

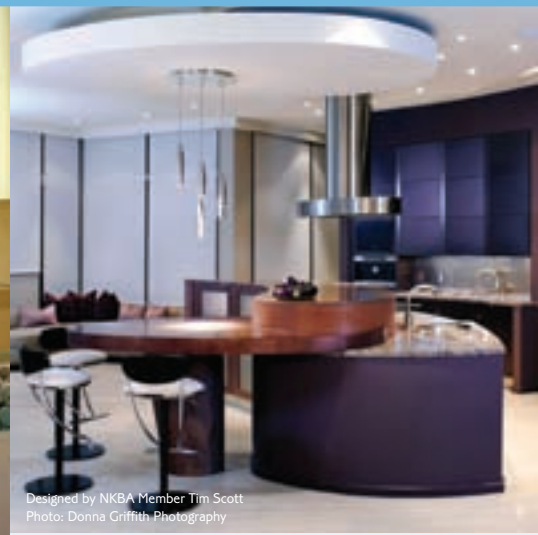
# THE BENEFITS OF NKBA CORPORATE MEMBERSHIP



Designed by NKBA Member James Howard, CKD, CBD  
Photo: Alise O'Brien Photography



Designed by NKBA Member Ada Pagano  
Photo: © Everett & Soule



Designed by NKBA Member Tim Scott  
Photo: Donna Griffith Photography

## KBIS Preferred Opportunities



"There's simply no better place to meet and connect with partners in the industry than at KBIS. As a NKBA member, Task Lighting receives substantial discounts as an exhibitor and we've had great success with product introduction at KBIS. It has allowed us to put our technology right in the hands of the key decision-makers in the kitchen and bath market."

- Ken Anderson, CKD  
CEO, Task Lighting and Kitchen & Bath Hall of Fame inductee

## Marketing



"Rev-A-Shelf exhibits at KBIS each year to expose our products to key product specifiers. The NKBA offers member exhibitors significant discounts, and we've seen the growth in our business from exhibiting at the show. Advertising, co-branding, and discounted pricing are just a few reasons why we find value in our membership."

- David Noe  
General Manager & Vice President of Sales and Marketing, Rev-A-Shelf, LLC

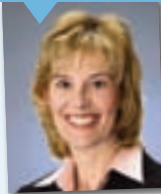
## Nationwide Networking



"As a company, Kohler focuses on building genuine relationships with our customers. The NKBA membership is a significant professional network, and Kohler's corporate membership in the NKBA has allowed us to connect with all segments of the industry."

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

## Education & Certification



"By partnering with the NKBA, Masco Cabinetry—and its KraftMaid®, Merillat®, Quality-Cabinets® and DeNova™ brands—aligns with members of the leading trade association in the kitchen and bath industry. We appreciate the opportunities for co-branding that exist through sponsorships and CEU programs at KBIS."

- Karen Strauss  
President, Masco Cabinetry

**Become an NKBA Member**



**JOIN TODAY**

NKBA.org/Join | 1-800-THE-NKBA  
(843-6522)

# The Benefits of NKBA Membership

With nearly 40,000 members across the United States and Canada, the National Kitchen & Bath Association 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 industry.



## KBIS Preferred Opportunities

### Discounted Exhibitor Rates – KBIS.com

- Booth cost per square foot
- Non-member: \$38.50
- Member: \$36.25
- Member early bird: \$35.00

### KBIS Sponsorships – NKBA.org/Sponsorship

- Publicized on-site, through promotional pieces, and KBIS.com
- Opening Ceremony
- Press Room
- Conference Sessions
- KBIS Kick-Off

### KBIS Presentations – KBIS.com

- Receive publicity and connect directly with industry leaders
- Company representative may have the unique opportunity to provide a presentation to fellow leaders in the industry
- CEU Program – host an educational seminar in your booth and bring key specifiers to your product



## KBIS 2011 Cost Comparison for Common Booth Sizes

Booth size	Non-member	Member	Member early bird
100 sq. ft. (no corners) – 10' x 10'	\$3,850	\$3,625   <b>\$225 savings</b>	\$3,500   <b>\$350 savings</b>
600 sq. ft. (one corner) – 30' x 20'	\$23,450	\$22,100   <b>\$1,350 savings</b>	\$21,350   <b>\$2,100 savings</b>
4,000 sq. ft. (two corners) – 80' x 50'	\$154,700	\$145,700   <b>\$9,000 savings</b>	\$140,700   <b>\$14,000 savings</b>
10,000 sq. ft. (four corners) – 100' x 100'	\$386,400	\$363,900   <b>\$22,500 savings</b>	\$351,400   <b>\$35,000 savings</b>



## 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. The NKBA brings the kitchen and bath industry together.

To find the chapter nearest you, visit [NKBA.org/Chapters](http://NKBA.org/Chapters).

## NKBA MEMBERSHIP CATEGORIES

**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 prod-

ucts 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.org/Join

# Join today and receive instant access to member benefits at NKBA.org

## Nationwide Networking

### Sponsor or Host Chapter Events – NKBA.org/Meetings

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

### Post Job Listings – NKBA.org/Careers

- Company positions may be posted to NKBA.org

## Marketing

### PR & Sponsorships – NKBA.org/Sponsorship

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

### NKBA Online – NKBA.org

- Online advertising on NKBA.org and in the NKBA's consumer and trade newsletters
- Post your company's logo on NKBA.org
- Promote your company's green practices at NKBA.org/Green





### NKBA Magazine – NKBA.org/Magazine

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

## Education & Certification

### Professional Development Courses – NKBA.org/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 – NKBA.org/Certification

- AKBD®, CKD®, CBD®, CMKBD® for employees pursuing certification

## INDUSTRY SEGMENTS

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



Builders/Remodelers are general contractors, usually licensed, who build or renovate homes. They typically have offices, but 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 kitchen and bath 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 or customers. A Distributor may or may not have a showroom.



Fabricators manufacture 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/Home Centers are businesses that sell kitchen or bath products through multiple retail locations.



Designed by NKBA Member Erica Westeroth, CKD  
Photo: Donna Griffith Photography



### NKBA.org/Join

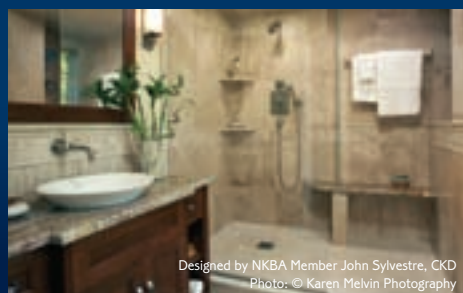
New to QR codes?  
Simply download a FREE QR scanner app on your smartphone.



Follow us at Facebook.com/TheNKBA



Join the NKBA group on LinkedIn



Designed by NKBA Member John Sylvestre, CKD  
Photo: © Karen Melvin Photography



Designed by NKBA Member Sandra L. Steiner-Houck, CKD  
Photo: ©2009 Peter Leach Photography

NKBA USE ONLY:

Member ID#/Member Type

Tracking Code: **DLCORP11**

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 at **NKBA.org/Join**.

## NKBA.org/Join

### MEMBER INFORMATION (please print all information)

Check here if you are self-employed.

Primary Contact\*: \_\_\_\_\_

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?: \_\_\_\_\_

\*This person will receive NKBA mailings and is responsible for updating information.

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: \_\_\_\_\_

### EMPLOYEE MEMBERSHIPS

To enroll your employees with complimentary NKBA memberships, include an Excel list (on CD or via e-mail) with the following information in separate columns for each employee:

• First Name • Last Name • Title • Address • Phone • E-mail

**NOTE:** Employee members do not receive all individual member benefits, such as mailings, voting rights, and a listing on NKBA.org.

### BRANCH MEMBERSHIPS

To purchase NKBA memberships for each of your locations at a cost of \$100 each, include an Excel list (on CD or via e-mail) with the following information in separate columns for each location:

• Branch Name/Number • Contact First Name • Contact Last Name  
• Contact Title • Address • Phone • E-mail

### DUES BASED ON KITCHEN & 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.

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.

### CHOOSE YOUR INDUSTRY SEGMENT (select one primary segment)

- |   |  |
|---|--|
| <input type="checkbox"/> Builder/Remodeler        | <input type="checkbox"/> Fabricator                              |
| <input type="checkbox"/> Cabinet Shop             | <input type="checkbox"/> Installer                               |
| <input type="checkbox"/> Dealer                   | <input type="checkbox"/> Manufacturer or Supplier                |
| <input type="checkbox"/> Dec. Plumbing & Hardware | <input type="checkbox"/> Manufacturers' Representative           |
| <input type="checkbox"/> Designer                 | <input type="checkbox"/> Multi-Branch Retailer<br>or Home Center |
| <input type="checkbox"/> Distributor              |  |

**Secondary segment, if applicable:** \_\_\_\_\_

### PAYMENT (U.S. funds only)

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%

Application Fee (one-time required fee): \$ 100

Annual Corporate Membership Dues: \$ \_\_\_\_\_

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

Total Enclosed: \$ \_\_\_\_\_

### 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.

**NOTE:** Four (4) 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 within 15 business days following receipt of your application.