FIT SHOW 2023 VISITOR DATA OVERVIEW

FIT SHOW VISITORS
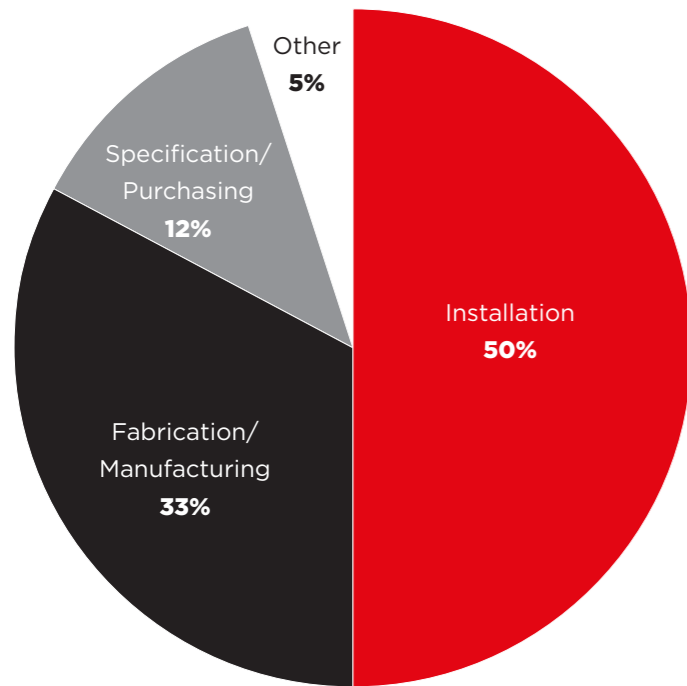
2023 saw 9397 visitors attend the show over 3 days

9,397

2022 saw 9473 visitors attend the show over 3 days

9,473

OVERALL MAIN ACTIVITY:

- Installation **50%**
- Fabrication/Manufacturing **33%**
- Specification/Purchasing **12%**
- Other **5%**

61%
of visitors to FIT Show 2023 are considering new suppliers as a result of attending the show

£730,000
is the average potential spend of visitors to FIT Show 2023

BREAKDOWN OF MAIN ACTIVITY:

Installers	2732
Fitters	1630
Fabricators	1949
Product Manufacturer/Supplier	3056
Building/Construction/Property Development	1926
Glaziers	1552
Systems Manufacturers/Extruders	1087
Architects/Designers/Specifier	677
Contractors	647
Surveyors	434
Merchants/Trade Counters	380
Trade Counters	352
Joiners	325
Marketing/PR/Trade Bodies	315
Glass Processors	303
IGU Manufacturer	251
Public Sector/Local Authority/Housing Assoc	178
Machinery Manufacturers	154
Other	292

OUR VISITORS WANT TO SEE MORE OF THESE PRODUCTS AT FIT SHOW 2025

- UPVC
- Aluminium
- Systems
- Garage Doors
- Decking
- Garden Rooms
- Fencing
- Balustrades
- Timber
- Roofing
- Ventilation
- Steel

REASONS VISITORS ATTEND FIT SHOW

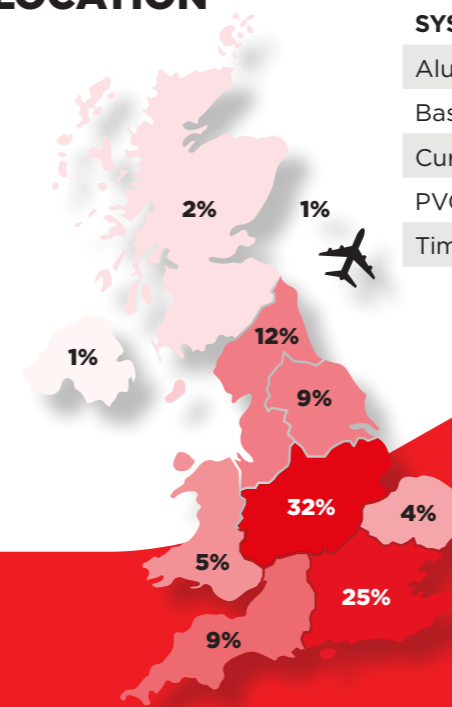|	
Sourcing the latest products and technology	20%
Meeting, networking with colleagues & customers	18%
To keep abreast of changes in the industry	19%
A visit to the FIT Show is important to my role	18%
Expert insight and practical advice	14%
For the seminars and learning opportunities	11%

JOB FUNCTIONS

Owner/Director/Senior Management	23%
Manager/Executive	23%
Installer/Fitter	19%
Builder/Contractor/Developer	10%
Fabricator	7%
Architect/Designer/Specifier	6%
Production/manufacturing/engineer/operations	6%
Buyer/procurement	4%
Other	2%

CUSTOMER GEO LOCATION

Midlands	32%
London & South East	25%
North	12%
South West	9%
Yorkshire	9%
Wales	5%
East Anglia	4%
Scotland	2%
Northern Ireland	1%
International	1%

PRODUCT TYPES OUR VISITORS ATTENDED TO LOOK FOR

Doors	6214
Windows	5233
Glass	4620
Hardware	4038
Materials	3427
Installations	3351
Systems	3219
Roofing	3165
Machinery	2817
Smart Technology	2772
Software	2590
Marketing	2471
Outdoor Living	2372
Services	1949
Other	1494

MATERIALS

Aluminium	20%
Composite	15%
Glass	14%
Metal	7%
PVCu	17%
Steel	6%
Timber	8%
All	13%

SYSTEMS

Aluminium Systems	33%
Base and Wall Systems	11%
Curtain Walling/Commercial	16%
PVCu Systems	26%
Timber Systems	14%

FIT SHOW 2025
NEC BIRMINGHAM
29 APRIL - 1 MAY 2025