

# KBIS NEWSLETTER

Reach the KBIS audience through this exclusive digital marketing opportunity.

Our newsletter is sent out biweekly to the KBIS audience featuring show and exhibitor news, NKBA features and industry related topics.

Don't fall for the scams, KBIS owns exclusive rights to all email marketing lists. You will not find this 100% authentic exposure to our audience anywhere else.

Advertisers receive 100% share of voice in each position!

Delivered to the inbox of **OVER 74,000** subscribers. Comprised of KBIS attendees, NKBA members and KBB subscribers, this is your one stop shop to reach the kitchen & bath industry.

Open rates average **OVER 20%** This is above average AND your target audience!

**POSITION:** 3 placements – top, inline and anchor  
**SIZE:** 728x90

## PRICING:

POSITION	RATE/BIWEEKLY
<b>Leaderboard</b> 728x90	\$1,500
<b>Inline</b> 728x90	\$1,000
<b>Anchor</b> 728x90	\$750

TOP



**KBIS LAS VEGAS JANUARY 21-23 2020**

The Kitchen & Bath Industry Show (KBIS)  
The Premier Kitchen and Bath Design Event

**SAVE THE DATE!**

EVERYTHING YOU NEED TO KNOW THIS WEEK

**SHOW NEWS: KBIS 2019 Draws Massive Crowds**  
The 2019 Kitchen & Bath Industry Trade Show (KBIS), the largest North American event for kitchen and bath design professionals, welcomed designers, builders, technology integrators, dealers and kitchen and bath showroom professionals – and even a little bit of snow – along with more than 600 exhibitors to the Las Vegas Convention Center, February 19-21. Early estimates indicate an increase of 30% attendance over 2018; the sixth consecutive year of attendees growth. Floor space increased, expanding to more than 1 million net square feet between KBIS and the co-located International Builders Show (IBS), which together make up Design & Construction Week. [Read more >>](#)

**NEW FROM NKBA: The Specialty Badge/Micro-credentialing Program**  
The Specialty Badge program enables all NKBA members the opportunity to demonstrate focused knowledge in a number of specialty areas: Sales & Marketing, Cabinetry, Remodeling, Living in Place and Floor Plans & Specifications badges debuted at KBIS 2019. Badge holders are able to communicate focused knowledge in a particular aspect of the kitchen and bath industry. The Specialty Badge distinguishes the individual from their peers as being well versed and educated in a single competency. It provides extensive networking and marketing opportunities to expand your professional growth.

The NKBA has long held education as one of its founding principles and as such, the Professional Development team worked for two years to develop new and refine existing programs. Collaborating with subject matter experts, fielding research and integrating technology and new platforms into the mix, has produced an industry leading approach to professional development and education.

"We believe that the core of our mission as an association is to help spread best practices and authoritative information to the professional and aspiring practitioner in the kitchen and bath industry," says Johanna Baars, manager of member services & professional development.

**VOICE-ENABLED KITCHENS AND BATHS KOHLER: KONNECT**

**COHLER BOOTH #2104**

**SOCIAL: #KBIS2019**  
We love to see your photos! As you're going through your #KBIS2019 photos, be sure to post and tag us in your favorites - we may just repost! [View photos >>](#)

**STAY INFORMED**

Show News | Floor Plan | Exhibitor List

VOICE-ENABLED KITCHENS AND BATHS KOHLER: KONNECT

**COHLER BOOTH #2104**

INLINE



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