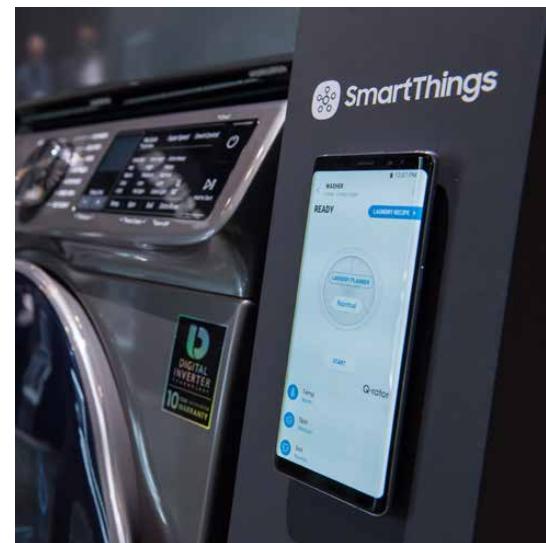


KBS

2018 EVENT REPORT



ATTENDEE PROFILE OVERVIEW

TOTAL QUALIFIED ATTENDANCE

31,000+

(all KBIS non-exhibiting categories plus IBS crossover)



TOTAL KBIS ATTENDANCE

42,000+

(all KBIS registration categories plus IBS crossover)



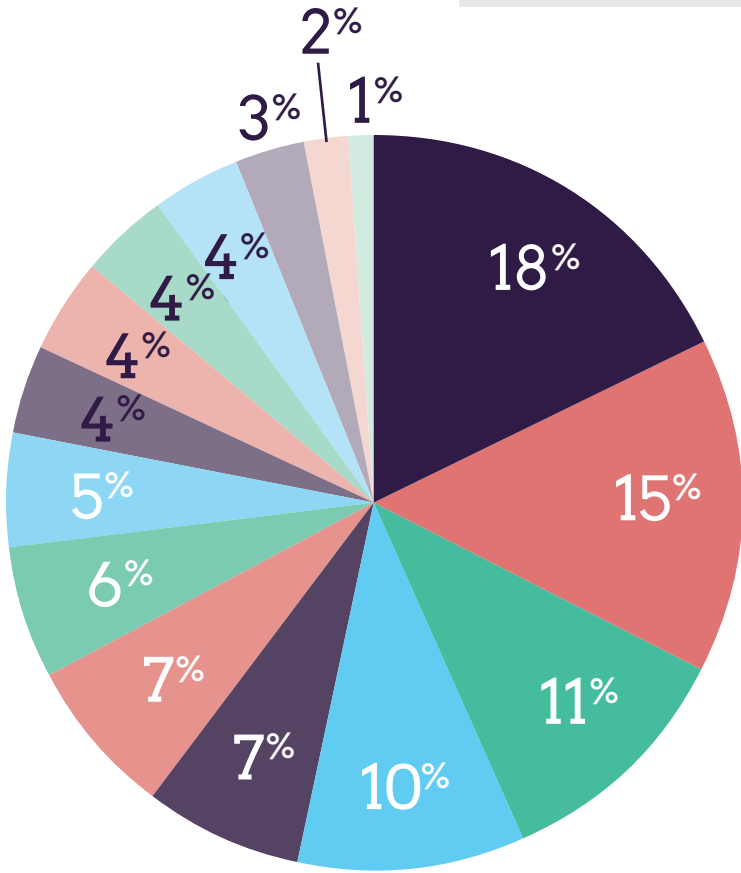
DESIGN & CONSTRUCTION WEEK
ATTENDANCE

85,000

FIVE YEARS OF CONSECUTIVE SHOW GROWTH!

ATTENDEE PROFILE

PRIMARY INDUSTRY SEGMENT



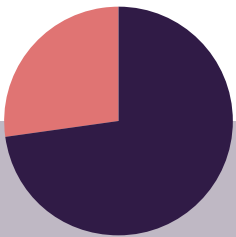
■ Kitchen & Bath Dealer	18%
■ Builder/Remodeler	15%
■ Cabinet Shop	11%
■ Kitchen & Bath Design Firm	10%
■ Interior Design Firm	7%
■ Plumbing Wholesale/Distributor	7%
■ Specialty Distributor	6%
■ Consulting Firm	5%
■ Independent Manufacturer's Rep Firm	4%
■ Fabricator	4%
■ Home Design Showroom	4%
■ Appliance Distributor	4%
■ Home Center	3%
■ Custom Builder	2%
■ Architectural Firm	1%

36%

First-time Attendees

35%

Are Owners/Partners



Nearly

75%

of attendees design or specify residential kitchen and bath products

TOP PRODUCTS SPECIFIED

1. CABINETS & COUNTERTOPS
2. KITCHEN & BATH FIXTURES & ACCESSORIES
3. NATURAL STONE/TILE
4. LARGE APPLIANCES

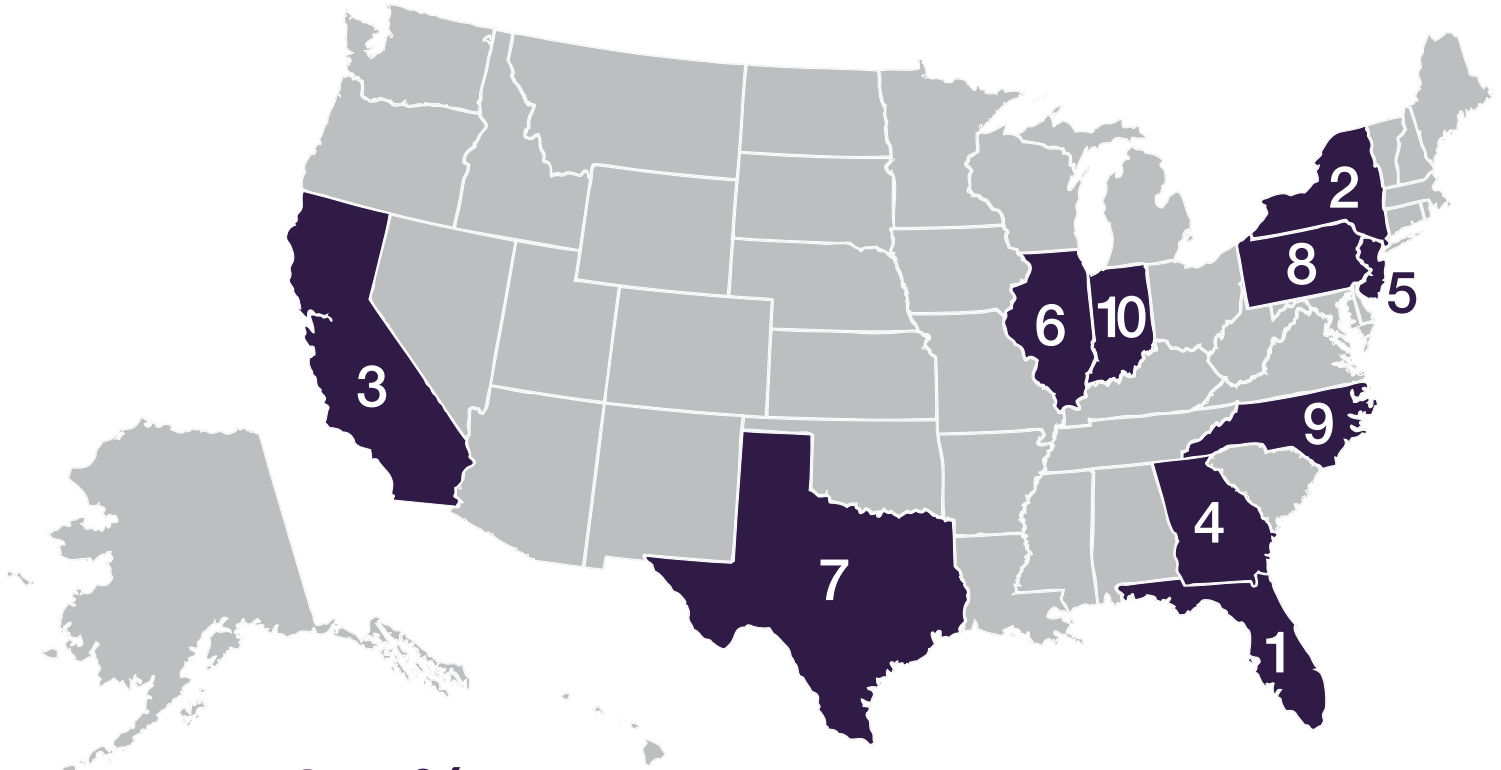


ATTENDEE PROFILE

GLOBAL DRAW

TOP 10 STATES IN ATTENDANCE:

1. Florida
2. New York
3. California
4. Georgia
5. New Jersey
6. Illinois
7. Texas
8. Pennsylvania
9. North Carolina
10. Ohio



89% of attendees came from the United States.

TOP 10 INTERNATIONAL COUNTRIES IN ATTENDANCE:

1. Canada
2. Mexico
3. China
4. South Korea
5. Italy
6. Costa Rica
7. Taiwan
8. Panama
9. Chile
10. Jamaica

International
Attendance:

59

Countries

13

countries attended
from Caribbean
(most in any region)



ATTENDEE PROFILE A MUST-ATTEND EVENT



80%
of attendees feel KBIS
is a "must attend" event

93%
of attendees found
new products at KBIS



78%
of attendees said KBIS was more
influential to their purchasing
decision than other available options

PURCHASING IMPACT

On average attendees plan to spend \$2,789,830 with exhibitors.

ATTENDEE PROFILE

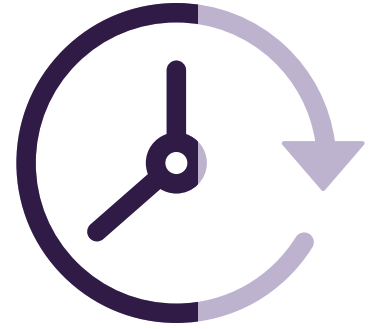
ATTENDEES TAKE ACTION



61% will visit exhibitor's website for more information



51% will follow-up with contacts/leads from exhibitors



52% will contact exhibitors when purchasing products/services in the future



MEDIA COVERAGE

KBIS received significant media coverage from major residential design, kitchen and bath, shelter and lifestyle media, as well as relevant beat editors in the Southeast US market.

421

total media

790

million+
readers/unique visitors

\$14.2

million+
in estimated
circulation value

OFFICIAL PUBLICATION: **Kitchen & Bath Business**

MEDIA PARTNERS

ARCHITECTS
NEWSPAPER

ARCHITECTURAL
RECORD

ATLANTA
HOMES
& LIFESTYLES

AZURE

Builder



Contractor

COTTAGES & GARDENS



Gray
PACIFIC NORTHWEST DESIGN



INTERIOR
DESIGN

lighting
& decor

THE PREMIER OUTDOOR LIVING PUBLICATION
LUXURY POOLS
+ OUTDOOR LIVING

luxe.
interiors + design



METROPOLIS

MODENUS
THE DESIGN DIRECTORY

OCEAN
HOME
MAGAZINE

remodeling

THE RETAIL
observer
AN EYE ON THE INDUSTRY SINCE 1970

This Old
House

MAJOR MEDIA COVERAGE

AD
ARCHITECTURAL DIGEST

ATLANTA
HOMES
& LIFESTYLES

ca
CALIFORNIA HOME + DESIGN

CR Consumer
Reports

ELLE
DECOR



FOX

HEARST



INTERIOR
DESIGN

kitchen
& bath
DESIGN NEWS

MARTHA STEWART
Living

The New York Times

The Washington Post

SOCIAL MEDIA

TOTAL SOCIAL REACH
132,109,286

TOTAL SOCIAL ACTIONS
404,219



40,000+
FOLLOWERS

Community doubled in size
over the 2018 show cycle!

Instagram Stories are a primary
source of engagement.



14,000+
PAGE LIKES

Increased 28%
year over year



26,000+
FOLLOWERS

884,000 impressions
in January

LIVE SOCIAL COVERAGE

On the show floor coverage used the latest tools available on social media platforms including live broadcasting on Facebook, Twitter and Instagram.

Live videos on the
show floor generated

53,300
VIEWS

SOCIAL IMPRESSIONS BY CONVERSATIONS

#KBISNext	4,944,854
#KBISKickoff	3,015,931
#BOK2018	2,857,991
#KBISBackyard	961,033
#KBISShowroom	538,970



TESTIMONIALS

WHAT ATTENDEES HAD TO SAY!

“An interesting insight to the North American market, and a great opportunity to reconnect with global product suppliers.”

**Jason Enright, Director
Project Kitchens, New Zealand**

“As a kitchen designer, it’s critical to attend KBIS if you want to stay on top of new introductions in appliances, fixtures, hardware, stone materials and more!”

**Sarah Robertson, Principal
Studio Dearborn**

“I always find KBIS helps ignite my creativity again. Seeing all the fresh possibilities sends me home with new inspiration.”

**Tiare Noelani Pinto, CKD, President
Archipelago Hawaii**

“I look forward to attending KBIS every year for the unique opportunity to network, see new product and contact new vendors all in one building.”

**Kim Whitby, Showroom Manager
VAMAC INC**

“KBIS keeps you current in a quickly evolving industry.”

**Paul McAlary, President
Main Line Kitchen Design**

“Anyone who is looking to bring more product selections to their customers must go to this show!”

**Jennie Greening, Owner
Action Tops**

WHAT EXHIBITORS HAD TO SAY!

“If you are looking for a well-attended national show for the Kitchen and Bath Industry, The NKBA and KBIS deliver!”

**Steve Pless, National Sales Manager
John Boos & Co.**

“KBIS - in conjunction with DCW - is a valuable place to establish brand identity, generate industry buzz and build sales pipeline. It brings the best of the design, build, retail and media worlds to one venue.”

**Greg Nixon, National Exhibit & Marketing Event Manager
BSH Home Appliances**

“KBIS is the PREMIER industry event for anything related to kitchen and bath. As a startup, we have received considerable exposure that we would not have achieved otherwise. Definitely a “must do” event!”

**Steve Waddell, Founder & CEO
NASONI**

“KBIS provides more personal B2B opportunities with the decision makers that will use and specify your product. It also offers a wealth of opportunity for brand exposure with your social media, as well as other free and paid marketing opportunities. ”

**Cathy Morgan, Brand Manager
Federal Brace**

SHOW FEATURES



NKBA PRESENTS KBISNEXT STAGE
Sponsored by HomeAdvisor



DESIGN MILK X MODENUS TALKS LOUNGE
Presented by Liebherr



DESIGN IMPACTS LIVES PAVILION
Powered by ASID



DESIGNBITES

SHOW FEATURES



DISCOVERY DISTRICT



THE BACKYARD/FIRESIDE CHATS



CEDIA TECHNOLOGY SOLUTIONS PAVILION



DCW OUTDOOR LIVING PAVILION

SPECIAL EVENTS



OPENING PARTY – Gatsby Style, Featuring Design Competition & Industry Awards



OPENING CEREMONIES featuring Terry Bradshaw



CHAMPAGNE & CUPCAKES, sponsored by Signature Kitchen Suite and LG Electronics



KEYNOTE PRESENTATION with Cindy Allen: Pop Goes the Future

SPECIAL EVENTS



**STATE OF THE ASSOCIATION/
STATE OF THE INDUSTRY**



**THIS OLD HOUSE GENERATION NEXT –
“Beers for Trade Careers” Party**



THE BASH

BEST OF KBIS 2018



The Winners

Beautiful
KITCHENS
& **BATHS**

TRADITIONAL
HOME

Dream
Kitchens
& **Baths**



◀ **BEST IN SHOW**
Grid by Kallista

BEST OF KITCHEN: GOLD
Tresco Lighting by Rev-A-Shelf

BEST OF KITCHEN: SILVER
FlexWash + FlexDry by Samsung Electronics

◀ **BEST OF BATH: GOLD**
Grid by Kallista

BEST OF BATH: SILVER
D-KAURI designed by Daniel Germani for Cosentino

BEST OF SMART HOME TECHNOLOGY –
Front Load Washer with QuickDrive
by Samsung Electronics

Judging Committee

CRAIG COUTURE
designer, Cypress Design Company

JEREMY PARCELS, AKBD,
designer, Christopher's Kitchen & Bath

AUSTIN PIKE
principal and lead designer, Showroom Marketing

SUZANNE SCOTT
lead designer and owner, Suzanne Kristine Interiors

MOLLY SWITZER, AKBD,
principal designer and owner, Molly N. Switzer Designs

People's Choice Awards



Miralis
Providence Door

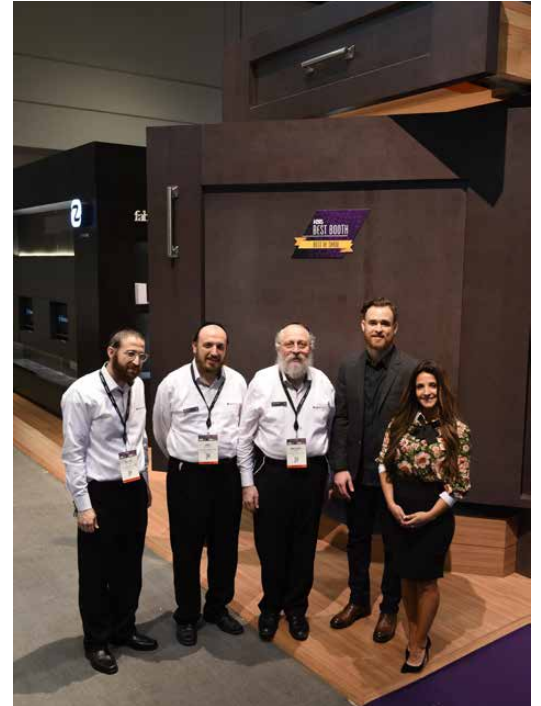


Nasoni
Fontanina 2 Fountain
Faucet



Samsung Electronics America, Inc.
Family Hub 3.0 Refrigerator

BEST BOOTH 2018



fabuwood[®]
KITCHEN CABINERY

BEST BOOTH SMALL
Thompson Traders

BEST BOOTH MEDIUM
Cabico Cabinetry

BEST BOOTH LARGE
Signature Kitchen Suite and LG

BEST BOOTH
HONORABLE MENTION
Francois & Co.

J&K Cabinetry

Sicis North America

**INNOVATIVE
SHOWROOM
AWARDS**

OVERALL AWARD WINNER
Empire Kitchen & Bath

SPONSORED BY



PART OF LIXIL

**ADVISORY
BOARD
MEMBERS**

JOE BAER

Co-founder, CEO and
Creative Director,
ZenGenius, Inc.

KIM BERNARD

Executive Director of
Facilities Design,
Walker Zanger

CHELSE BUTLER

Executive Editor,
*Kitchen & Bath
Business*

ALISON EMBREY

MEDINA
Editor in Chief and
Associate Publisher,
design:retail

KEN NISCH

Chairman, JGA

AVINASH RAJAGOPAL

Editor in Chief,
Metropolis



**INDEPENDENT RETAIL
SHOWROOM LOCATIONS
(1-5 showroom locations)**

SMALL: K2 Kitchens &
K2 Kitchens Design Group

MEDIUM: Häfele America Co.

LARGE: Empire Kitchen & Bath

**MULTI LOCATION RETAIL
SHOWROOMS
(6+ showroom locations)**

MEDIUM: Miele

LARGE: Ferguson Bath, Kitchen &
Lighting Gallery – Naples



SEE YOU NEXT YEAR!

February 19-21, 2019
Las Vegas, Nevada

EXHIBIT SALES

MARIA HILL
Account Executive

Companies A-E, #, Italy and Spain
770.291.5419 maria.hill@emeraldexpo.com

DIANA GALLAGHER
Account Executive

Companies O-Z and Asia
770.291.5436 diana.gallagher@emeraldexpo.com

AMY HORNBY
Associate Show Director

Companies F-N, France and Germany
770.291.5434 amy.hornby@emeraldexpo.com

LIZ HITCHCOCK
All Categories

770.291.5426
liz.hitchcock@emeraldexpo.com

MARKETING

Rebecca Corbett, Marketing Director
770.291.5466 / rebecca.corbett@emeraldexpo.com

PUBLIC RELATIONS

Beth Meiklejohn, White Good
717.396.0200 / KBISPR@whitegood.com