

**FOR IMMEDIATE RELEASE**

Contacts: Julie McCrary Kaitie Ward

White Good White Good

717-278-0513 717-752-0291

[jmccrary@whitegood.com](mailto:jmccrary@whitegood.com) [kward@whitegood.com](mailto:kward@whitegood.com)

**The National Kitchen & Bath Association and Emerald Expositions**

**Announce New Design + Tech Conference**

*Design + Tech Connection to be held Dec. 11, 2019, in NYC*

**HACKETTSTOWN, NJ — (Sept. 12, 2019)** – The National Kitchen & Bath Association (NKBA) and Emerald Expositions today announce plans to co-produce a new conference — **Design + Tech Connection** — geared to design and construction professionals and home-technology integrators. The conference, powered by the NKBA, and Emerald-owned CE Pro, KBB, will bring the brightest and most provocative minds from design, construction and technology together, to inspire collaboration and partnerships between brands, specifiers and installers.

“Residential consumers continue to demand more complex, seamless design integration in their homes,” said Bill Darcy, CEO, NKBA. “Our NKBA 2018 and 2019 Kitchen and Bath Tech Awareness & Usage market research studies confirm consumer desire and willingness to adopt better, faster and more complex whole-home integration systems. They are looking for trusted professionals from the design, construction and tech integration spheres to work closely together, for harmonious design and installation of these systems.”



**Conference Programming**

The conference is being developed with an eye toward educating the interior design, kitchen and bath design and building communities about the speed at which the tech field is evolving, and how to smartly design residential spaces with authority and confidence. Julie Jacobsen, founding editor of CE Pro, the leading media brand for the home technology industry; Chelsie Butler, executive editor of KBB (Kitchen & Bath Business), the official publication of the NKBA and Kitchen & Bath Industry Show, and other industry experts will lead conversations, panel discussions and presentations on the Internet of Things (IoT), home automation, security, wellness-related technology, principles of good design integration and how to create a smart business partnership to deliver beautiful and functional residential spaces.

“We are honored to partner with the NKBA to produce this important new conference,” said Brian Pagel, EVP, Emerald Expositions. “Our collaboration is a strong one. For over 30 years, we have produced the Kitchen & Bath Industry Show for the NKBA and publish KBB (Kitchen & Bath Business), the official media partner of the Association. Our more than 100,000 design, construction, technology and home-automation contacts will appreciate the opportunity to learn about and participate in this new collaboration. Additionally, as the owners and producers of CEDIA Expo – the event for the residential custom technology professional, CE Pro and Total Tech Summit, we are uniquely positioned to bring all interested parties into one solid location to learn, share and understand where residential integrated technology is headed.”

**Location and Registration**

Design + Tech Connection will take place on Dec. 11, 2019, at Convene, 117 West 46th Street, New York. This fresh meeting and event space will host a full day of programming beginning at 8:30 am and closing with a cocktail and networking event. Registration opens Oct. 15. Space is limited. To stay current on programming and participants, please visit [www.designtechconnection.com](http://www.designtechconnection.com).

To download high-res images of the Design + Tech Connection Logo, [click here](https://nkba.imagerelay.com/ml/6ccbcc0fa0fe4214a42234e2507935b5).

**About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show**

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design and Construction Week ® (DCW). With nearly 50,000 members in all segments of the kitchen and bath design and remodeling industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, specialty badges, marketplaces and networks. For more information, visit [www.nkba.org](https://nkba.org/) or call 1-800-THE-NKBA (843-6522).

KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

**About Emerald Expositions**

Emerald Expositions is a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2018, Emerald’s events connected over 500,000 global attendees and exhibitors and occupied more than 7.0 million NSF of exhibition space.

###