

**NKBA** **NKIBS** Feb. 25 – Feb. 27  
**LAS VEGAS 2025**

Join North America's leading kitchen  
and bath industry show.

# WHY EXHIBIT?

APPLY NOW

KBIS is the leading, premier kitchen and bath design trade show in North America. With tens of thousands of designers, architects, manufacturers, and media under one roof, this is your opportunity to get your products in front of the industry's top decision makers and key designers.

KBIS 2025 will once again be in Las Vegas and co-located with NAHB's International Builders' Show (IBS) for Design & Construction Week (DCW). DCW hosted over 117,000 visitors at the 2024 event, making it the largest gathering of design and construction professionals in North America.

## KBIS 2025 EXHIBITOR REVIEW\*:

94%

said KBIS was a positive investment

93%

felt satisfied with their experience

91%

are likely to return to KBIS 2025

86%

believe KBIS is important for their business

## REASONS TO EXHIBIT:

Gain New Business

Launch New Products

Meet with Business Partners

Increase Industry Presence

Brand & Media Exposure

## TOP BRANDS EXHIBITING AT 2025:



KOHLER®

nobililia®

TOTO®



\*KBIS 2024 Post Show Report

# MEET YOUR NEXT CUSTOMER

APPLY NOW

KBIS attracts top decision makers and specifiers from across the design industry who are specifically looking for new products and partners.



*KBIS was a game changer to our company...I highly recommend this show for whoever is looking for attracting new customers and positioning your brand in front of the decision makers from the kitchen and bath industry.*

*- Fernando Xavier, Owner, Brothers In Granite*

96%

of exhibitors were satisfied with the quality of attendees

91%

of attendees' top priority was to discover new products

73%

of attendees have purchasing authority

48%

were first time attendees

## PROFESSIONALS BY FUNCTION

- Owner/Partner
- Designer
- Manager
- Salesperson
- Executive
- CEO/President
- General Manager
- Buyer/Purchasing Agent
- Business Development Director
- Consultant

## TOP BUSINESS SEGMENTS:

- Designer
- Builder
- Remodeler
- Cabinetry
- Kitchen & Bath Dealer
- Plumbing Wholesale/Distributor
- Fabricator
- Consulting Firm
- Appliance Distributor
- Specialty Distributor

## TOP STATES:

1. California
2. Texas
3. Florida
4. New York
5. Nevada
6. Arizona
7. Illinois
8. New Jersey
9. Utah
10. Washington



## TOP INTERNATIONAL COUNTRIES:

1. Canada
2. Mexico
3. China
4. Italy
5. Germany
6. South Korea
7. Australia
8. United Kingdom
9. Vietnam
10. Taiwan





# GAIN MEDIA ATTENTION

APPLY NOW

*Get all eyes on your products at KBIS 2025*

KBIS offers exhibitors so much more than booth space. With programs and opportunities designed to showcase your latest innovations to buyers and media, reaching the right people has never been easier.

From sponsoring a track on NEXTStage to participating in our dedicated media tours or award competitions, the following opportunities are available to help expand your reach far beyond your booth.

## EXCLUSIVE PROGRAMS FOR 2025 EXHIBITORS

### Thought Leadership



Here is your opportunity to position yourself and your brand as a thought leader in front of a crowd of designers, architects, media, and more. Get involved by sponsoring a track on NEXTStage or an engaging sessions at the LUXURY Lounge.

### Media Tours



Stand out with exclusive media coverage on your brand and products. Our media tours give you the opportunity to pitch your product in an intimate setting to a group of influential media in the residential design industry.

### Awards



Earn industry recognition and media attention for your innovative products and eye-catching designs. Shine a spotlight on your brand by joining the industry's premier awards program, Best of KBIS, or a number of other awards programs at KBIS 2025.



# PAVILIONS AND SHOW AREAS

APPLY NOW

*Promote your products  
in the right pavilion*

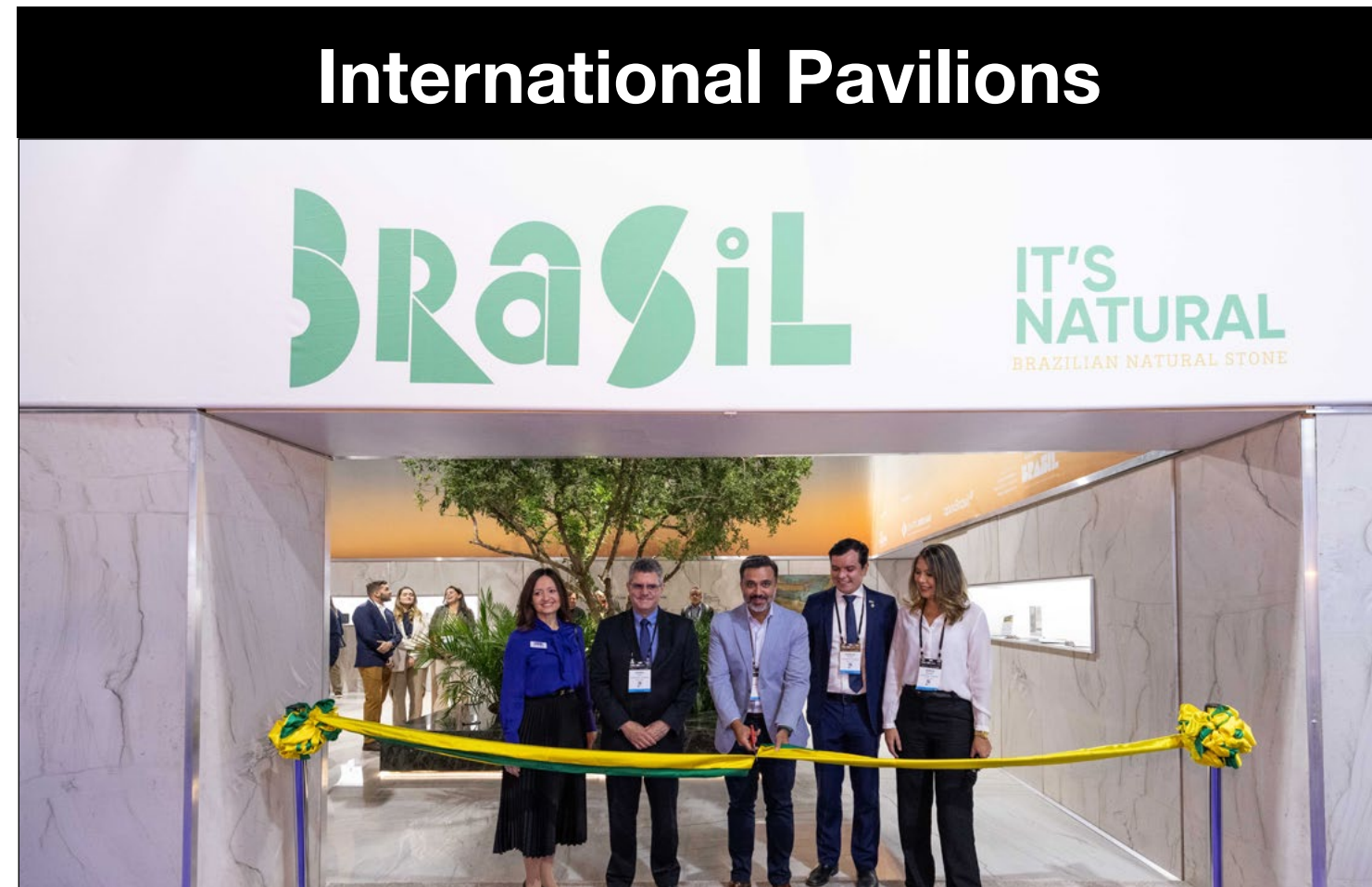
Specialty exhibiting areas make it easy for your ideal buyer to find you on the show floor. Make your products stand out by joining pavilions and programs, all designed to help your brand gain valuable exposure from media and attendees.



*On our first KBIS, we only had 1 showroom in the US and 1 rep. Now, we have over 70 retailers around the US and we have sales in more than 30 states. It's all thanks to KBIS (we are from Colombia).*

*- Sofia Salazar, Sales Manager,  
KONKRETUS*

## International Pavilions



Showcasing the latest kitchen & bath product innovations in leading international markets.

## The Plaza



An open-air KBIS experience designed for outdoor products and live demonstrations.

## South Hall Discovery District



The hot spot for discovering the newest products from must-watch brands in the industry.

## Global Connect



Where international brands share the newest, most innovative kitchen and bath finds from around the globe.



# NKBA | NATIONAL KITCHEN AND BATH ASSOCIATION

APPLY NOW

As the world's leading trade association for the nearly \$200 billion Kitchen & Bath Industry, NKBA is dedicated to the success of its members and the overall Kitchen & Bath industry through steadfast support and strategic leadership. Established in 1963, NKBA quickly evolved to become the only association for Kitchen & Bath professionals looking to drive themselves — and the industry — forward.

As a non-profit, NKBA's mission is to provide members with the tools, insights and leadership necessary to create safe, beautiful and functional spaces. Generating opportunities for members to drive growth and business success, NKBA has forged a powerful and loyal community of Kitchen & Bath professionals.

Showcasing its power and influence in the industry, NKBA conceived and owns North America's largest premier Kitchen and Bath trade show: KBIS. As the owner of KBIS, NKBA offers educational and certification opportunities on the show floor, as well as special NKBA member perks that include discounted booth space and exhibitor passes.

**+ 70 Chapters + U.S. and Canada + 56,000+ Members**

Interested in becoming a NKBA member? Ask your account representative for more information.





# DESIGN AND CONSTRUCTION WEEK

APPLY NOW

Design and Construction Week® (DCW) features the co-location of the National Kitchen & Bath Association's Kitchen & Bath Industry Show® (KBIS) and the National Association of Home Builders' International Builders' Show® (IBS).

Tens of thousands of design and construction professionals come together for the largest annual gathering of the residential design and construction industry. This synchronization of trade shows directly benefits everyone in residential design and construction by giving attendees who are registered for either show access to both.

## About IBS

NAHB's International Builders' Show® (IBS) is the largest annual residential construction industry show in the world. IBS brings tens of thousands of home builders, industry experts, suppliers and manufacturers to Design and Construction Week. All IBS attendees have access to KBIS, making this colocation a unique opportunity for you, as an exhibitor, to reach an even wider audience.



**DCW 2024 Attendance: 117,000+**  
***There is NO other event like it in North America.***





# ATTRACT MORE ATTENDEES

APPLY NOW

*Elevate your marketing,  
reach more attendees*

Connecting with attendees beyond your booth is key to reaching qualified buyers at the show. Get attendees familiar with your brand and products with our pre-show, on-site, and post-show marketing and advertising opportunities.

Here is just a small selection of branding and advertising opportunities we offer exclusively to exhibitors. Speak to your account manager to find the right options for your company.

## MARKETING OPPORTUNITIES:

### Newsletter Banner Ads

Reach the entire KBIS audience from current and past shows by advertising spots in our bi-weekly newsletter.

### Attendee Email List Rental

Send your own email to attendees promoting your product launches, marketing updates, and where to find you at KBIS.

### Digital Signage

Command attention by sharing your brand message on giant displays in the LVCC lobbies, where thousands of attendees will see your message.

### Stage Session Sponsorship

Position your brand as a thought leader by sponsoring sessions in the NEXTStage and LUXURY Lounge programming.

### Special Events

Let attendees and media see your products in action by participating in engaging awards competitions, tours, and events.

### Press Releases

Launching a new product? Reaching an impressive milestone? Share the news with a press release on kbis.com.

### Enhanced Exhibitor Listings

Position your brand at the top of the exhibitor list and have your products show in more search results in the official on-line directory.

### Signage

Have your brand seen everywhere—including floors, ceilings, walls, doors, and even the restrooms.





# JOIN US IN LAS VEGAS

APPLY NOW

*The ultimate destination for the largest K&B industry show in North America*

Las Vegas is one of the top trade show destinations in the world. With over 150,000+ hotel rooms and 4,000+ restaurants, the stunning cityscape offers great accommodation options and something for everyone to enjoy.

With predictable weather, a conveniently located international airport, plenty of city-wide trade show services, and limitless entertainment, Las Vegas is a proven destination for KBIS to host our growing attendance.



IMAGE CREDIT: Adobe Stock | lucky-photo



IMAGE CREDIT: Adobe Stock | BRIAN KINNEY

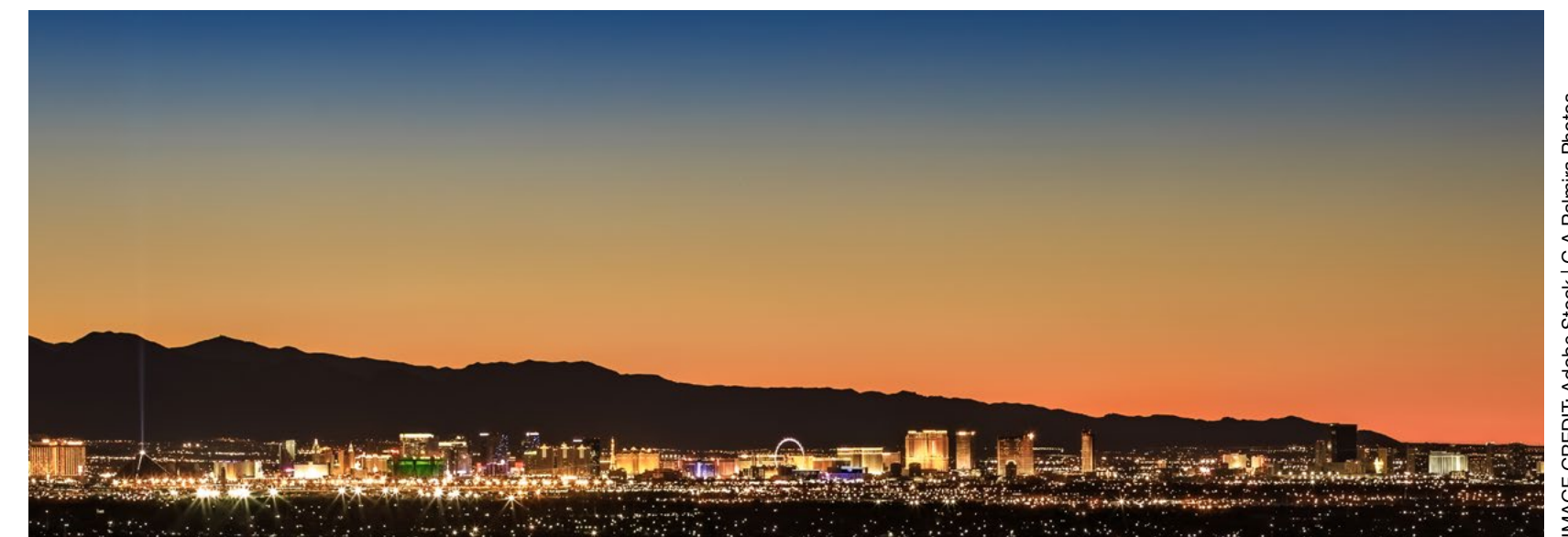


IMAGE CREDIT: Adobe Stock | C.A. Palmira Photos



IMAGE CREDIT: Adobe Stock | somchai



# NKBA **KBIS** Feb. 25 – Feb. 27 **LAS VEGAS 2025**

KBIS is where products are launched, connections are made, and trends are established for the year ahead. Make your brand and products known in the residential and commercial design industry by exhibiting at KBIS 2025.

## BOOK YOUR BOOTH TODAY.

[APPLY NOW](#)



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