



3-6 March 2024
NEC Birmingham

Marketing Opportunities

kbb.co.uk

We can connect you to active interior design audiences throughout the year

ENHANCE YOUR BRAND THROUGH TARGETED CAMPAIGNS

kbb Birmingham is the UK's leading KBB event which has been bringing together a community of KBB designers, specifiers, retailers, installers, property developers and housebuilders for 36 years.

We understand that you need to access customers beyond our bi-annual event; partner with kbb Birmingham to enhance your brand and elevate your year-round marketing strategy.

- Are you looking to generate valuable leads?
- Are you looking to reach new audiences?
- Are you looking for a platform to launch your latest collection?

Create a bespoke campaign designed to achieve your individual business needs.

Please note, to maintain our curated approach all marketing material will require creative sign off by kbb Birmingham.

WORK WITH US ON
ENHANCING YOUR...

1



BRAND AWARENESS

2



LEAD GENERATION

3



CONTENT GENERATION

Select your target audience

WE WILL WORK WITH YOU TO TARGET ONLY THE CUSTOMERS THAT ARE MOST RELEVANT TO YOUR BUSINESS

Build your database from:

Sector	Job Level	Role		Product
<ul style="list-style-type: none"> Retail Residential Hospitality/Hotel Commercial Leisure Attractions Events Entertainment 	<ul style="list-style-type: none"> Owner/Proprietor VP/Director Manager with staff Non-management staff CEO/COO/CFO President/Chairman/MD Head of Department 	<ul style="list-style-type: none"> Designer Sales/Business Development Purchasing/Sourcing/Procurement/Buyer Property Builder/Developer Installer/Fitter Branch Manager Interior Designer/Decorator Project Manager Architect Finance/Administration Consultant Contractor Supplier 	<ul style="list-style-type: none"> Engineer/Installer/Technician Contracts Manager Surveyor/Specifier Facilities Management Plumber Estate/Property Manager Marketing Planning & Development Tile Fixer Construction Manager Operations Management 	<ul style="list-style-type: none"> Kitchen Cabinets and Furniture Bathroom Furniture Kitchen Appliances Surfaces/Worktops Bedroom Furniture Tiles & Flooring Lighting & Audio-Visual Sanitary Ware Taps/Brassware Showers & Shower Enclosures CAD Home technology/Control systems Bathroom Accessories Kitchen Sinks Eco/Sustainability Components

Webinar or webinar series

ELEVATE YOUR BRAND THROUGH YOUR OWN UNIQUE CONTENT HOSTED ON OUR PLATFORMS

We can work with you to create and broadcast stand-alone webinars, or series, hosted on our website and marketed on our social channels to ensure the right customers are viewing your unique content.

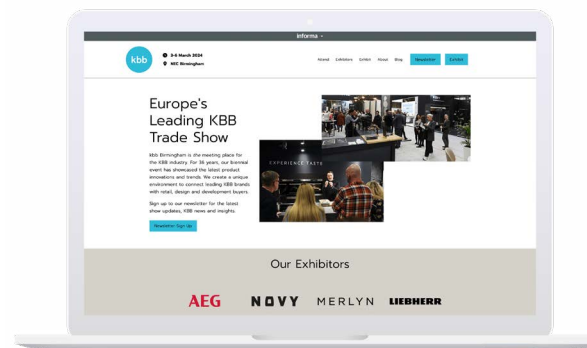
- 1 or more webinars, editorial or custom
- Hosted on kbb.co.uk
- Marketed to the most relevant targeted data
- Leads captured and shared with you Create a bespoke campaign designed to achieve your individual business needs.

1 WEBINAR

£6,000

WEBINAR SERIES (UP TO 5)

£20,000



FOCUS
ON...

1



LEAD GENERATION

2



BRAND AWARENESS

3



AUDIENCE REACH

Be part of our newsletter

WE ARE OFFERING YEAR ROUND OPPORTUNITIES TO REACH YOUR AUDIENCE AND STRENGTHEN YOUR BRAND BY USING OUR EXTENSIVE DATABASE

Our email opportunities consist of:

NEWSLETTER BANNER

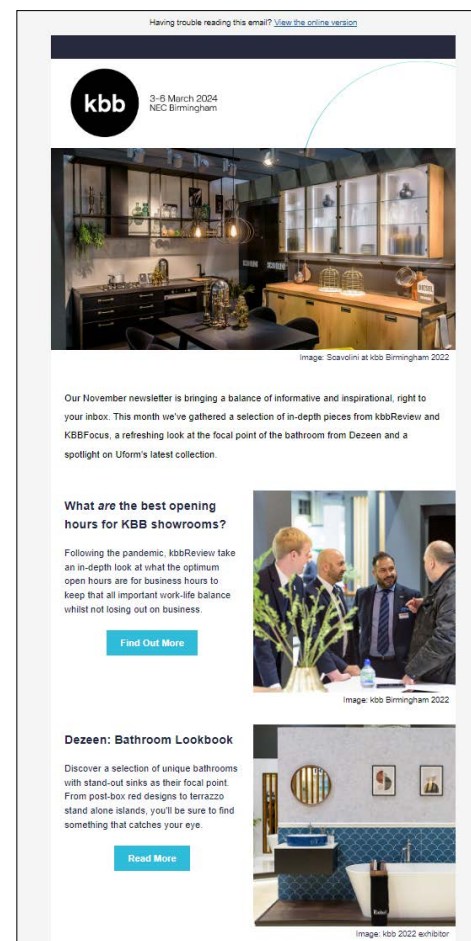
£1,000

This option is great way to direct our audience to your desired URL, generating brand awareness and promoting your products.

NEWSLETTER FEATURE/STORY

£3,000

If you want to go more in depth with your new product, company news or opinion piece our newsletter feature is a great option – this can link through to a URL of your choice.



FOCUS
ON...

1



LEAD GENERATION

2



BRAND AWARENESS

3



PRODUCT PROMOTION

Audience extension

AUDIENCE EXTENSION ALLOWS YOU TO REACH YOUR KNOWN AUDIENCE WHEREVER THEY'RE CONSUMING DIGITAL MEDIA.

How does audience extension work?

- You identify which segment of our database you'd like to reach
- We work with Qualifi, our digital partner, who have access to data that is exactly what you're looking for
- Your content reaches a much wider, specified audience than our database –ensuring quality over quantity

100,000 IMPRESSIONS PER MONTH

DISPLAY ADVERTISING

\$3,600* per month

If you want to go more in depth with your new product, company news or opinion piece our newsletter feature is a great option – this can link through to a URL of your choice.

*Qualifi charges in US Dollars, so the price you pay will depend on the exchange rate upon the date of agreeing services with us.

FOCUS
ON...

1



LEAD GENERATION

2



BRAND AWARENESS

3



AUDIENCE REACH

Banner ad placement

GAIN ENHANCED EXPOSURE THROUGH BANNER ADS DISPLAYED ON EITHER THE HOME OR ATTEND PAGE OF KBB.CO.UK

This is a unique opportunity to showcase your brand and message to the widest audience possible.

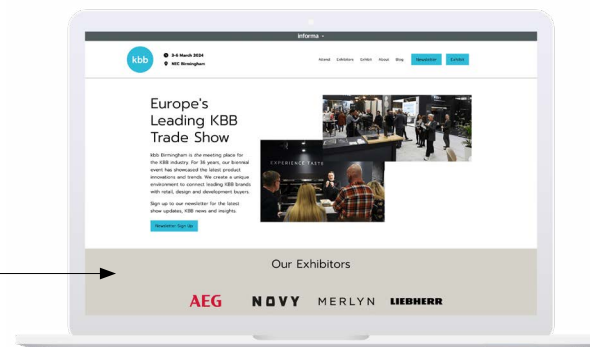
- Your branded banner ad on the page visible to thousands of your customers
- Hyperlink your banner ad to the URL of your choice
- Customise your exposure by having your banner on the site for either 2 or 4 weeks

1-MONTH PLACEMENT

£1,000

Please note all banners must have creative-sign off by kbb Birmingham

Get maximum exposure with your banner advert on the kbb Birmingham website



FOCUS ON...

1



PRODUCT PROMOTION

2



BRAND AWARENESS

Social media

REACH YOUR CUSTOMERS THROUGHOUT THE YEAR BY USING OUR SOCIAL MEDIA CHANNELS TO COMPLEMENT YOUR BESPOKE MARKETING CAMPAIGN

SOCIAL MEDIA TAKEOVER

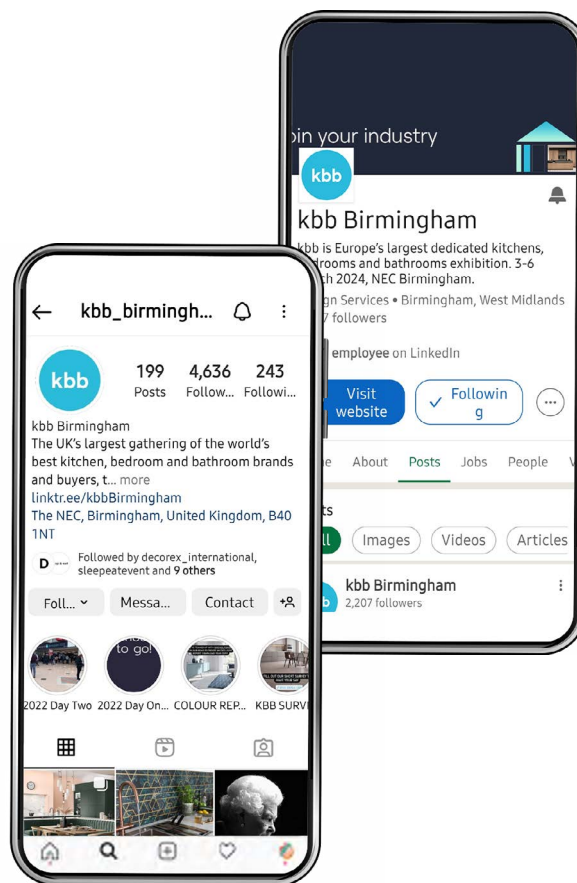
£3,000

Create a bespoke social media takeover, which includes a single post on LinkedIn, Facebook, Instagram, Twitter as well as 3x Instagram Stories.

SOCIAL MEDIA POST

£1,500

A single post across our social media channels including LinkedIn, Facebook, Instagram, Instagram Stories and Twitter



YOUR
DATA



DELIVERED IN 2 WEEKS
IMPRESSIONS AND LIKES

 **4.7K**

 **7.7K**

 **3.3K**

 **2.2K**

as of 21/12/2022

Exhibitor list sponsorship

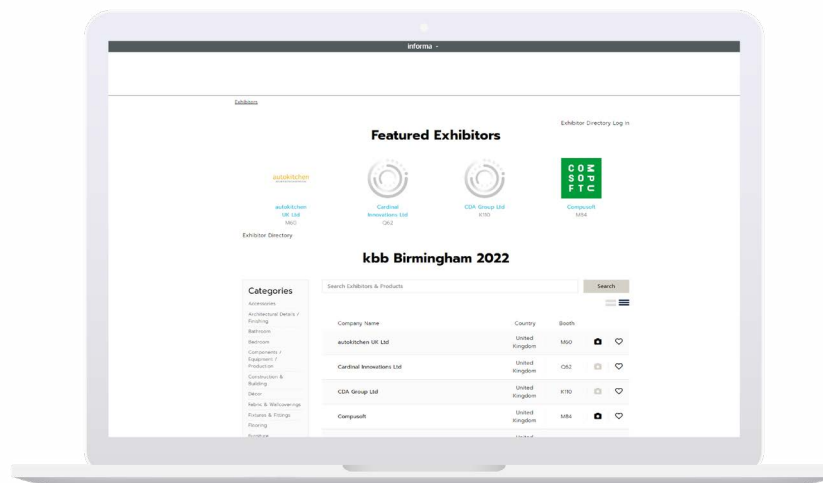
THE EXHIBITOR LIST ON KBB.CO.UK IS ONE OF THE MOST VISITED PAGES ON THE WEBSITE ALL YEAR ROUND.

The 6 month sponsorship gives you a unique opportunity to elevate your brand.

FEATURED EXHIBITOR ON KBB.CO.UK

£1,500

Listed at top of exhibitor list.
Enhanced listing for 6 month period
(5 months before, 1 month after).



FOCUS ON...

1



BRAND AWARENESS
& STRENGTHENING

2



LEAD GENERATION

3

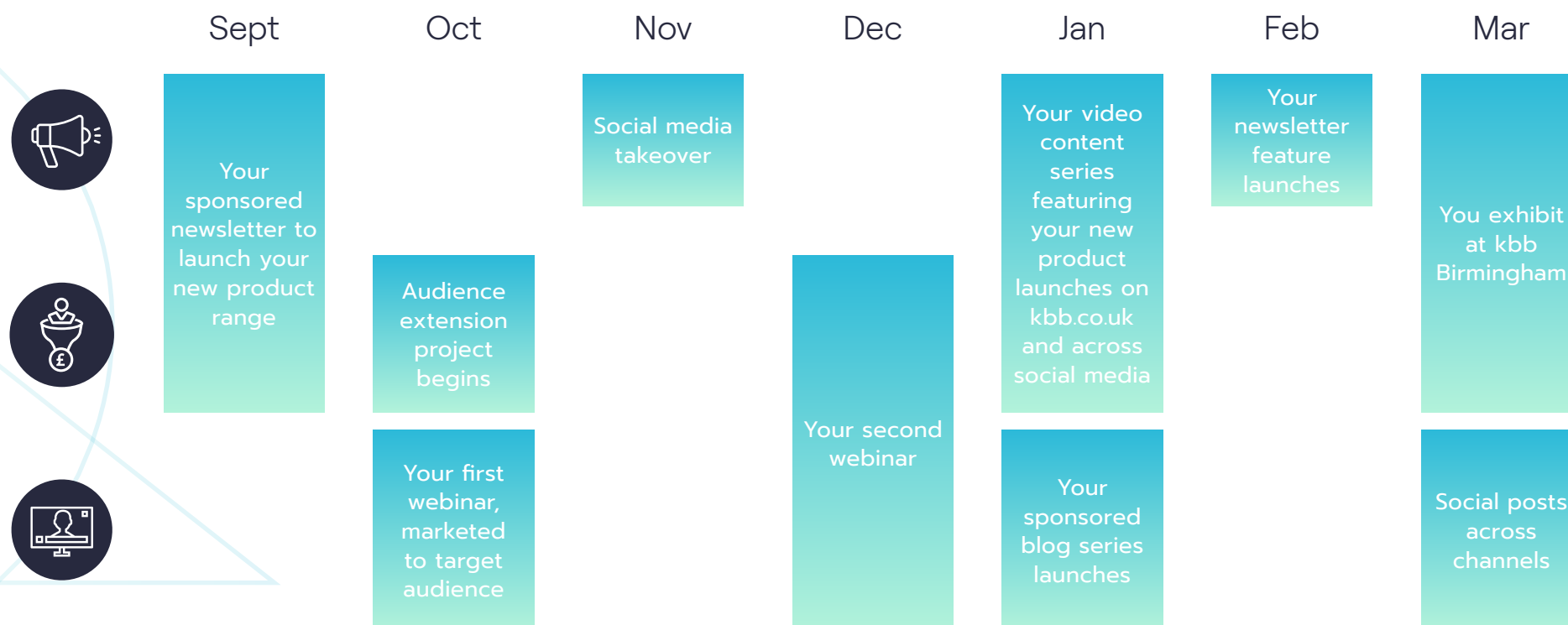


EXTEND AUDIENCE REACH

What could your bespoke campaign look like?

OUR EXAMPLE CAMPAIGN SHOWS A PRODUCT LAUNCH WITH FOLLOWING ACTIVITY TO STRENGTHEN BRAND AWARENESS AND EDUCATE CUSTOMERS ON YOUR NEW PRODUCTS.

From a social media takeover, to a sponsored newsletter, kbb Birmingham will work closely with you to create a bespoke campaign across the year which will enable you to reach your customers across different channels at different times with different messaging.





3-6 March 2024
NEC Birmingham

Get in touch

Jon Johnston
jon.johnston@informa.com

Izzy Viney
izzy.viney@informa.com

kbb.co.uk