

For Immediate Release

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The Kitchen & Bath Industry Show (KBIS) Reports Exhibitor Commitments 25 Percent Ahead of Last Year

New Space Added; ICFE Pavilion Introduced

(Alpharetta, Ga.) – August 12, 2014 – Ramping up for 2015, [the Kitchen and Bath Industry Show \(KBIS\)](#), the largest North American platform devoted to kitchen and bath industry design, announces more than 500 exhibitors have committed to space, representing a 25 percent increase over the successful 2014 event. Show producers, Emerald Expositions, and show owners, the National Kitchen & Bath Association (NKBA) are pleased to report the North Hall is sold out.

“KBIS 2014 set the tone for future success and we are poised for growth,” said Brian Pagel, VP Kitchen and Bath Group, Emerald Expositions. “The innovation of products and programming continues to drive the health of the show. To date, the North Hall is sold out and we have booked additional space in the South Hall, which is going quickly.”

The event will take place Jan. 20-22, 2015, in the Las Vegas Convention Center, Las Vegas, Nev., under the umbrella of Design & Construction Week™. In collaboration with the National Association of Home Builders (NAHB), the NKBA is pleased to announce the co-location of two additional design and construction events – the Winter 2015 Las Vegas Market and The International Surface Event – SURFACES and The Tile Expo. The International Window Coverings Expo (IWCE) will also continue its participation. Due to the early adoption of exhibit space, show producers have booked the South Hall – offering an incremental 500,000 square feet of space, branded KBISNeXT™. This space will host the International Contemporary Furniture Fair (ICFF) Pavilion.

“Building on the success of the inaugural Design & Construction Week, KBIS 2015 is expected to have the largest attendee and exhibitor participation in the show’s more than 50 year history,” said Bill Darcy, NKBA Chief Executive Officer. “We are excited to welcome members of the design industry to see the latest for the kitchen and bath.”

KBISNeXT™ – South Hall Incorporates ICFE Pavilion

KBIS is pleased to announce the creation of the International Contemporary Furniture Fair (ICFF) Pavilion

within KBISNeXT™. ICFE, known as the North American center of gravity for the global design trade, provides an opportunity to showcase the best of global design and luxury at the premier kitchen and bath event in North America.

Designed to offer thought-provoking, inspired “on floor” programming, as well as additional exhibit space, KBISNeXT™, will support the newly launched ICFE Pavilion, ICFE Stage and the KBISNeXT™ Tech Bar. It will also be the showcase for the popular Best of KBIS Awards, the Innovative Booth Award programs and the newest award program – the Innovative Showroom Competition Award.

“The explosive growth and resurgence of KBIS has captured the attention of ICFE exhibitors keen on reaching designers, developers and distributors involved with higher-end luxury residential projects,” said Kevin O’Keefe, ICFE Event Director. “As a nexus of the larger Design & Construction Week, KBIS is the ideal platform for an ICFE feature pavilion.”

Design & Construction Week 2015 to deliver 125,000 attendees

Design & Construction Week 2015, co-owned by the NKBA and the NAHB, is expected to welcome more than 125,000 attendees to Las Vegas.

More than 35 percent of 2014 attendees were first-timers to the show. Building on 2014 attendee buying power data, which suggests growth to an average of \$4.5 million, the event is a reflection of improved economic stability and growth in this sector. Nearly 80 percent of attendees were decision makers (owners/partners), with 76 percent reporting influence in design and/or specification of kitchen and bath products.

“The energy at the show was incredible!” said Lesly McCarthy, Vice President of Interior Design, John Wieland Homes. “Great to see our industry coming back.”

Peggy Fuller, an interior designer with By Design Interiors, Inc. who attended KBIS 2014, called the show “a must for all professionals in interior design.”

Attendee registration for KBIS 2015 is scheduled to open Sept. 2, at: www.kbis.com.

KBIS Continues to Attract Innovative Brands

Major kitchen and bath brands committed to exhibiting at KBIS like GE Appliances, Franke Kitchen Systems and Walker Zanger will be showing lines at the 2015 show. They will be joining other industry leaders like Cosentino NA, Hafele America Inc., ROHL and Rev-A-Shelf, who have demonstrated ongoing support for this premier industry event.

The inclusion of the ICFF Pavilion has also attracted international kitchen and bath brands such as Chambord (SCD) to the event. Show producers expect the ICFF Pavilion to generate interest among European manufacturers wanting to connect with designers in an energetic and innovative environment.

Prime exhibit space in the KBISNeXT Hall is still available. However, at the current rate of reservations, this additional space is slated to be sold by the end of the third quarter.

About KBIS

KBIS, in conjunction with the National Kitchen and Bath Association (NKBA) is an inspiring, interactive platform that showcases the latest industry products, trends and technologies. KBIS is the voice of the kitchen and bath industry and has been for 50 years.

Early in 2013, the National Kitchen & Bath Association (NKBA) and National Association of Home Builders (NAHB) announced an agreement to co-locate the Kitchen & Bath Industry Show (KBIS) with the International Builders' Show (IBS) in Las Vegas, Nev. in February 2014 under the banner of Design and Construction Week™. The mega-event will return Jan. 20-22, 2015, in Las Vegas with each show occupying a separate hall. Kitchen and bath brands that have participated in both shows can continue to choose to exhibit in the KBIS or IBS hall. One pass will provide access to both exhibits. NKBA and NAHB will continue to produce separate educational programming and special events.

For the latest news and announcements visit www.KBIS.com, follow KBIS on Facebook at <http://www.facebook.com/KitchenBathIndustryShow> and on Twitter at @KBIS2015

About the National Kitchen & Bath Association

The National Kitchen & Bath Association (NKBA) is a non-profit trade association with more than 60,000 members that has educated and led the kitchen and bath industry for over 50 years. NKBA.org provides consumers with an inspiration gallery of award-winning kitchen and bath designs, as well as articles, tips, and an extensive glossary of remodeling terms. At NKBA.org, consumers can also find NKBA Connect (the association's official blog), certified kitchen and bath professionals in their areas, submit questions to NKBA experts, and download the free NKBA Kitchen Planner and NKBA Bath Planner. To learn more, visit the NKBA Press Room at www.NKBA.org.

About Emerald Expositions

Emerald is a leading operator of large business-to-business tradeshows in the United States, producing more than 85 tradeshows and conference events per year connecting over 525,000 buyers and sellers across ten diversified end-markets, including general merchandise; sports; hospitality and retail design; jewelry, luxury, and antiques; e-commerce; photography; decorated apparel; building; healthcare; and military. Emerald is headquartered in San Juan Capistrano, Cal. The company's shows are typically the most prominent and important for exhibitors and attendees within their various industries. For more information on Emerald, please visit www.emeraldexpositions.com.

About ICFF

ICFF® is the leading North American market for sourcing the latest in contemporary furniture, seating, carpet and flooring, lighting, outdoor furniture, materials, wall coverings, accessories, textiles, kitchen and bath, fabricators and more. As the leader in global design and luxury, ICFF attracts more than 600 exhibitors and 31,000 attendees from nearly 40 countries. The May 16-19, 2015 event, taking place at New York City's Jacob K. Javits Convention Center, marks the 27th year of ICFF. Visit www.icff.com for additional information.

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