

Kate Stallings Selected to Speak at 2027 NAHB International Builders' Show

Stallings of Kate Creative Media presents "The 'Invisible' Showroom: Marketing the High-End, Functional Luxury Kitchen to the 2027 Consumer" at IBS 2027.

CANTON, MA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Kate [Stallings](#), founder and owner of [Kate Creative Media](#) LLC, has been selected to speak in person at the 2027 NAHB International Builders' Show (IBS), one of the largest annual events in the residential construction industry, taking place February 2-4, 2027, at the Las Vegas Convention Center in Las Vegas, Nevada.



Kate Stallings, owner of Kate Creative Media Web Marketing Services

Stallings will present "The 'Invisible' Showroom: Marketing the High-End, Functional Luxury Kitchen to the 2027 Consumer," a session centered on a shift she has tracked closely during nearly a decade working with contractors, remodelers, design-build firms and kitchen and bath

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As AI transforms how consumers research luxury brands, your digital presence must build trust 24/7. At IBS 2027, we'll explore actionable strategies to convert online authority into closed sales.”

Kate Stallings

professionals nationwide: today's luxury consumer often makes up their mind about a brand long before ever walking through a showroom door, if they walk through it at all.

"The showroom used to be where the sale happened. Now it's often just where the sale gets confirmed," said Stallings. "By the time a high-end kitchen buyer contacts a dealer or designer, they've usually already researched materials, compared brands, and formed an opinion online. If a showroom's digital presence isn't doing that selling work first, the physical space may never get the chance to close

the deal. That's the 'invisible' showroom I want to walk through with IBS attendees, the one that's working for a brand 24/7, whether a customer ever sets foot inside or not."

The session will translate that shift into practical marketing strategies for kitchen and bath dealers, cabinetry and appliance showrooms, designers, remodelers and luxury home brands looking to convert digital visibility into showroom traffic and closed sales in 2027 and beyond. Stallings will also address how customer discovery is changing as artificial intelligence becomes increasingly integrated into online search. As consumers use AI-powered platforms alongside traditional search engines to research products, companies and professionals, businesses are being challenged to think beyond ranking in search results and consider whether their digital presence establishes enough authority and trust to be recommended.

The IBS engagement builds on Stallings' growing national speaking presence across multiple industries. In September 2024, she traveled to Bellevue, Washington, to present in person at the Electrical Generating Systems Association's (EGSA) Fall Conference, delivering "Using AI Applications Within Your Generator Business: Optimization and Automation," a session on applying artificial intelligence to improve operations, efficiency and automation in the onsite power generation industry.

Stallings has continued speaking on the evolving intersection of artificial intelligence, search and digital marketing, and is a repeat presenter for the National Kitchen & Bath Association (NKBA), delivering sessions on AI-powered search, digital transformation in kitchen and bath marketing, and adapting websites and marketing strategy for the AI search era.

"AI is changing how people discover businesses, but it's also changing how businesses need to think about their entire digital presence," Stallings said. "Getting found is no longer the only goal. Increasingly, businesses need to demonstrate enough authority, clarity and trust online that both people and AI platforms can understand who they are, what they do and why they should be considered."

For Stallings, IBS 2027 is another opportunity to bring those conversations to an industry where the digital customer journey increasingly begins before a homeowner visits a showroom or meets with a designer.

About Kate Creative Media LLC

Founded in 2017, Kate Creative Media LLC is a web design and digital marketing agency with offices in Canton, Massachusetts, and Boca Raton, Florida, building websites paired with tailored digital marketing strategies for contractors, remodelers, design-build firms, kitchen and bath professionals, and other growth-focused businesses nationwide.

Kate Creative Media is the preferred web marketing partner of the Builders and Remodelers Association of Greater Boston (BRAGB). Founder Kate Stallings has been recognized among the "Most Influential Entrepreneurs" by Yahoo Finance and Nasdaq and is a frequent industry speaker on digital marketing, AI-powered search, website strategy and evolving consumer search behavior.

For more information about Kate Creative Media, visit katecreativemedia.com.

About the NAHB International Builders' Show

The National Association of Home Builders' International Builders' Show (IBS) is one of the world's largest annual gatherings for the residential construction industry, bringing together builders, remodelers, designers, manufacturers and suppliers for education, networking and new product introductions.

The 2027 NAHB International Builders' Show will take place February 2-4, 2027, at the Las Vegas Convention Center in Las Vegas, Nevada.

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