



NKBA

NATIONAL
KITCHEN+BATH
ASSOCIATION

The Benefits of Being a Member of the NKBA





The Most Valuable Community in the K&B Industry

The National Kitchen & Bath Association is the world's leading trade organization dedicated to all sectors of residential kitchen and bath design and remodeling.

NKBA strives to inform, empower and connect its members and the industry through professional development, certification and education programs; exclusive market research, and events to showcase the latest products, technology and innovation in the space. NKBA elevates the standards of design and installation to maintain an industry-wide reputation of integrity, and provide objective and principled thought leadership to spark spirited discourse for the enhancement of the industry at large.

Ideas. Information. Innovation. Integrity.



▶ **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

► Benefits of NKBA Membership

- + Free profile on NKBA.org Website
- + Access, Networking and Community
- + Leadership Opportunities
- + Exclusive Events
- + Market Research
- + Certification and Specialty Badge credentialing programs
- + Discounts on CLIPP certification through the Living In Place Institute
- + Professional Development
- + Design Competitions
- + Member-Only Discounts

If interested in sponsoring an NKBA program, please contact Alan Dove adove@nkba.org or Angela Rath arath@nkba.org.

► 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



NKBA

PROFESSIONAL DEVELOPMENT

US Patent 1,027,702
The von Bach
Granted July 22, 1833

THE NKBA PRESENTS
THE HISTORY OF THE BATH

OHLEH.

NKBA | KBIS

HERE WE ARE

NKBA

MEMBERSHIP
MARKETPLACE
PROFESSIONAL DEVELOPMENT

WHAT CAN THE NKBA MARKETPLACE DO FOR YOU?

- KBIS KITCHEN & BATH PODCAST
- INSIDERS
- GLOBAL CONNECTION
- THOUGHT LEADERSHIP
- POSITION YOURSELF WITH THE INDUSTRY LEADER.

KBIS

MARKETPLACE

MARKETPLACE



▶ Resources and Tools

- + NKBA Newsletter/Newsfeed/Magazine/KBTalks Podcasts/Social Media
- + You and your company on NKBA.org Search
- + Market Research
- + Publications/Knowledge Base/Planning Guidelines
- + JOBS Portal

▶ Access, Networking and Community

- + Chapter Meetings – Networking with other industry professionals
- + Opportunities to attend exclusive Thought Leadership events
- + Opportunities to host or sponsor events
- + Attend KBIS for the ultimate networking opportunity!

▶ Professional Development

- + Certification
- + Specialty Badges
- + Knowledge Base
- + Courses
- + Webinars

▶ Leadership Opportunities

- + Become a Chapter Officer – Leadership Training Provided
- + National Board and Committee Opportunities



E-Newsletters



Students of the Industry



Mobile-First Website



Social Media Channels



KBB Digital Magazine



NATIONAL
KITCHEN+BATH
ASSOCIATION



NKBA Connect Blog



Certification &
A Network of Certified
Professionals



Regional Chapters
Across U.S. & Canada

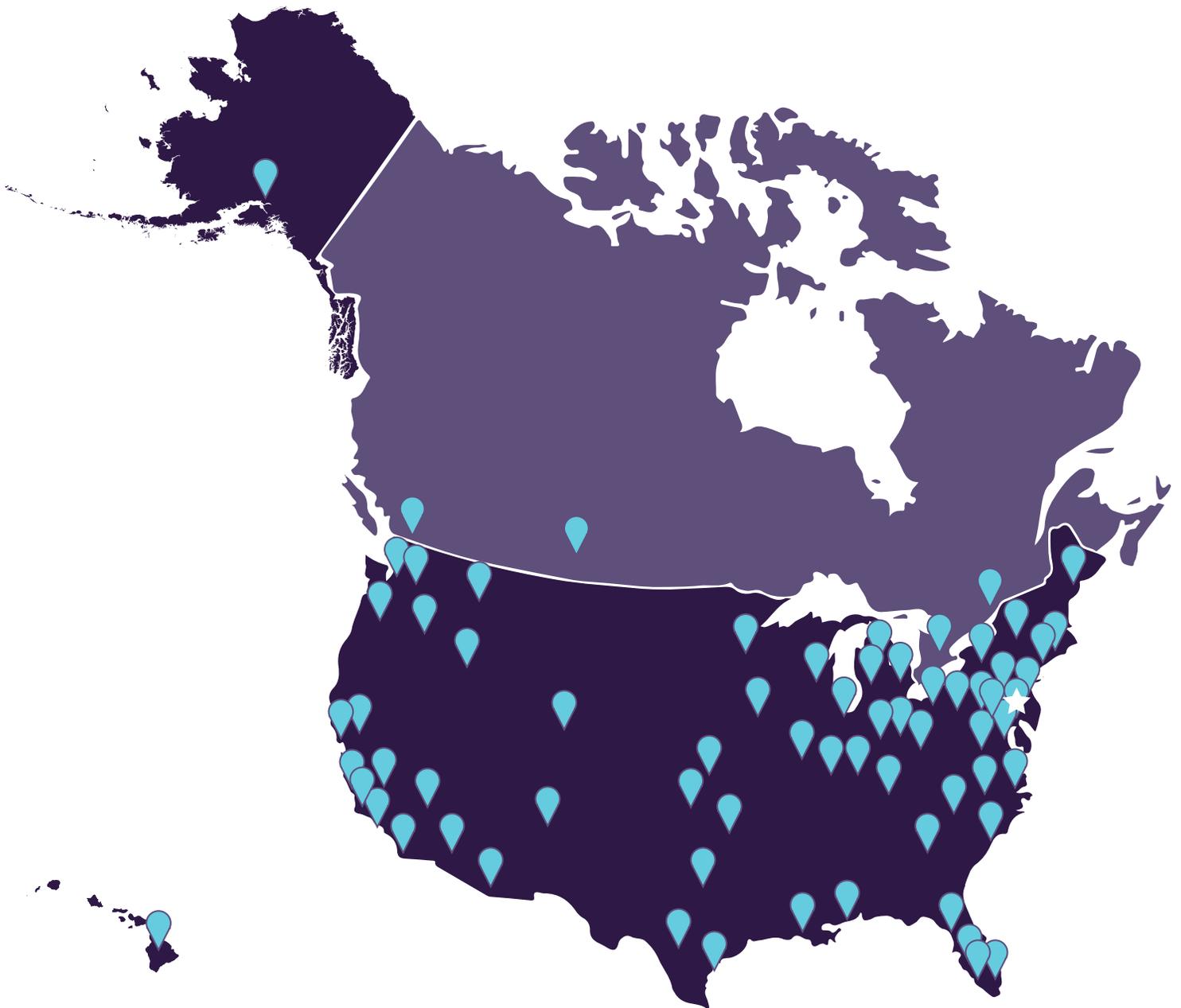
▶ Chapter Meetings

Providing integral links between you and the local and national levels of the association.

NKBA has **70 chapters across 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.

Membership in local chapter is included in national dues — no additional fee required!





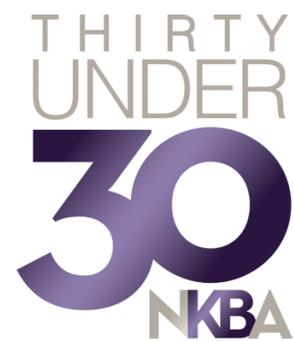
▶ **NKBA NextUp**

The NKBA NextUp initiative drives awareness of the critical need for skilled labor professionals in K&B-related fields. Its mission is to spark curiosity among young people about these post-high school options through interactive career simulations, sponsoring community restoration projects and working with like-minded organizations to help ensure a robust workforce for the future.



▶ **Thirty Under 30**

A prestigious program recognizing thirty outstanding young professionals under the age of 30 are chosen for this distinction. Peer- or self-nominated, entrants are selected by a committee comprising NKBA leadership, KBIS Committee members and past 30s honorees, based on their accomplishments and anticipated commitment to enhancing the future of the overall K&B industry.



▶ **NKBA Global Connect**

NKBA is the Global Connector for the kitchen and bath industry — sharing experiences, insights and innovative ideas; forging relationships, and striving to inform, inspire and empower the K&B community around the world.



KBIS

KITCHEN+BATH
INDUSTRY
SHOW

▶ The Kitchen & Bath Industry Show

This premier kitchen and bath marketplace is an annual event that brings together more than 30,000 qualified KBIS attendees and nearly 100,000 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, cutting-edge technologies and critical thought leadership.

- + 600+ Exhibitors
- + 400,000 Square Feet and Growing

▶ Network and Connect

- + Members attend or exhibit at discounted rates
- + Sponsorship opportunities
- + Apply to become a Voices from the Industry Presenter (VFTI)





► 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.

► Student Support



NKBA's Affiliated Schools program connects interested schools and programs with the best practices in NKBA education, and supports student memberships and chapters to cultivate the next generation of K&B design and remodeling professionals.



The NKBA Student Design Competition awards student members generous scholarships and provides valuable publicity opportunities and industry recognition. Based on an assigned kitchen and bath design challenge, students must plan beautiful, safe and functional spaces, incorporating creative design statements and aesthetically pleasing design solutions.

▶ NKBA.org

What it can do for you:

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

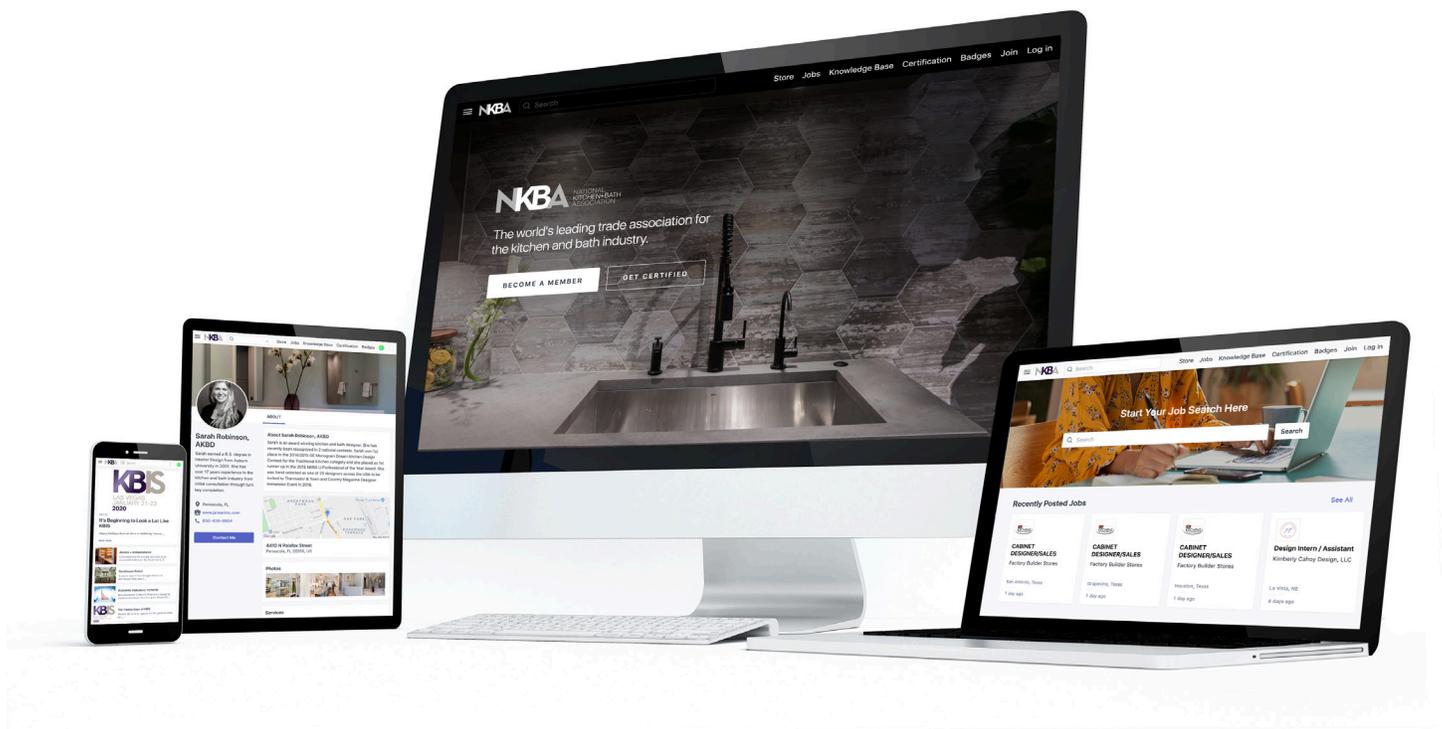
Benefits of the new site:

- + 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 and/or company logo
 - + Member bio
 - + Company description
 - + Products and services offered
 - + Brand recognition
 - + Location mapping tool
 - + Photo gallery of projects, showrooms and more
 - + Enhanced JOBS Portal
 - + Contact Me link

▶ 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, member spotlights, 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!





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