



**October 26-28, 2022**  
Toronto Congress Centre - Hall D

# POST SHOW REPORT 2022

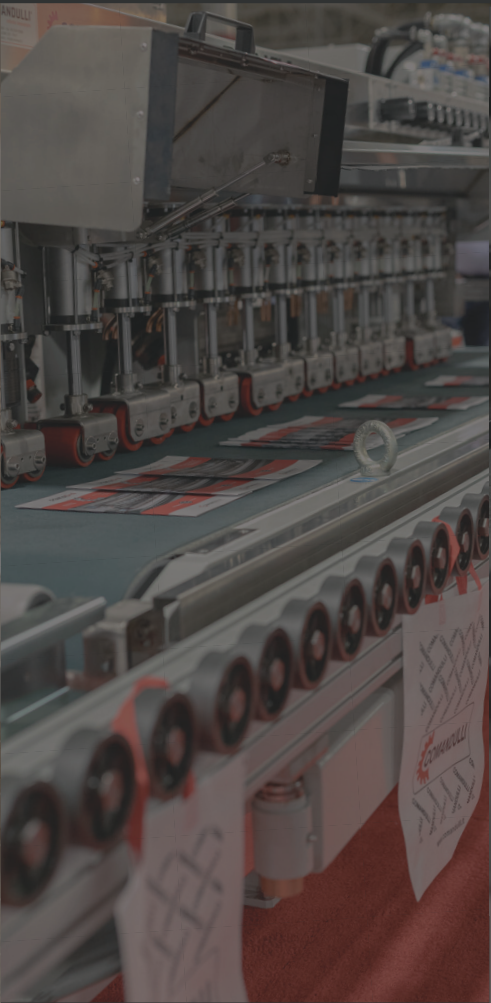
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# CANADA'S ONLY TRADE SHOW DEDICATED TO THE KITCHEN, BATH, AND STONE INDUSTRY

The **Kitchen + Bath Canada** and **StoneTech Canada Expo** is Canada's only trade show dedicated to the Kitchen, Bath, Lighting and Stone industry. For its second year, the show was held from **October 26-28, 2022** at the **Toronto Congress Centre – Hall D**

The perfect mix between KBC and STC Expo continues to foster the growth of crossover traffic as **designers, fabricators, renovators, suppliers, and project builders** discover the latest trends and the industry's new product options all under one roof.

This year, we are proud to establish a partnership with two leading associations, the National Kitchen and Bath Association (**NKBA - Ontario**) and the Terrazzo, Tile, and Marble Association of Canada (**TTMAC**) to further enhance the conference program by hosting CEU-supported sessions.

For this year's edition, we added the **demo zone** as part of the other features of the show in which attendees will be able to experience the applications of some of the latest technology in the stone industry.

KBC and STC Expo It is a meeting point for Canadian and International buyers and suppliers to network and build their businesses. The show **hosted 3 country pavilions** (Italy, India, and Jordan), and other show floor pavilions: **Illuminate Canada** – Lighting Pavilion, **NKBA Pavilion**, and **TTMAC Pavilion**.

2313

Professional Attendees  
and Buyers

147

Exhibiting Brands  
and 11 new products

16

Participating  
Countries

20

Conference sessions  
and Live Demonstrations

91%

of exhibitors are likely  
to return in 2023

85%

of attendees were very  
satisfied with the show

# ATTENDEE REVIEW

## Facts & Figures

**Attendance was up 27% from 2021.**

### Top attending countries

1. Canada
2. United States of America
3. India
4. Italy
5. Turkey

**80%**

Discovered new products and innovations at the show.

**94%**

Would attend in 2023 for its 3rd edition.

**91%**

are likely to recommend the show to a friend or a colleague in the industry.

# 2313

### Industry professionals

From the kitchen and bath, stone technology, and lighting industry, gathered all under one roof.

# 9

### Different Countries

Canada, United States, India, Italy, United Arab Emirates, Colombia, Brazil, China, and Portugal.



“This is our 2nd year at the show and we’ve enjoyed it every time. It’s been a great show for us, we’ve gotten great exposure, great deals and exposure from different industries as well ”

Paolo Saccon  
Owner of Intel Power Inc.

# ATTENDEE BREAKDOWN

## BY TYPE OF BUSINESS

Kitchen and Bath Design	19%
Stone Fabrications	15%
Wholesale/Distribution	12%
Interior Design	12%
Building and Construction	10%
Designers	7%
Architecture	5%
Installer Remodelers/Renovations	4%
Stone Machinery	3%
Decorative Plumbing & Hardware Tools	3%
Other	9%

## BY DESIGNATION

Manager	20%
Owner	16%
Sales	12%
Director	12%
Designer	11%
President	11%
CEO	8%
Marketing	3%
Business Development Manager	2%
Project Manager	2%
Other	1%

## TOP 5 REASONS WHY THEY VISIT

<b>26%</b>	To See New Products / Innovation
<b>14%</b>	To Identify New Opportunities
<b>14%</b>	To Source New Suppliers
<b>12%</b>	To Network amongst the Industry
<b>10%</b>	Meet Existing Suppliers

## BY INTEREST

Cabinet and Fixtures	11%
Vanities	9%
Natural Stone/Engineered Stone	8%
Ceramic/Tile	8%
Stone Machinery	7%
Furnitures and Furnishing Systems	7%
Accessories, Adhesive, Material & Fixtures	6%
Hardware and Tools	6%
Flooring/ Floor Coverings	6%
Lighting and Fixtures	6%
Others	27%

## BY COMPANY SIZE (# OF EMPLOYEES)

1 - 10	56%
11 - 50	27%
51 - 100	7%
101 - 1000	7%
1000 or more	3%

“ It’s been great running into our friends in the industry. Seeing familiar faces in all of these kinds of trade shows, building those relationships over and over again have been great and we really thank Kitchen and Bath Canada Expo for that ”

Shelby Novak  
Co-Founder of ID Exclusive

# EXHIBITOR REVIEW

## Facts & Figures

# 147

Exhibiting Brands

# 7

Different Countries

# 6

Pavilions

1. Italy Pavilion
2. India Pavilion
3. Jordan Pavilion
4. Illuminate Canada Pavilion
5. NKBA Ontario Chapter Pavilion
6. TTMAC Pavilion

## FEATURED EXHIBITORS



**GranQuartz**  
Canada Inc.

**flexijet** 3D  
North America

**Intel Power** INC



**MSI**  
Making Dream Surfaces Attainable



**COMANDULLI**



**Omnify**

**impect**

**möbel**  
Cabinetry

**Stonex**  
Exceptional. Every step of the way.

... and many more!



“The show has been fantastic, we’ve had very specific excellent leads that we’ve had a number of new dealerships to connect with us in the future. We’ve also found some great partnerships by connecting with all the other exhibitors here”

Mark Elgersma  
General Manager – Mobel Cabinetry

# EXHIBITOR REVIEW

## Facts & Figures

**3 Major industries**  
**all under one roof.**

KITCHEN, BATH, AND STONE



**95%**

regards the show as "important" to "very important" show for their business.

**82%**

say they are satisfied with their live experience in 2022



“ Thank you and your team for all the efforts you made to create this show. We wish you the best. Sasso Canada is proud to be part of the event! See you next year in Toronto ”

Mario Caroselli Leali  
President, Sassomeccanica Spa - Italy



# THE CONFERENCE

91% rated the selection of the speakers "Excellent" to "Good"  
86% rated their conference experience "Excellent" to "Good"



**Dale Kempster**  
Schluter Systems



**Deborah Gottesman**  
Gottesman Associations



**Badr Salhia**  
CIOT



**Donna Church**  
Kohler Co.



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**Pierre Hebert**  
SIKA Canada



**Roz Kavander**  
Roz Morgan Design



**14**  
Conference  
Sessions

**17**  
Speakers  
& Moderators

**624**  
Conference  
Attendees



**Afsheen Khan**  
PICCO Engineering



**Tom Butter**  
The Lighting Agora

"What I found in this conference that there have been such a diversity in speakers. They brought a speaker in that spoke specifically about project management and how to run your company, and how to be creative and innovative, and how to better plan for the future in a more strategic way. And I find that quite unique because you don't always get that from conferences"

Peter Berry  
Co-Founder of at Bella Vita Designs



# STEPPING INTO THE WORLD OF KITCHEN, BATH, AND STONE THROUGH INDUSTRY LEADERS AND PROFESSIONALS

## TOPICS COVERED

- Tiles - Problems and Solutions
- The Aging Eye – Improving the Quality of Life in the Home by Improving the Quality of Light in the Home
- Moving Forward, New Challenges in the Industry
- Stone Fabrication Insights
- Let's Talk About Colour; The Challenge of Getting Colour Right
- CASE STUDY: The Utopia Project
- Building a community with your brand in the lighting, kitchen, bath and stone industries
- Dynamic Coefficient of Friction – Do you consider Slip Resistance on your projects?
- Residential Lighting Design - Light Me the Way Home!
- Polished Concrete Floors
- The Self-Care and Wellness Benefits of Luxury Kitchens and Bathrooms
- Sustaining Success and Doing The Right Things Right
- TRENDS & SOLUTIONS FROM THE INDUSTRY - industry professionals weigh in on the trends and solutions in their respective segments
- The Rise of Ultra Compact Surfaces

97%

of attendees rated the program "Excellent" to "Good"

85%

of attendees found the session has improved their understanding of the industry

4

NKBA Approved CEU Sessions



# SHOW FEATURES

## DEMO ZONE

Sponsored by



**StoneTech Canada's** first feature ran throughout the 3 days. Where world leading brands demonstrated their latest products and innovations. Focusing on the latest breakthroughs in use of materials and technology in today's manufacturing.



## BOOTH & PRODUCT AWARDS

**BEST BOOTHS OF 2022 WINNERS**  
– by booth size

### Kitchen + Bath Canada

- Mobel Cabinetry (LARGE)
- BLUM (MEDIUM)
- EGLO Canada (SMALL)

### StoneTech Canada

- GranQuartz Canada (LARGE)
- MSI Surfaces (MEDIUM)
- Stonex Granite & Quartz (SMALL)

**BEST INNOVATIVE PRODUCT AWARD 2022 WINNER**  
– presented by NEXTHOME

- **Better Distribution**  
The Natufia One



# CAMPAIGN REVIEW

## HOW DID YOU HEAR ABOUT THE SHOW?

**44%**

Email Campaigns

**25%**

Social Media Channels

**17%**

Personal Invitation from Exhibitor(s)

**14% Other**



**188**

Social Media Posts,  
349 stories, 6 reels  
and 3 videos



**254.8k**

Impressions,  
9,734 Clicks,  
3,538 interactions  
and 22% followers  
increase



**2,715**

Impressions,  
209 Clicks,  
966 Reactions  
and 165.2% followers  
increase



**40,228**

Website total  
page views



**7**

Media  
partnerships



**80**

Email Campaigns  
sent out



**6**

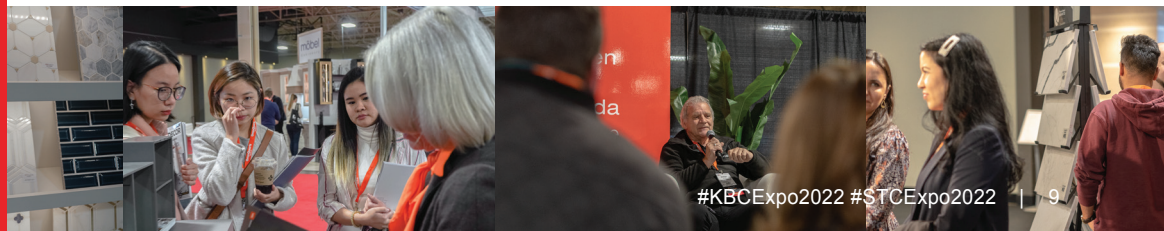
Press releases

## BREAKDOWN OF PROMOTIONAL ACTIVITIES:

- **35%** Email Campaigns from organizers and partners
- **25%** Social media channels, press releases, and media coverage
- **16%** Printed ads, direct mail, and flyer distribution
- **12%** kbcexpo.com and stonetechcanada.com
- **8%** Online Ads
- **4%** Event participation

“ Really educational moments here. Reconnecting with big brands and learning about new products that are exhibiting ”

Scott Nguyen  
Co-Founder of ID Exclusive



# START PLANNING FOR KITCHEN + BATH CANADA & STONETECH CANADA

OCTOBER 25-26, 2023  
TORONTO, CANADA



CO-LOCATED EVENT

## CONTACT US

**Nasser Deeb**

Show Director  
nasser.deeb@expohut.ca  
+1 (905) 232 6331 | +1 (647) 219 6331

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