:mmeszaros@msinet.com).

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