



## 2026 International Business Membership Program



**Elevate. Expand. Empower.**

Navigating North America with Global Connect

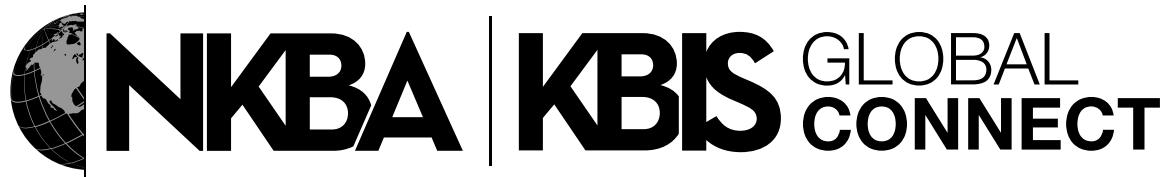


**Networking through the NKBA channels is so unique. Only as an NKBA member can you get access to so much valuable information, in particular, the industry market reports. In the end, it is the people who make the NKBA Global Connect Program a home for international brands to set sail for the North American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

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**GERALDINE MORRISON**

Chief Partnerships Officer  
Domestic & Global Brands  
NKBA | KBIS



**NOËLLE C. LAVERY**

Director, Global Connect  
NKBA | KBIS



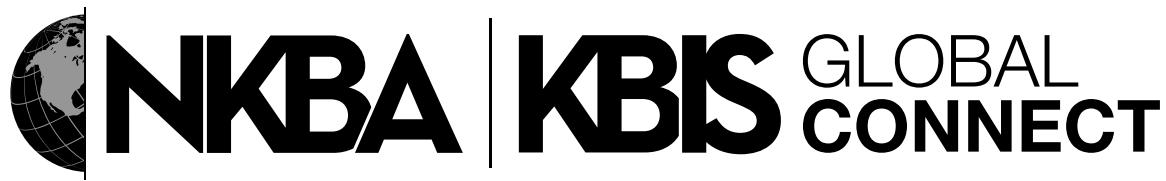
**STEVEN CAMPEAU**

Senior Manager  
Global & Government Relations  
NKBA | KBIS



**KEVIN SHEA**

Sales Specialist, Global Accounts  
NKBA | KBIS



## Introduction

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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

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## 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**

\*New to market or in process of establishing US business with less than \$10M in annual revenue.



## Program Benefits

	International Membership	Advisor Add-On	Marketing Add-On	All-Access (Advisor + Marketing Packages)
Access to Market Research	<input checked="" type="checkbox"/>			
Exclusive New Member Announcement	<input checked="" type="checkbox"/>			
Online Resource Library	<input checked="" type="checkbox"/>			
KBIS Discounts	<input checked="" type="checkbox"/>			
Use of NKBA   KBIS Logo	<input checked="" type="checkbox"/>			
Access to NKBA Job Board	<input checked="" type="checkbox"/>			
Sponsorship Opportunities at National Level	<input checked="" type="checkbox"/>			
CEU Provider Opportunities	<input checked="" type="checkbox"/>			
Access to NKBA Educational Opportunities	<input checked="" type="checkbox"/>			
Latest U.S. News on Industry Legislation	<input checked="" type="checkbox"/>			
Access to NKBA Advisors		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Access to Curated Marketing Opportunities			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**\$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

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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

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**KITCHEN & BATH MARKET OUTLOOK UPDATE**  
2025



**KITCHEN & BATH MARKET INDEX Q3**  
2025



**SUSTAINABILITY IN KITCHEN & BATH DESIGN**  
2024



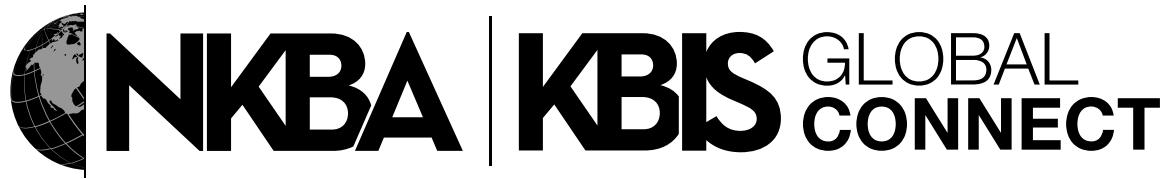
**2026 BATH TRENDS**  
2025



**2026 KITCHEN TRENDS**  
2025



**LIGHTING IN KITCHEN & BATH DESIGN**  
2024



## Membership

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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:**

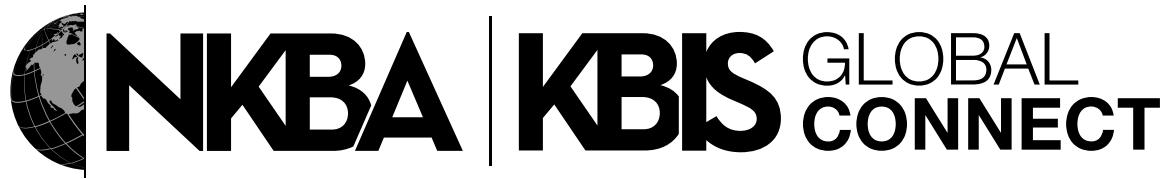
New members will have the opportunity to provide information about their company for inclusion in a unique blog post announcing their membership in NKBA Global Connect. This blog post will provide a great way to introduce yourself to NKBA members!

### **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.



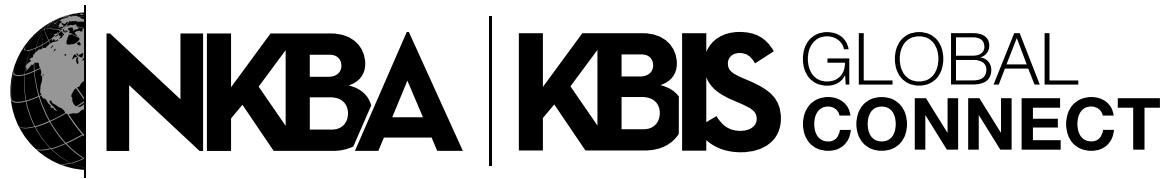
## KBIS Benefits

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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 PARCLES, 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



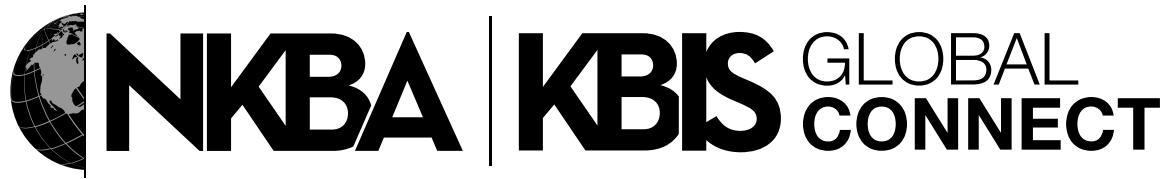
**JOHN WATSON**  
EVP Industry Relations  
& Business Development  
IAPMO Group



**CRAIG WEBB**  
President  
Webb Analytics



**MICHAEL WRIGHT, CKBD**  
Principal  
Wright by Design



## 2026 Calendar

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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**

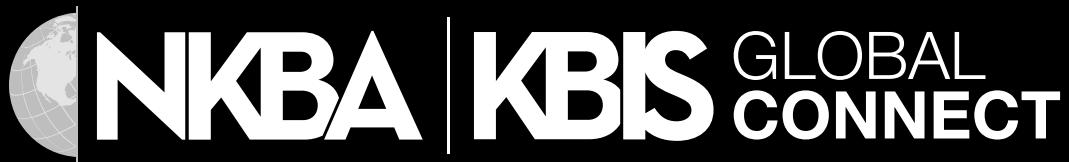
#### [Decorex](#)

October | London, UK

### **NOVEMBER**

#### [Unicera](#)

November 2-6 | Istanbul, Turkey



## Contact Kevin Shea, Global Accounts Sales Specialist

[nkba.org/globalconnect](http://nkba.org/globalconnect) | [kshea@nkba.org](mailto:kshea@nkba.org)

## Thank You to Our Strategic Alliance Partners

