



2026 International Business Membership Program



Elevate. Expand. Empower.

Navigating North America with Global Connect



Networking through the NKBA channels is so unique. Only as an NKBA member can you get access to so much valuable information, in particular, the industry market reports. In the end, it is the people who make the NKBA Global Connect Program a home for international brands to set sail for the North American marketplace.

– CHRISTIAN KÄSEMANN

Head of Export at Ballerina-Küchen



Mission

The NKBA Global Connect mission is to connect and grow the kitchen and bath industry globally through an international membership program.



– BILL DARCY

Global President & CEO
NKBA | KBIS

Vision

“NKBA Global Connect forges business connections that drive and engage the kitchen and bath industry around the globe, informing, inspiring, and empowering the industry worldwide. Our all-industry association is uniquely positioned to be the platform to facilitate these important connections internationally.”

NKBA Global Connect Team



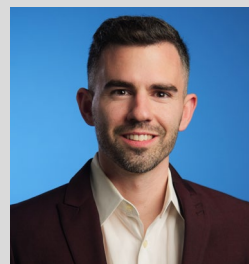
GERALDINE MORRISON

Chief Partnerships Officer
Domestic & Global Brands
NKBA | KBIS



NOËLLE C. LAVERY

Director, Global Connect
NKBA | KBIS



STEVEN CAMPEAU

Senior Manager
Global & Government Relations
NKBA | KBIS



KEVIN SHEA

Sales Specialist, Global Accounts
NKBA | KBIS



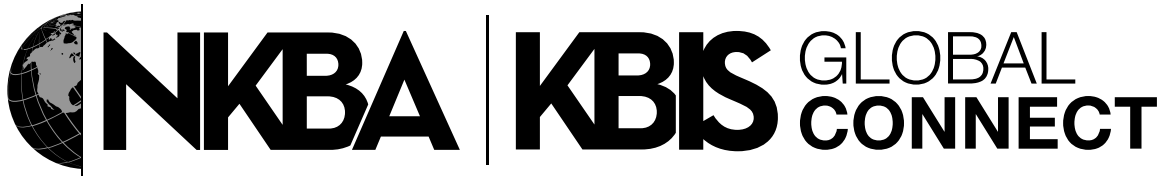
Introduction

NKBA Global Connect equips international companies with the support and professional community access they need to thrive in North America. We provide market intelligence, brand positioning guidance, and connections to key North American audiences. By combining NKBA's expert marketing execution with access to a diverse and influential member network, we help businesses increase visibility, build meaningful relationships, and generate strong market demand – ultimately accelerating their success in the lucrative and competitive \$228 billion North American market.

Where is NKBA Global Connect Today

Global Connect Members/SAPs Around The World Include:

Austria	Finland	Morocco
Belgium	Germany	Netherlands
Brazil	India	Poland
Cambodia	Ireland	Spain
China	Italy	Turkey
Colombia	Malaysia	UK
		Vietnam



Global Connect Annual Program

International Business Membership

Basic NKBA Membership for new-to-North America international brands.*

Cost: \$3,750

Global Connect Member Add-On Packages

Advisor Access

NKBA has vetted a group of independent industry experts available for consultation on key topics vital to the success of doing business in North America. Receive one-hour free consultation with advisors of your choice included in this package. This equates to nearly 20 hours of consultation and nearly \$5,000 in value. Additional fees apply if you seek additional consultation.

Cost: \$2,500

Enhanced Marketing Package

NKBA offers valuable ways to get in front of our 55,000+ members. Choose this plan if you wish to elevate your brand's awareness within the NKBA community via our digital marketing platforms. Global Connect members receive this marketing package at a nearly 20% discount.

Cost: \$4,500
(custom packages available)

All-Access (Advisor + Enhanced Marketing Package)

Does your expansion into North America require the expertise of the vetted advisors as well as the support of NKBA's marketing platforms? Then bundle these two packages and receive a 7% discount!

Cost: \$6,500

Program Benefits

	International Membership	Advisor Add-On	Marketing Add-On	All-Access (Advisor + Marketing Packages)
Access to Market Research	✓			
Exclusive New Member Announcement	✓			
Online Resource Library	✓			
KBIS Discounts	✓			
Use of NKBA KBIS Logo	✓			
Access to NKBA Job Board	✓			
Sponsorship Opportunities at National Level	✓			
CEU Provider Opportunities	✓			
Access to NKBA Educational Opportunities	✓			
Latest U.S. News on Industry Legislation	✓			
Access to NKBA Advisors		✓		✓
Access to Curated Marketing Opportunities			✓	✓
	\$3,750	\$2,500	\$4,500	\$6,500

**Deadlines apply for KBIS discount.*

Note: Membership rate requirements up to \$10M in North American revenue. \$10M and above requires standard revenue-based NKBA membership.



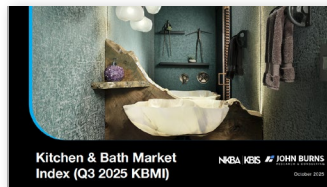
Market Research

NKBA Global Connect members have full access to highly valuable, proprietary NKBA market research tracking economic, design, market sentiment, and lifestyle/lifestage trends. Use of these studies will offer insights to the North American market not easily found in traditional syndicated studies. As the association releases new studies, NKBA Global Connect members will be invited to download these reports free of charge, a more than \$20,000 value.

Current Reports



**KITCHEN & BATH MARKET
OUTLOOK UPDATE**
2025



**KITCHEN & BATH MARKET
INDEX Q3**
2025



**SUSTAINABILITY IN
KITCHEN & BATH DESIGN**
2024



2026 BATH TRENDS
2025



2026 KITCHEN TRENDS
2025



**LIGHTING IN KITCHEN &
BATH DESIGN**
2024



Membership

Membership delivers promotional and educational messages through a variety of channels, including newsletters, webinars, event sponsorships, and social media platforms.

NKBA Profile Page:

NKBA Global Connect members are invited to build a company profile page on NKBA.org, giving them the opportunity to share their company story, product line, and distribution information, and sales team member contact information.

Quarterly Roundup Article:

Members will be included in one quarterly round-up article, announcing new Global Connect members. The release will be posted on the NKBA Global Connect News section of the NKBA website and distributed to domestic and international kitchen and bath industry press.

NKBA.org Blog Post Announcing Membership:

New members will have the opportunity to provide information about their company for inclusion in a unique blog post announcing their membership in NKBA Global Connect. This blog post will provide a great way to introduce yourself to NKBA members!

Opportunities to Create NKBA Education Programs:

These include paid opportunities for manufacturers to reach and inform NKBA member designers, kitchen and bath studios, showrooms, and distributors. NKBA-approved Continuing Education Units (CEUs) demonstrate subject matter expertise.

Access to Online Resource Library:

Increase your North American market knowledge with exclusive access to our carefully curated online resource library — designed specifically to support Global Connect members. Explore a growing collection of webinars, panel discussions, articles, market research reports, trend insights, and more — all tailored to help you navigate and succeed in the North American kitchen and bath market.

KBIS Benefits

Attend North America's largest and most prestigious trade show dedicated to kitchen and bath design - KBIS. This immersive event brings together 650 exhibitors showcasing the latest products, trends, and technologies in nearly 500,000 square feet of exhibit space. Whether you're searching for inspiration, networking opportunities, or cutting-edge solutions, KBIS is the must-attend event for all design industry professionals.

- NKBA member discount at KBIS; deadlines apply.
- Sponsorship opportunities to increase brand visibility.
- A discounted delegation program package including VIP tickets to key KBIS events and programming. Delegation program rates and activities vary per KBIS. Details to be provided prior to each KBIS.
- NKBA Global Connect promotional support, including directory listings, recognition in KBIS press materials, and exclusive presentation opportunities in the dedicated NKBA Global Connect space. Fees apply.



NKBA Global Connect Advisors



KATE BAILEY
VP Category Management
Residential
Ferguson Enterprises



KENN BUSCH
Founder
Material Intelligence
& Climate Positive Now



BRUCE CASE
President | CEO
Case Architects & Remodelers



JEANNE CHUNG
Interior Designer
Cozy Stylish Chic



CHERYL CLENDENON
Principal
In Detail Design



EVAN COHEN
Principal
Quality Marble & Granite



NORA DEPALMA
Founder & Chief
Executive
Dialogue Marketing



LAETITIA LAURENT
Principal & founder
Laure Nell Interiors



DWAYNE LUSK
President & Managing Member
Kitchen Logistics LLC
& Neuline Cabinets



ERIC MARSHALL
Principal
Closet Training Guru



STACY MCCARTHY, CMKBD
Principal
Stacy McCarthy Design



WILLIAM (BILL) MORELY
Cofounder and Senior Strategist
HillStaffer



LUANN NIGARA
President
LuAnn Nigara, Inc



JEREMY PARCELS, CKBD
Owner & Principal Designer
Parcels Design Studio



GREG ROHL
Sales & Marketing
Specialist
The Rohl Model



SAM ROSE
Director - Pro
Home Depot Design Center



ANDREW SAVANT
President
Pinnacle Sales



LISA STEN
CEO
Harrell Design Build
San Fran/Mtn View



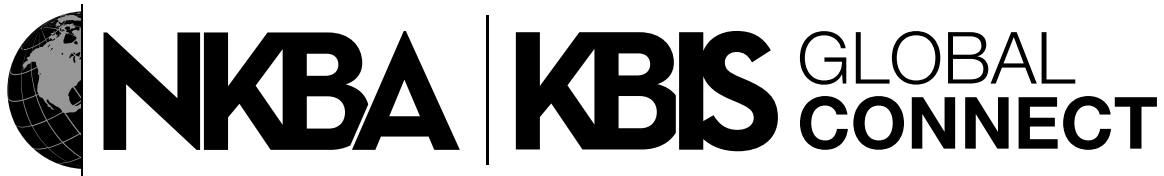
JOHN WATSON
EVP Industry Relations
& Business Development
IAPMO Group



CRAIG WEBB
President
Webb Analytics



MICHAEL WRIGHT, CKBD
Principal
Wright by Design



2026 Calendar

Throughout the year, NKBA travels to trade shows, fairs, and other industry-related events to further the Global Connect mission of connecting the international kitchen and bath industry. We also host virtual events for our members to learn more about the North American market through NKBA's industry-leading research. Learn more about key international shows in 2026 below, and feel free to reach out if you want NKBA to attend events in your market.

NKBA participation in the below shows is to be determined.

JANUARY

[Maison et Objet](#)

January 15-19 | Paris, France

FEBRUARY

[KBIS 2026](#)

February 17-19 | Orlando, USA

MARCH

[IMM India](#)

March 11-14 | New Delhi, India

[Interzum Guangzhou](#)

March 28-31 | Guangzhou, China

APRIL

[Salone Del Mobile](#)

April 21-26 | Milan, Italy

MAY

[Kitchen & Bath China](#)

May 26-29 | Shanghai, China

JUNE

[InstallerSHOW](#)

June 23-26 | Birmingham, UK

SEPTEMBER

[Küchenmeile](#)

September 19-25 | Germany

OCTOBER

[Decorex](#)

October | London, UK

NOVEMBER

[Unicera](#)

November 2-6 | Istanbul, Turkey



Contact Kevin Shea, Global Accounts Sales Specialist

nkba.org/globalconnect | kshea@nkba.org

Thank You to Our Strategic Alliance Partners

