

KBIS 2027 BOOTH BUILDER

100-Point RFP Scorecard

Compare evidence, engineering, scope, Las Vegas execution and normalized project cost before choosing an exhibit partner.

KBIS 2027	Dates	Venue	Edition
Kitchen & Bath Industry Show	February 2-4, 2027	Las Vegas Convention Center	Methodology 1.0 Aug. 24, 2026

1	Enter the same RFP brief and proposal assumptions for every finalist.
2	Apply the eight pass-or-fail gates. A high score never overrides a failed gate.
3	Score all 32 criteria and require evidence before awarding full points.
4	Normalize outside costs and unowned scope before comparing proposal totals.

Independent tool: Purple Exhibits is not affiliated with, sponsored by or endorsed by KBIS, NKBA or Emerald.
Apply the same criteria, evidence caps and gates to Purple Exhibits and every other bidder.

JUST SHOW UP. We'll handle the rest.

How to Score Each Proposal

Use a 0-5 rating, then cap it by the evidence supplied. Weighted points total 100.

Evaluation Category	Points	Your Score	Evidence / Notes
Relevant KBIS and product-category proof	15		
Strategy and exhibit design	10		
Engineering and product integration	15		
Fabrication, pre-build and quality control	10		
Proposal transparency and scope completeness	15		
Las Vegas logistics and show services	10		
Installation, supervision and dismantle	10		
Project management and communication	5		
Reuse, storage and long-term value	5		
Commercial terms and change control	5		
TOTAL	100		

Rating	Meaning	Evidence Status	Maximum
5	Complete, specific and evidence-backed	Verified documentation	5
4	Strong and specific, with minor gaps	Partial documentation	4
3	Credible minimum response	Project-specific verbal answer	2
2	Partial answer with major gaps	Generic, missing or contradictory	0
1	Generic sales language		
0	Missing, contradictory or unacceptable		

**Decision bands: 90-100 Evidence-backed leader* | 80-89 Strong finalist | 70-79 Conditional finalist
60-69 Material risk | Below 60 Do not select without major remediation**

*Leader requires every gate to pass and scope clarity of at least 90%. Any failed gate overrides the numerical score.

All 32 Weighted Criteria - 1 to 16

Score each line 0-5, document the evidence, then apply the evidence cap shown on page 2.

#	Category	Weighted Criterion	Wt	Score	Evidence / Notes
1	Relevant KBIS and Product-Category Proof	Completed KBIS or comparable-show evidence with real photos and a defined role	4		
2		Relevant product-category and integration complexity	4		
3		Similar booth scale and visitor experience	4		
4		Verifiable references and outcome proof	3		
5	Strategy and Exhibit Design	Response reflects business goals and priority audiences	4		
6		Product hierarchy, aisle impact, visitor flow, demonstrations and meetings	3		
7		Design rationale, buildability, accessibility and staff function	3		
8	Engineering and Product Integration	Structural and production engineering, loads, code and approvals	3		
9		Product dimensions, weights, supports, mounting and clearances	3		
10		Electrical, plumbing, drainage, ventilation and data schedules	3		
11		Working-display testing, safety, maintenance and backup plan	3		
12		Rigging, service access, coordination drawings and ownership	3		
13	Fabrication, Pre-Build and Quality Control	Fabrication source, materials, accountability and quality standards	3		
14		Pre-build, fit testing, graphics, lighting, AV and product-testing plan	4		
15		Receiving, inspection, packing, labeling, inventory and defect handling	3		
16	Proposal Transparency and Scope Completeness	Itemized scope and deliverables	4		

Formula: weighted points = capped rating / 5 x criterion weight. Record a source, document, photograph, reference or project-specific explanation.

All 32 Weighted Criteria - 17 to 32

Score each line 0-5, document the evidence, then apply the evidence cap shown on page 2.

#	Category	Weighted Criterion	Wt	Score	Evidence / Notes
17	Proposal Transparency and Scope Completeness	Fixed pricing, estimates, allowances and assumptions distinguished	3		
18		Inclusions, exclusions and client responsibilities	3		
19		Freight, drayage, show services, I&D, site support and storage clarified	3		
20		Ownership, rental terms, proposal version and validity	2		
21	Las Vegas Logistics and Show Services	KBIS service kit, deadlines, forms, EAC and insurance ownership	3		
22		Freight, advance warehouse, marshaling, move-in, drayage and empties	4		
23		Official services, overtime, clean floor, forced freight and outbound plan	3		
24	Installation, Supervision and Dismantle	Installation sequence, crew, hours and schedule	3		
25		Named supervisor, authority, provider coordination and punch-list plan	4		
26		Show-day response, dismantle, repacking and outbound handoff	3		
27	Project Management and Communication	Named lead, handoff, schedule, dependencies and client responsibilities	3		
28		Communication cadence, decision log, response standards and escalation	2		
29	Reuse, Storage and Long-Term Value	Ownership, modularity, resizing and reuse plan	3		
30		Inventory, storage, refurbishment and redeployment cost	2		
31	Commercial Terms and Change Control	Payments, approvals, revisions, cancellation and client-delay terms	3		
32		Change orders, labor rates, warranty, damage and allowance true-up	2		

Formula: weighted points = capped rating / 5 x criterion weight. Record a source, document, photograph, reference or project-specific explanation.

Eight Mandatory Gates

Complete these before comparing price. Pending means hold and clarify; failed means stop.

#	Pass-or-Fail Requirement	Pass / Pending / Fail	Evidence / Notes
1	Real completed-work evidence is available		
2	The proposed design can be engineered and approved		
3	Product weights, utilities and installation ownership are addressed		
4	Inclusions and exclusions are defined		
5	A realistic schedule is provided		
6	EAC, insurance and venue readiness are confirmed		
7	A named project manager and show-site escalation contact are assigned		
8	Freight, I&D, dismantle and outbound-shipping ownership are defined		

Decision overlay

1. Any failed gate overrides the numerical score.
2. A score below 60 is Do not select without major remediation.
3. For scores of 60 or more, a core category below 60% is a high-risk warning.
4. Evidence-backed leader requires 90-100 points, every gate passed and at least 90% scope clarity.

24-Line Scope and Cost Normalizer

Name an owner for every responsibility; then record how it is priced and any amount outside the proposal.

Responsibility Line	Owner	Pricing	Outside \$
Discovery and design	TBD	Not addressed	
Design revisions	TBD	Not addressed	
Engineering and approvals	TBD	Not addressed	
Exhibit structure	TBD	Not addressed	
Custom fabrication	TBD	Not addressed	
Rental components	TBD	Not addressed	
Graphics	TBD	Not addressed	
Product receiving and inspection	TBD	Not addressed	
Product integration and testing	TBD	Not addressed	
Flooring	TBD	Not addressed	
Furniture	TBD	Not addressed	
Lighting	TBD	Not addressed	

Responsibility Line	Owner	Pricing	Outside \$
AV and content	TBD	Not addressed	
Internet	TBD	Not addressed	
Hanging sign and rigging	TBD	Not addressed	
Electrical	TBD	Not addressed	
Plumbing	TBD	Not addressed	
Inbound and outbound freight	TBD	Not addressed	
Drayage and material handling	TBD	Not addressed	
Installation and dismantle labor	TBD	Not addressed	
On-site supervision	TBD	Not addressed	
Cleaning and security	TBD	Not addressed	
Dismantle and repacking	TBD	Not addressed	
Storage and refurbishment	TBD	Not addressed	

Scope clarity

Percentage of these 24 responsibility lines with a named owner rather than TBD. Leader threshold: at least 90%.

Normalized project cost Stated proposal price + expected outside costs + normalization adjustments.

Blank amounts remain unresolved; they are not zero. Enter 0 only when zero is intentional.

Finalist Meeting Questions and Red Flags

Ask every finalist the same questions. Record the answer, promised evidence and follow-up owner.

1

Show three completed projects closest to our KBIS booth and explain your exact role on each.

2

What is the most difficult part of our brief, and how will you reduce that risk?

3

Which product details must be final before engineering begins?

4

Who receives, inspects, installs, tests, cleans and repacks our products?

5

Which elements are custom, rental and client-supplied?

6

What will be pre-built or tested before shipping?

7

Which official show services will you coordinate, and which will we pay directly?

8

What freight and drayage assumptions are included in the price?

9

Who will supervise installation in Las Vegas, and what authority will that person have?

10

What is not included that exhibitors often assume is included?

Proposal red flags

- Renderings without completed-work evidence

- No named project manager or show-site supervisor

- Freight, drayage and I&D treated as one vague line

- Allowances without assumptions or true-up rules

- A lump-sum price with unpriced responsibilities

- No product-integration or utility plan

- No written dismantle or outbound-shipping plan

- Pressure to award before scope is comparable

Methodology, Limitations and Sources

Keep the HTML article as the current source of truth; this PDF is a printable companion.

Methodology notes

- 32 criteria total 100 weighted points.
- Reviewer ratings are capped by the strength of evidence supplied.
- Eight gates test risks that should not be averaged into a score.
- Scope clarity uses the same 24 responsibility lines for every bidder.
- Weights and review bands are procurement aids based on Purple's professional judgment; they are not independently validated predictors of show performance.



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Definitions

Freight	Transportation of the exhibit to and from Las Vegas.	Separate carrier and routing assumptions from venue handling.
Drayage	Material handling between venue receiving and the booth.	Do not treat it as freight; rates and ownership differ.
I&D	Installation and dismantle labor that builds and removes the exhibit.	Compare crew, hours, overtime and supervision.
EAC	Exhibitor Appointed Contractor hired for eligible services.	Confirm current notice, insurance and compliance requirements.
Allowance	A budget placeholder that may true up to actual cost.	Document its basis and who carries overage risk.

Primary sources

- Official KBIS: <https://kbis.com/>
- KBIS exhibitor FAQ: <https://kbis.com/show/faq/>
- KBIS Exhibitor Resource Center: <https://kbis.com/exhibitor/exhibitor-resource-center/>

Recommended citation

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Proof before promises. Scope before price. Ownership before opening day.