



THE BENEFITS OF BEING A MEMBER OF THE NKBA

THE MOST VALUABLE COMMUNITY IN
THE KITCHEN AND BATH INDUSTRY

AN INDUSTRY --- **PARTNER** ---

Welcome to our industry's best network of peers, tools and resources—all designed to support your professional growth and business success.

Our vision is a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. Our mission is to help make it happen through the creation of marketplaces, networks and certifications that raise the level of professionalism by inspiring, leading and empowering each member of our community.

We are the leading premiere association for kitchen and bath professionals and own the Kitchen and Bath Industry Show (KBIS).



| MISSION

THROUGH CREATION OF MARKETPLACES, NETWORKS AND CERTIFICATIONS, NKBA WILL INSPIRE, LEAD AND EMPOWER THE KITCHEN AND BATH INDUSTRY.

| VISION

WE ENVISION A WORLD WHERE EVERYONE ENJOYS SAFE, BEAUTIFUL AND FUNCTIONAL KITCHEN AND BATH SPACES.

| VALUES

SAFETY • SUSTAINABILITY • DIVERSITY • TRADECRAFT • BEST PRACTICES



WHY JOIN THE NKBA?

- NKBA.ORG Website
- Resources and Tools
- Access, Networking, and Community
- Certification
- Professional Development Offerings/Leadership Opportunities
- Special Member Discounts/Member Only Competitions
- Peer Recognition through Special Events



BENEFITS OF THE NKBA COMMUNITY

- THOUGHT LEADERSHIP positioning within the industry
- ACCESS to our network that includes: designers, remodelers, students, consumers, and manufacturers
- COMMUNICATE effectively with our members
- BRAND recognition through our NKBA co-branded content distribution
- MEANINGFUL relationships, both local and national
- CONNECTING with future leaders of the industry



E-Newsletter



Social media connection



NKBA
CERTIFICATION
+ DESIGN

Certification and a network
of certified professionals



Regional Chapters across
the U.S. and Canada



Professionals of the future



Member

NKBA
NATIONAL
KITCHEN+BATH
ASSOCIATION



NKBAConnect Blog



Mobile-first website

Magazine



The world's largest kitchen
+ bath industry tradeshow

KBIS

| RESOURCES AND TOOLS

NETWORK AND CONNECT

- NKBA Newsletter/Magazine/Connect Blog/Social Media
- Your company listing on Prosearch
- Market Research Available
- Business Tools/Forms
- Career Center

ACCESS, NETWORKING AND COMMUNITY

NETWORK AND CONNECT

- Chapter Meetings- Networking with industry professionals
 - Opportunities to host or sponsor events
- Attend KBIS for the ultimate Networking Opportunity!

| PROFESSIONAL DEVELOPMENT

NETWORK AND CONNECT

- Certification
- Courses

LEADERSHIP OPPORTUNITIES

- Become a Chapter Officer – Leadership Training Provided
 - Other National Board Opportunities and Committees

CHAPTER MEETINGS

PROVIDING AN INTEGRAL LINK BETWEEN YOU AND THE LOCAL AND NATIONAL LEVELS OF THE ASSOCIATION

NKBA has more than 70 chapters across 10 regions in the United States and Canada, providing an integral link between you and the local and national levels of the association.

Getting involved in your local chapter allows you to become an engaged member of your local kitchen and bath community while developing new contacts and increasing your professional network and knowledge.



★ CORPORATE HEADQUARTERS

1. AMERICAN NORTHEAST
2. GREATER NORTHEAST
3. MID ATLANTIC CENTRAL
4. UPPER SOUTHEAST
5. LOWER SOUTHEAST
6. MIDWEST
7. SOUTH CENTRAL
8. MOUNTAIN
9. NORTHWEST
10. SOUTHWEST

| KBIS

THE KITCHEN AND BATH INDUSTRY SHOW

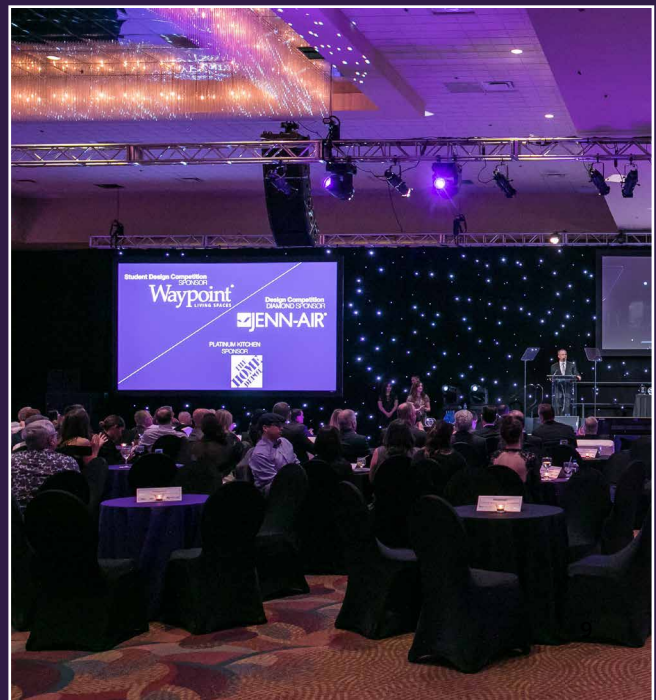
This premier kitchen and bath marketplace is an annual event that brings together more than 11,500 qualified KBIS attendees and over 80,000 Design & Construction Week® visitors—the largest annual gathering of the residential design and construction industry. Owned by the NKBA and produced by Emerald Expositions, KBIS is co-located with the National Association of Home Builders' International Builders Show (IBS), as part of Design & Construction Week, giving you unparalleled access to the newest products and cutting-edge thought leadership.

NETWORK AND CONNECT

Entertain key accounts and customers in our lounge area before, during and after the Design & Industry Awards and our Opening Night Party. Be front and center in your own lounge, which will connect the two terrific events.

- Members attend or exhibit at Discounted Rates
- Sponsorship opportunities
- Apply to become A Voices from the Industry Presenter (VFTI)
- KBIS CEU Exhibitor Opportunity (for Companies)
- Networking, Networking, Networking

600+ EXHIBITORS 400,000 SQ. FT. AND GROWING



THIRTY UNDER 30

OUR PRESTIGIOUS PROGRAM HAS EXPANDED

Elevate your brand by sponsoring our influential group of incoming 30's. NKBA has broadened the program to include interaction with your company during the year utilizing our chapters and social media channels. Sponsors will have the opportunity to collaborate with this fantastic group to create solutions to challenges unique to your company. Gain exposure and recognition in the kitchen and bath community by leveraging the Thirty Under 30s' knowledge and success in the industry.



DESIGN & INDUSTRY AWARDS

HONOR THE BEST DESIGN WORK OF THE YEAR

The NKBA Design Competition is one of the most widely recognized and respected competitions of its kind. Celebrating the achievements of our designer members, it showcases real-world projects and recognizes superior kitchen and bath design work. Align your brand with some of the finest kitchen and bath professionals and trendsetters in the industry. This year's celebration will take place on Monday, February 18th, the evening before KBIS opens.



STUDENT DESIGN COMPETITION

SUPPORT OUR STUDENTS

NKBA partners with Habitat for Humanity to create an exciting student competition resulting in a live build for a deserving family. Sponsor this philanthropic event where students will design an affordable, safe, sustainable kitchen and bath for a family to enjoy. Demonstrate the importance of getting involved and giving back by collaborating with the NKBA to cultivate the next generation of designers.



NKBA.ORG

WHAT IT CAN DO FOR YOU

The completely redesigned NKBA.org has many enhanced benefits and features. Our new and improved site will help members grow their business, generate leads and connect with customers.



BENEFITS OF THE NEW SITE:

- **MOBILE FIRST PLATFORM** – can be used with iPads, Androids, iPhones, laptops and more



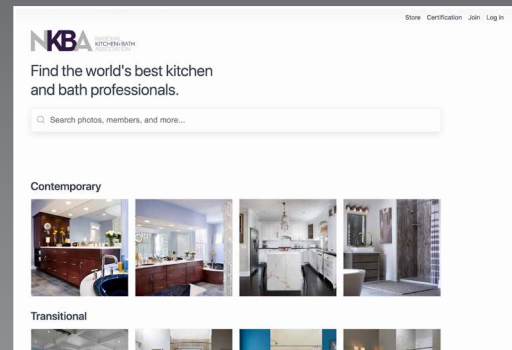
- **AMPLIFIED SEARCH-ENGINE RESULTS** – be found easily by consumers in search of K&B pros



• **FREE MEMBER PROFILES FOR ALL NKBA MEMBERS, including:**

- Profile photo or company logo
- Member bio
- Company description
- Products offered by category
- Brands available
- Location mapping tool
- Photo gallery of projects, showrooms and more
- Enhanced career center

NKBA WEBSITE NEWSFEED



WHAT IT CAN DO FOR YOU

Stay on top of the latest trends in design and technology, industry news and events, association developments, chapter and school updates, economic indicators that impact our industry, trade and government efforts and more. The newsfeed is your connection to all things kitchen and bath, and an email blast each week presents highlights and links to stories — in case you missed anything!

