



NKBA GLOBAL CONNECT
presents the

INTERNATIONAL BUYERS TOUR

AT KBIS 2023

30 JANUARY –
2 FEBRUARY, 2023

NKBA | KBIS
JAN. 31-FEB. 2
LAS VEGAS 2023

Selling internationally? Thinking of selling internationally? This one's for you.

NKBA is inviting 20 carefully vetted buyers, specifiers and distributors from the UK, Europe and UAE for a VIP tour of KBIS 2023.

Participants will enjoy a rich KBIS experience with VIP access to all NKBA special events, private off-site events with sponsors and NKBA leadership and curated booth tours of participating sponsor brands.

WHO IS IN THE GROUP?

20 European and UAE buyers including high volume designers, retail buyers and distributors.

WHO CAN SPONSOR THE TOUR?

All KBIS 2023 exhibitors are invited to sponsor a portion of the tour.

WHAT ARE THE SPONSORSHIP LEVELS?

PLATINUM LEVEL \$20,000

1 available

**Catering and ground transport not included*

- + Brand feature during virtual orientation
- + VIP Booth Tour at KBIS (1 Hour maximum)
- + Optional Off-site Event (Example: Private dinner or focus group event)
- + Opportunity to join the Global Connect Farewell Luncheon on February 2
- + Access to participant contact information
- + Brand feature in event promotion through KBIS, NKBA and Modenus Media

GOLD LEVEL \$15,000

3 available

- + Brand feature during virtual orientation
- + VIP Booth Tour at KBIS (30 min maximum)
- + Access to participant contact information
- + Brand feature in event promotion through KBIS, NKBA and Modenus Media

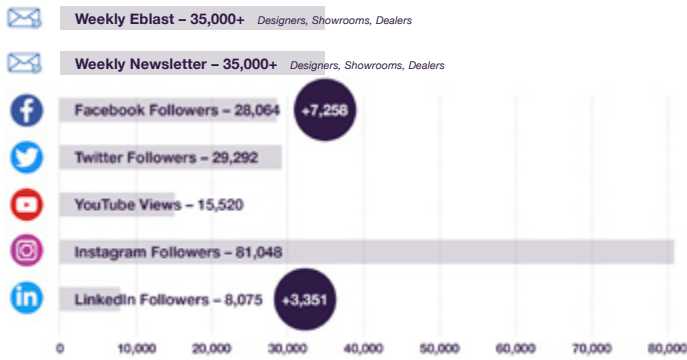
SILVER LEVEL \$7,500

6 available

- + Brand feature during virtual orientation
- + Scheduled stop during the curated KBIS tour
- + Access to participant contact information
- + Brand feature in event promotion through KBIS, NKBA and Modenus Media

PROMOTION REACH

NKBA Reach



MODENUS Reach



KBIS/Design + Construction Week (DCW) Reach

Total KBIS Industry Professionals
30,000+
 (All KBIS registration categories plus IBS crossover)

#KBIS2022 earned
100M+
 impressions
 during show month

 **81,000+**
 Instagram followers
 and growing

Total DCW 2022:



*Data from KBIS/DCW 2022