

Become an **NKBA** Corporate Member

ACTIVATE YOUR BENEFITS
OF MEMBERSHIP

Join Today >> NKBA.org/Join



"Kohler® focuses on building genuine relationships with our customers. Kohler's NKBA membership has allowed us to connect with all segments of the industry."

— David Kohler, President & Chief Operating Officer, Kohler, Co.



"Poggenpohl U.S. joined the NKBA to continue building our brand visibility and increase our dealer network. Membership is a perfect complement to our existing national marketing plan."

— Ted Chappell, President, Poggenpohl U.S.



"Our NKBA membership has given Jenn-Air a link to a vast network of kitchen and bath professionals. As we continue to build our collaborative efforts, I'm certain the value will increase."

— Steve Brown, General Manager, Jenn-Air

2012 National Kitchen & Bath Association Corporate Membership Application

Designed by NKBA member
Terri Schmidt

The Benefits of NKBA Corporate Membership

TAKE ADVANTAGE TODAY

With nearly 40,000 members across the United States and Canada, the National Kitchen & Bath Association (NKBA®) has led the kitchen and bath industry for over 45 years and is the owner of the Kitchen & Bath Industry Show (KBIS®). The NKBA's mission is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide.

Join Today >> NKBA.org/Join

Designed by NKBA member Holly Rickert

Peter Rymwid

▶ KBIS PREFERRED OPPORTUNITIES

Discounted Exhibitor Rates

Booth cost per square foot

- Non-member: \$38.75
- Member: \$36.25
- Member early bird: \$35.00

KBIS Sponsorships

Publicized on site, through promotional pieces, and at KBIS.com

- Opening Keynote, Press Room, Conference Sessions, and KBIS Kick-Off



KBIS Presentations

Receive publicity and connect directly with industry leaders

- A company representative may have the unique opportunity to provide a presentation to fellow leaders in the industry
- Host an NKBA CEU-approved educational seminar in your booth and bring key specifiers to your product

▶ MARKETING

PR & Sponsorships

- Affiliation offers consumer credibility
- NKBA logo used in advertising—online, print, TV, billboards, showrooms
- Your company logo on the NKBA kitchen and bath planners for consumers
- NKBA Design Competition sponsorships
- Kitchen & Bath Month logo use to promote during October



NKBA.org

- Consumers can locate member professionals through ProSearch
- Look for opportunities to apply corporate leadership skills to volunteer positions
- Be informed of industry impacting legislation



NKBA Magazine

- Editorial coverage or writing opportunity for your company
- Print advertising

KBIS Cost Comparison for Common Booth Sizes	Non-Member Booth Space Cost \$38.75 per sq.ft.	Member Booth Space Cost \$36.25 per sq.ft.	Member Early Bird Booth Space Cost \$35.00 per sq.ft.
Booth Sizes			
100 sq. ft. (no corners) – 10' x 10'	\$3,875	\$3,625 (\$250 savings)	\$3,500 (\$350 savings)
600 sq. ft. (one corner) – 30' x 20'	\$23,600	\$22,100 (\$1,500 savings)	\$21,350 (\$2,100 savings)
4,000 sq. ft. (two corners) – 80' x 50'	\$155,700	\$145,700 (\$10,000 savings)	\$140,700 (\$14,000 savings)
10,000 sq. ft. (four corners) – 100' x 100'	\$388,900	\$363,900 (\$25,000 savings)	\$351,400 (\$35,000 savings)



Learn More >> KBIS.com

▶ **NATIONWIDE NETWORKING**



Sponsor or Host Chapter Events

- 70+ chapters throughout the U.S. and Canada
- Host NKBA courses or chapter events in any of your company locations
- Provide NKBA CEU-approved training

Online Job Postings

- Company positions may be posted to NKBA.org

NKBA LinkedIn Group

- Network with other members and industry professionals. Follow opinions on industry topics.

▶ **EDUCATION & CERTIFICATION**



Professional Development Courses

- Your employees can conveniently stay current in the industry
- In-person and convenience learning courses are available in the following knowledge paths:

- Business & Leadership
- Trends & Insight
- Design & Inspiration
- Sales & Marketing

NKBA Certification

- Set your employees apart by becoming NKBA-certified

Publications

- Receive discounts on NKBA publications



Business/Self-Employed Company Membership

Industry Member Firm: Corporations, partnerships, sole proprietorships, and subsidiaries can all join the NKBA and receive the benefits of membership.

Industry Member Branch: Branches of industry member firms can also display the NKBA logo and list their staff as member employees.

Associate Business Member: Membership is available to any company that provides auxiliary products or services to the kitchen and bath industry.

Individual Employee Membership

An individual member of both a member and non-member firm may join and still receive limited but valuable benefits.

Educational Membership

Associate educational membership is available to colleges, universities and technical institutes and offers many member benefits.



▶ **NKBA Chapters**

The added benefit of networking through the NKBA provides an almost limitless way of connecting through regions and chapters that span the U.S. and Canada. To find the chapter nearest you, visit NKBA.org/Chapters.

Industry Segments

The NKBA represents the entire kitchen & bath industry through eleven segments.

Builders/Remodelers are general contractors who build or renovate homes. They typically have offices, not showrooms.

Cabinet Shops build custom cabinets and furniture in relatively small workshops. Larger shops should be in the Manufacturers/Suppliers segment.

Dealers sell kitchen and bath components, such as cabinets, countertops, tile, appliances, and fixtures from storefronts or showrooms.

Decorative Plumbing & Hardware members sell plumbing fixtures or cabinet hardware in showrooms or storefronts.

Designers use computers or drafting tables to design kitchens and bathrooms. A designer may work for a company or be self-employed.

Distributors act as conduits for products between manufacturers and retailers. A distributor may or may not have a showroom.

Fabricators make surfacing materials, including natural stone, concrete, solid surfaces, and stainless steel, in workshops or factories.

Installers frame, drywall, and install cabinets, flooring, and appliances in kitchens or baths. They may be self-employed or employees of firms.

Manufacturers/Suppliers create, assemble, finish, or import kitchen or bath products, including software, in manufacturing facilities.

Manufacturers' Representatives sell product lines from one or more manufacturers as independent salespeople or employees of firms.

Multi-Branch Retailers are businesses that sell kitchen or bath products through multiple retail locations.

NKBA 2012 Corporate Membership Application

Please complete this form and return it to the NKBA via mail: NKBA, 687 Willow Grove Street, Hackettstown, NJ 07840, or fill out the online application. [Join Today >> NKBA.org/Join](http://NKBA.org/Join)

NKBA USE ONLY

Member ID#/Member Type

Tracking Code: **CORP12**

Step 1: Member Information (please print all information)

Check here if you are self-employed

Primary Contact: _____
(this person will receive NKBA mailings and is responsible for updating information)

Job Title: _____

Company Name: _____

Company Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Work Phone: _____

Cell Phone (optional): _____

How many employees are in your company? _____

Work E-mail: _____

Company Website: _____

Year of Birth (optional): _____ Gender (optional): Male Female

How did you hear about the NKBA? _____

I do **NOT** want to receive e-mail from the NKBA.

I do **NOT** want to receive mail or e-mail from third parties.

I do **NOT** want to receive a This Old House subscription.

Referred by: _____
(name must be included for NKBA Ambassadors' Club credit)

COMPANY MARKETING CONTACT

Full Name: _____

Company Name: _____

Job Title: _____

Work Phone: _____

Work E-mail: _____

Step 2: Choose Your Industry Segment (select one primary segment)

Builder/Remodeler

Fabricator

Cabinet Shop

Installer

Dealer

Manufacturer or Supplier

Dec. Plumbing & Hardware

Manufacturers' Representative

Designer

Multi-Branch Retailer

Distributor

Secondary segment, if applicable: _____

NOTE: Included in your membership, if your preferred mailing address is in the U.S. or Canada, is a subscription of up to 1 year (10 issues) of This Old House, an estimated value of up to \$16.00 which is nondeductible from your dues. Your first issue will mail 6-10 weeks from receipt of membership application. To receive the January issue, your application must be received by November 30. All This Old House subscriptions will end with the December issue. This benefit does not impact the cost of your membership.

Step 3: Select Your Membership Dues

INDUSTRY MEMBER FIRM DUES (based on kitchen and bath revenue)

Annual Revenue*	Annual Dues	Annual Revenue*	Annual Dues
<input type="checkbox"/> Less than \$100,000	\$150	<input type="checkbox"/> \$5 – \$7 million	\$1,475
<input type="checkbox"/> \$100,000 – \$500,000	\$200	<input type="checkbox"/> \$7 – \$10 million	\$1,875
<input type="checkbox"/> \$500,000 – \$1 million	\$300	<input type="checkbox"/> \$10 – \$15 million	\$2,500
<input type="checkbox"/> \$1 – \$1.5 million	\$350	<input type="checkbox"/> \$15 – \$20 million	\$3,000
<input type="checkbox"/> \$1.5 – \$2 million	\$475	<input type="checkbox"/> \$20 – \$40 million	\$5,000
<input type="checkbox"/> \$2 – \$3 million	\$575	<input type="checkbox"/> \$40 – \$100 million	\$6,000
<input type="checkbox"/> \$3 – \$4 million	\$825	<input type="checkbox"/> \$100 – \$200 million	\$8,500
<input type="checkbox"/> \$4 – \$5 million	\$975	<input type="checkbox"/> More than \$200 million	\$9,500

*For dues calculation purposes only. The NKBA reserves the right to verify corporate kitchen and bath revenues.

SELECT A CHAPTER OF YOUR CHOICE: _____

Otherwise, one will be assigned based on the zip code of your preferred mailing.

EMPLOYEE MEMBERSHIPS

To enroll your employees with complimentary NKBA memberships, e-mail an Excel list to feedback@nkba.org with the following information in separate columns for each employee – first name, last name, title, address, phone, and e-mail.

BRANCH MEMBERSHIPS**

To purchase NKBA memberships for each of your locations at a cost of \$100 each, e-mail an Excel list to feedback@nkba.org with the following information in separate columns for each employee – branch name/number, contact first name, contact last name, contact title, address, phone, and e-mail.

**Restrictions apply; for more information, call 1-800-843-6522

Step 4: Payment

NKBA membership dues are charged on a calendar year basis. During the first year of membership, dues are pro-rated based on the application date, according to the following guidelines:

October - March: 100% | April - June: 75% | July - September: 50%

One Time Application Fee: \$ 100.00

Annual Corporate Membership Dues: \$ _____

Branch Membership Dues: \$ _____
(\$100 per location)

Total Enclosed (U.S. funds only): \$ _____

PLEASE INDICATE YOUR FORM OF PAYMENT

Check made payable to the NKBA

Credit card: Visa MasterCard Am. Express Discover

Card Number: _____

Expiration Date: _____

Signature: _____

Cardholder's Name (please print): _____

BYLAWS AND STANDARDS OF CONDUCT

By submitting this application, I hereby apply for NKBA membership and agree to be governed by its Bylaws and Standards of Conduct.

Five (5) percent of NKBA dues are allocable to lobbying activities and are not deductible for federal tax purposes, in accordance with IRS regulations. The NKBA membership year is from January to December.

A Membership Acknowledgement Packet will be mailed to the address provided within 15 business days following receipt of your application.