

JOIN US AT THE



# Business Summit

*Doing Business in the North American  
Kitchen & Bath Sector*

**September 9 & 10, 2020**

9AM–1PM Eastern Time Daily

— *A Zoom Virtual Event* —

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## Attend for a Chance to Win!

Daily drawing for One (1) NKBA Global Connect Subscription.  
Winner must be present at the end of each day to win (\$5,500 value).

*No purchase necessary. Void where prohibited by law.*

*Opportunity to win from September 9, 2020 through September 10, 2020.*

Join NKBA CEO **Bill Darcy** and EVP and Chief Strategy Officer **Suzie Williford** as they host VIP speakers on the topics of:

- + North American Kitchen & Bath Market Outlook
- + Geographic and Demographic Distinctions and Directions
- + Lifestyle/Life Stage Trends Driving Design and Product Development
- + “Go-to-Market Strategies” — Understanding North American K&B Sales and Distribution Channels
- + The Role of the Designer in the North American K&B Market
- + Marketing to the K&B Segment
- + “How to Maximize KBIS” — Leveraging pre-show, in-show and post-show activations

To register for each day’s events and to learn more about NKBA Global Connect, visit [nkba.org/globalconnect](https://nkba.org/globalconnect).

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