

PRESS RELEASE

Cabinet Boost Returns to KBIS 2027 With Show Planning Guides

Cabinet Boost

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LONG BEACH, CA - Cabinet Boost, a marketing agency that works with cabinet, kitchen and bath businesses, will exhibit at the Kitchen & Bath Industry Show (KBIS) 2027, scheduled for February 2-4, 2027 at the Las Vegas Convention Center. The company is listed at Booth SL8191 in the official exhibitor directory and, ahead of the show, has gathered its planning material for cabinet businesses into a guide library and a working show planner.

"The show floor rewards businesses that treat marketing as a system, not an event," said Sezgin Arslan, founder and CEO of Cabinet Boost. "Show contacts go cold within days."

KBIS is the annual trade show of the National Kitchen & Bath Association (NKBA), which owns the event, and it is produced by Emerald. The 2027 edition is co-located with the NAHB International Builders' Show as Design & Construction Week, and one pass provides access to both exhibit halls. Expo floor hours run from 9 AM to 5 PM on each of the three days, according to the show FAQ.

The show is open to industry professionals only. According to the organizers, it draws kitchen and bath designers, interior designers, dealers, architects, showrooms, custom builders and remodelers, alongside more than 600 exhibiting brands. Its education program includes NEXTStage, the Voices from the Industry conference and the LUXURY Lounge.

The KBIS guides from Cabinet Boost are written for cabinet manufacturers, wholesalers, dealers and showrooms weighing a trip or a booth. The library covers what the show is and how it differs from IBS, registration, hotels, the show schedule, attendance and booth costs, NKBA membership dues and how to shortlist companies from the exhibitor list. Official registration, ticket pricing and exhibitor packages remain with the organizer at kbis.com.

The KBIS 2027 planner sets out a month-by-month timeline, from registering and booking travel in the fall to requesting meetings in December and confirming them in January. It includes a booth-planning grid with columns for company, booth, priority, reason and the specific ask, along with checklists for before the show and the week after. The planner can be used on the page without a form.

For companies staffing a booth, the agency's exhibitor guide recommends opening with one clear offer, capturing every conversation digitally rather than on business cards, and sending a first follow-up within 48 hours. Those recommendations draw on the company's own time on the show floor.

Cabinet Boost exhibited at KBIS in 2023 and 2025 in Las Vegas and at KBIS 2026 in Orlando, and attended the 2024 show, making 2027 its fourth time exhibiting. The company is a member of the NKBA. Outside the show, it provides Google Ads, SEO, AI search visibility, CRM setup and follow-up systems for cabinet businesses across the United States.

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