**FOR IMMEDIATE RELEASE**

Contact: Julie McCrary Kaitie Ward

 White Good White Good

 717-278-0515 717-725-0291

 jmccrary@whitegood.com kward@whitegood.com

**The Kitchen & Bath Industry Show (KBIS) Hard Hat Media Tour is Back!**

*Submissions for exhibitor tour stops now open; announcing sponsors*

**(Alpharetta, Ga.) – September 3, 2019–** Back by popular demand from both exhibitors and media, the [Kitchen & Bath Industry Show (KBIS)](http://www.kbis.com/), has announced the return of its Hard Hat Media tour for 2020. This curated tour of the show floor and select exhibitors gives members of the media a first look at some of the industry’s newest product innovations and initiatives before the show’s official opening on January 21, 2020. [Formica Corporation](https://kbis.a2zinc.net/kbis2020/Public/eBooth.aspx?IndexInList=0&FromPage=Exhibitors.aspx&ParentBoothID=&ListByBooth=true&BoothID=944561&fromFeatured=1) has signed on as the official tour sponsor of the KBIS Hard Hat Media Tour.

“KBIS is an important part of our marketing mix,” said Amy Gath, vice president of marketing, Formica Corporation. “Headlining the KBIS 2020 Hard Hat Media Tour gives us an opportunity to maximize our presence at the show. We will continue to celebrate our collaboration with Leanne Ford, star of the HGTV show “Restored by the Fords,” sharing new looks and ideas, as well as giving her an opportunity to interface with our guests. KBIS is the perfect venue to bring our ideas front and center for the entire industry to experience.”

Additionally, [Elkay](https://kbis.a2zinc.net/kbis2020/Public/eBooth.aspx?IndexInList=0&FromPage=Exhibitors.aspx&ParentBoothID=&ListByBooth=true&BoothID=944203) has committed to sponsor the tour breakfast, and the [Perlick Corporation](https://kbis.a2zinc.net/kbis2020/Public/eBooth.aspx?IndexInList=0&FromPage=Exhibitors.aspx&ParentBoothID=&ListByBooth=true&BoothID=944929&fromFeatured=1), the tour coffee sponsorship. All three brands will be featured stops on the tour.

**Applications Are Open – Exhibitors May Self-Nominate**

The additional stops for the Hard Hat Media Tour are open to all KBIS 2020 exhibitors. To apply to participate in the tour, KBIS exhibitors must complete the [media tour online application](https://app.smartsheet.com/b/form/f0b8e89673474bde9383770290560193). Applications will be accepted through November 1, 2019. Non-sponsoring exhibitor participants are selected through a brand-blind review by participating media.

“KBIS is where the kitchen and bath industry launches new products for the new year. The KBIS Hard Hat Media Tour is truly a ‘first look’ for our media to see what’s new and uncover the best of what our industry is bringing to market,” said Suzie Williford, chief strategy officer and executive vice president of industry relations for the National Kitchen & Bath Association, owners of KBIS.

“The Hard Hat Media Tour continues to be one of the most anticipated KBIS programs. We’re exposing our valued media contacts to the newest kitchen and bath products of the year, and it’s happening first at KBIS,” said Amy Hornby, show director, Emerald Expositions. “We’re proud to be the show that creates connections between the kitchen and bath industry’s top brands and key media.”

[Registration is now open for KBIS 2020](https://registration.experientevent.com/ShowKBI201/?flow=ATTENDEE&_ga=2.222481433.324745174.1567194426-2023772751.1566934870). It is the largest North American kitchen and bath industry event and is the place to learn, network and celebrate.

**About KBIS**

KBIS, in conjunction with the National Kitchen & 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.

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®. In 2018, both organizations extended the agreement through 2026. The mega-event returns to Las Vegas Jan. 21-23, 2020. NKBA and NAHB will continue to produce separate educational programming and special events though one pass provides access to both shows.

KBIS is produced by Emerald Expositions, 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 6.9 million NSF of exhibition space.

More information about KBIS can be found at [www.kbis.com](http://www.kbis.com).

**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.

###