

NKBA | KBIS

Feb. 27 – Feb. 29
LAS VEGAS 2024

Post-Show Report



ATTENDANCE PROFILE OVERVIEW

Verified Attendance:

55,500+



470,000+
NSF

670+
EXHIBITORS

260+
FIRST-TIME
EXHIBITORS

200+
INTERNATIONAL
EXHIBITORS



Attending the 2024 Kitchen & Bath Industry Show (KBIS) was an absolute game-changer for me. I found the event to be an unparalleled source of inspiration, innovation, and networking opportunities. From cutting-edge technology to ingenious design solutions, every aspect of the industry was brilliantly showcased...I cannot recommend it highly enough to anyone in the kitchen and bath design industry.



—ALVIN OLDEM, BUSINESS DEVELOPMENT MANAGER,
GO GREEN ENTERPRISES INC.

THE ATTENDEE EXPERIENCE



Why **ATTENDEES** Love KBIS

Top reasons for attending:

- + Discover new products
- + Keep up-to-date with the industry
- + Understand new trends
- + Create and strengthen relationships

85%
*were satisfied
with their
experience*

78%
*find KBIS
important for
their business*

70%
*are likely to
return next year*

48%
*were first
time attendees*



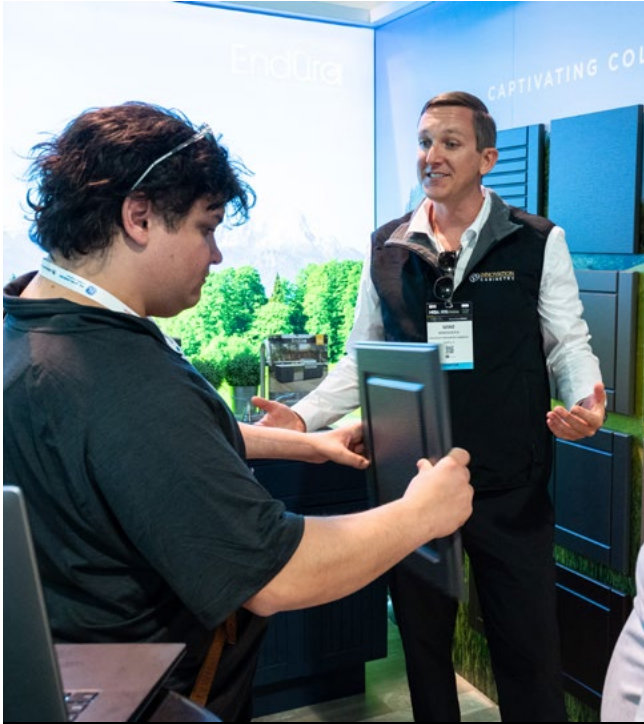
Attending KBIS was incredibly valuable. I saw the latest trends, discovered new products, and forged valuable relationships. It's a must for anyone in the kitchen and bath industry.



— NICK, SALE/MARKETING, MCKENZIE STONE & TILE



THE EXHIBITOR EXPERIENCE



Why **EXHIBITORS** Love KBIS

Top reasons for attending:

- + Receive brand and media exposure
- + Introduce new products and services
- + Meet with business partners
- + Maintain industry presence

94%

of exhibitors reported ROI

91%

are likely to return next year

86%

find KBIS important for their business

84%

met their objectives at KBIS 2024

65:1

Attendee to Exhibitor Ratio



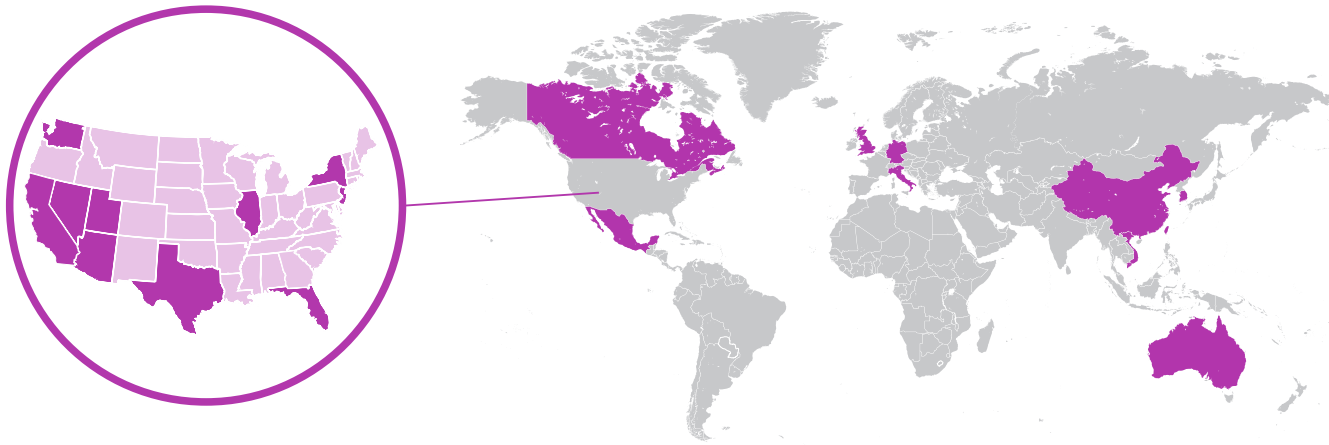
KBIS is absolutely vital for my business. The firsthand exposure to the latest products and innovations, alongside invaluable networking opportunities and enriching educational sessions.



—RACHEL MORIARTY, CEO, PRINCIPAL DESIGNER,
RACHEL MORIARTY INTERIORS



NATIONAL AND INTERNATIONAL REACH



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



Attending KBIS is a no brainer! Where else can we see so many brands, meet new vendors, hear from brands first hand and make these connections?



— TRISTAN GARY, CEO & DIRECTOR OF DESIGN, TRISTAN GARY DESIGNS

ATTENDEE PROFILE

Top Attendee Job Functions

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

Top Business Segments:

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

73%

of attendees have purchasing authority

91%

attend KBIS to discover new products



Everyone in the industry should attend KBIS at least once, if not every year!



—JESSICA SMALLEY, NATIONAL SALES TRAINER, GROUPE CABICO (CABICO & ELMWOOD)



LEADING BRANDS

COSENTINO

fabuwood

FERGUSON
Bath, Kitchen & Lighting Gallery

GE APPLIANCES
a Haier company

KARRAN

KOHLER



MIDDLEBY
RESIDENTIAL

MODERN
MIRRORS

MOEN

MONOGRAM

nobilia

SIGNATURE
KITCHEN SUITE

TOTO

WELLBORN
CABINET

Whirlpool
CORPORATION



“

KBIS is our “Superbowl” each year and it was great to see so many familiar faces and meet new people in the industry. The turnout for 2024 was spectacular and was great to be at the show.

”

— MORGAN SANSENERINO, DISTRICT SALES
MANAGER, TOTO USA, INC.

PRODUCT CATEGORIES

Accessories

Appliances

Building Materials and
Systems/Maintenance

Business & Design Services

Cabinetry

Countertops

Flooring/Floor Coverings

Green Design

Hardware

Kitchen & Bath Technology

Lighting

Outdoor Living

Plumbing Fixtures

Universal Design/Aging
in Place

Vanities

Ventilation

Water Filtration

Wall Coverings

Healthy Home/Wellness

PR AND SOCIAL MEDIA

MEDIA PARTNERS

KBB THE OFFICIAL PUBLICATION OF NKBA | KBIS

ADPRO

ARCHITECT

The Architect's Newspaper

Architectural Record

AZURE

CTC & G
Connecticut Cottages and Gardens

GREEN BUILDER MEDIA
Building a Better World

H E A R S T

HOMEWORTHY

luxe
INTERIORS+DESIGN

METROPOLIS

OCEAN HOME MAGAZINE

PM
PLUMBING & MECHANICAL

PLUMBING & MECHANICAL
engineer

THE RETAIL **observer**
AN EYE ON THE INDUSTRY SINCE 1970

Sixtysix

Official Publication of the American Supply Association
SUPPLYHOUSE TIMES

SOCIAL REACH

TOTAL SOCIAL AUDIENCE:

165,000

TOTAL IMPRESSIONS:

52,000,000



INSTAGRAM FOLLOWERS:
93K+



LINKEDIN FOLLOWERS:
13K+



YOUTUBE SUBSCRIBERS:
1K+



X FOLLOWERS:
29.5K+



FACEBOOK FOLLOWERS:
30.5K+



PINTEREST: IMPRESSIONS:
1.5MM+

K&B experts shared the latest trends, actionable takeaways, and invaluable insights at KBIS 2024.



KBIS NEXT

At the heart of KBIS, the KBIS NEXTStage offered attendees a multifaceted journey through four curated tracks – Wellness, Sustainability, Business & Trends, Technology.

Over three days, NEXTStage programming included 20+ sessions with 50+ industry-leading personalities, including Martyn Lawrence Bullard, Suzanne Kasler, Christopher Peacock, Mick De Giulio, Lew Oliver, Shelly Rosenberg, and Amanda Gunawan.



LUXURY LOUNGE

KBIS 2024 welcomed its newest show area, LUXURY Lounge in North Hall. This oasis for intimate conversation targeted high-end designers and hosted sessions with industry leaders who weighed in on all aspects of luxury design.

Sessions included Translating European Design Trends to the U.S. Market, *Uncommon Kitchens* Book Signing with Sophie Donelson, and Discreet Luxury: The Intersection of High-End Design and Innovative Technology.



KBIS 2024 AWARD WINNERS



As the industry's premier awards program, Best of KBIS, sponsored by Luxe Interiors + Design, recognizes the pioneers and trailblazers who are behind the most cutting edge and innovative products in the kitchen and bath industry.

CONGRATULATIONS TO THE 2024 WINNERS:

Best in Show

FreePower for Countertop by FreePower



Style Statement: Kitchen-GOLD

Professional Series 48" Induction Range in Carbonio by Bertazzoni



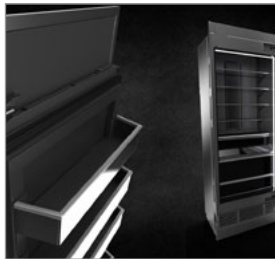
Style Statement: Bathroom - GOLD

Wall-Mounted Tub Filler by Tenzo Fine Plomberie



Game Changing Innovation - GOLD

Luxury 30 in. SlimTech™ Insulation Column Refrigerator by JennAir®



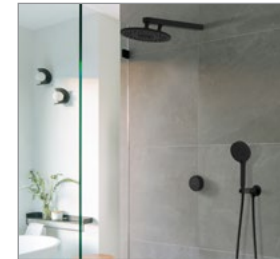
Most Functional Find - GOLD

REVEGO by Blum Inc.



Sustainable Standout - GOLD

LRainStick Lite by RainStick



Wellness Trailblazer - GOLD

SpaViva Two-Function Handshower and All-in-One Cleansing Device by Kohler



Style Statement: Kitchen - SILVER

Viking RVL Collection by Viking Range, LLC



Style Statement: Bathroom - SILVER

Venezia by Venini from Fantini



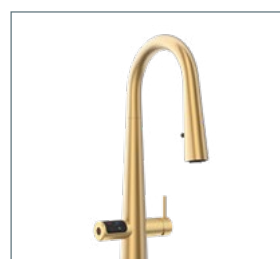
Game Changing Innovation - SILVER

Novy Light Pro by Novy



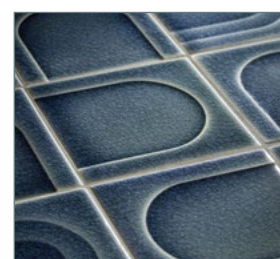
Most Functional Find - SILVER

HydroTap Celsius All-in-One Plus with Pull-Down Sprayer by Zip Water



Sustainable Standout - SILVER

Transcendence by Kohler WastelAB x Nada Debs by Kohler



Wellness Trailblazer - SILVER

M6A Water Purifier by FOTILE



DESIGN BITES

Ten brands pitched their products on NEXTStage for the ultimate product showdown, showcasing the latest product innovations and hottest designs in the kitchen and bath marketplace.

NKBA KBIS KICKSTARTER

Each brand in the Kickstarter Zone, which hosted first time KBIS exhibitors that have been in the market for less than three years, competed in this 'Shark Tank' style contest, giving new-to-market brands a platform to accelerate their growth and visibility in the market.



KBIS 2024 AWARD WINNERS

KBIS 60 BEST BOOTH

We saw an array of beautiful, creative and innovative booth designs, impressing attendees and adding to the excitement of what 2024 has in store for the industry. This year, KBIS recognized five booths as KBIS Best Booth Award recipients.



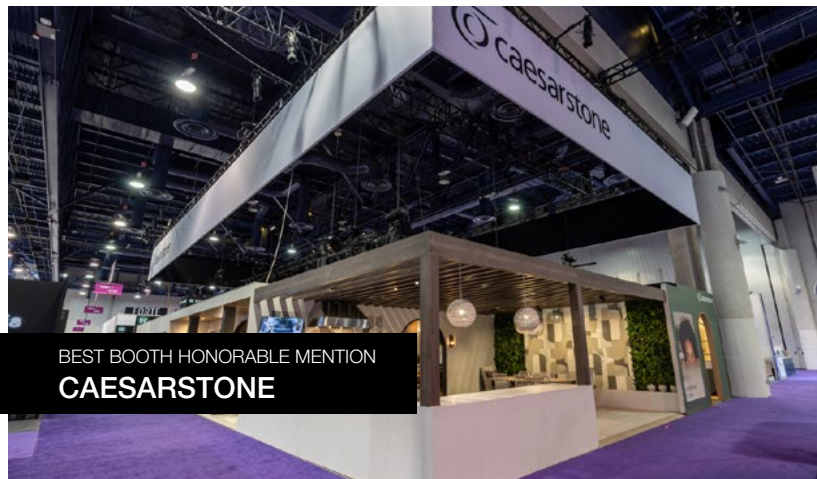
BEST IN SHOW
KOHLER



BEST BOOTH LARGE
HOUSE OF ROHL



BEST BOOTH MEDIUM
TECHLAM



BEST BOOTH HONORABLE MENTION
CAESARSTONE



BEST BOOTH SMALL
LAPITEC

SHOW AREAS



Global Connect Lounge & Kiosks



Kickstarter Zone



The Plaza



German Pavilion



Outdoor Pavilion



Discovery District



Having participated in KBIS for numerous years, I consistently find its wealth of inspiration invaluable. Each year, the show continues to evolve and elevate, offering attendees an enriching experience that fuels innovation and growth within the industry.



— ANGELA SHANNON, PRESIDENT/LEAD DESIGNER, A.S.L. DESIGN STUDIO

SPECIAL EVENTS



THE BASH

“ KBIS 2024 in Las Vegas surpassed expectations with cutting-edge innovations, invaluable networking, and seamless organization. A must-attend event! ”

—PATRICK CALLICO, CIO, CABINETRYSTOCK.COM



DCW OPENING CEREMONIES
WITH MAT FRANCO



NKBA STATE OF THE INDUSTRY AND
STATE OF THE ASSOCIATION



KITCHEN & BATH DESIGN INDUSTRY
AWARDS & OPENING PARTY

SEE YOU NEXT YEAR!

KBIS is the place where the global residential design community meets in-person to launch products, share ideas, set the trends for the year ahead, and make invaluable connects. Join us at KBIS 2025. Contact us today.

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



I had a great experience at KBIS 2024! The event showcased state-of-the-art kitchen and bath designs and forward thinking technologies. Looking forward to KBIS 2025!



— SABRINA GAUTHIER,
MARKETING
MANAGER, NORTH
AMERICAN CABINETS

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