

POST SHOW REPORT

CELEBRATING A DECADE OF INNOVATION





FIT SHOW 2023 MARKED A FULL DECADE SINCE THE EVENT LAUNCHED.

The campaign centred around celebrating a decade of innovation at the UK's no.1 trade show for the window, door, glass, hardware, roofing and components industry.

A huge challenge for 2023 was retaining our audience whilst running two shows back-to-back, with our 2022 event being our covid-delayed 2021 edition. FIT Show will return to the NEC from 29 April - 1 May 2025, following a biennial frequency thereafter. The show's frequency places it on alternate years with Fensterbau and reflects the needs of our audience. This meant our campaign had to work harder than ever to maintain the goodwill, engagement and momentum from 2022 in order to deliver the same audience in 2023.

The campaign worked to win the hearts and minds of our loyal community, centred around FIT Show 2023 being our tenth-year anniversary edition. In addition to re-engaging our captive and lapsed audiences, we capitalised on the post-covid lifting of travel restrictions to grow our international exhibitor base with over 40% of the line-up consisting of new and overseas brands.

The campaign was delivered across the right channels, at the right time to deliver maximum impact and was designed specifically to create a two-way conversation, engaging key audiences at every stage in their FIT Show journey.

FIT SHOW 2023 IN NUMBERS



9397
INDIVIDUAL PEOPLE
in attendance



5319
INDIVIDUAL COMPANIES
in attendance



70EXHIBITORS REPERSENTING INTERNATIONAL BRANDS



32CPD CERTIFIED SEMINARS AND DEMONSTRATIONS



£730,000

is the average potential

SPEND OF VISITORS TO FIT SHOW 2023

VISITOR PROFILE

20%
Sourcing the latest products and technology

18%
Meeting, networking with colleagues and customers

19%
To keep abreast of changes in the industry

18%
Visiting FIT Show is important to my role

14%
Expert insight and practical advice

11%
For the seminars and learning opportunities

61%

OF FIT SHOW 2023 VISITORS, WITH AN AVERAGE POTENTIAL SPEND OF £730,000,

stated that they are considering new suppliers as a result of attending the show this May.



WHO ATTENDS FIT SHOW?

A primary objective of the FIT Show 2023 campaign was to increase our fabricator and installer audience. Utilising a combination of tailored and targeted messaging, we broadened our campaign reach by working with a wider mix of third parties, including new media partners, to ensure maximum brand awareness for FIT Show 2023.

OVERALL MAIN ACTIVITY

50%
INSTALLATION

33%

FABRICATION /
MANUFACTURING

12%

SPECIFICATION /
PURCHASING

5% OTHER

BREAKDOWN OF MAIN ACTIVITY



2732INSTALLERS



1630 FITTERS



1949 FABRICATORS



3056
PRODUCT MANUFACTURER / SUPPLIER



1926
BUILDING / CONSTRUCTION /
PROPERTY DEVELOPMENT



1552GLAZIERS



1087
SYSTEMS MANUFACTURERS / EXTRUDERS



677
ARCHITECTS / DESIGNERS / SPECIFIER



647
CONTRACTORS



434
SURVEYORS



380 MERCHANTS



352
TRADE COUNTERS

BREAKDOWN OF MAIN ACTIVITY



325
JOINERS



315
MARKETING / PR / TRADE BODIES



303GLASS PROCESSORS



251
IGU MANUFACTURER



178

PUBLIC SECTOR / LOCAL
AUTHORITY / HOUSING ASSOC



154
MACHINERY
MANUFACTURERS



292 OTHER

JOB FUNCTION



23%
OWNER / DIRECTOR /
SENIOR MANAGEMENT



23%
MANAGER / EXECUTIVE



19%
INSTALLER / FITTER



10%
BUILDER / CONTRACTOR /
DEVELOPER



7%FABRICATOR



6%
ARCHITECT / DESIGNER / SPECIFIER



PRODUCTION / MANUFACTURING / ENGINEER / OPERATIONS



4%BUYER / PROCUREMENT



2% OTHER

VISITORS CAME FROM COMPANIES INCLUDING:

93%

OF THE UK'S TOP **100 FABRICATORS AND INSTALLERS** ATTENDED FIT **SHOW 2023**

ASSA ABLOY Vulcan Windows Bradbury Group Roto-Frank FTT Nationwide Windows RB Windows, Doors & Conservatories Advanced Home Improvements Goldstar Timber Frames Made For Trade Epwin Group Elite Aluminium Systems CR Smith Manufacturing Sovereign Group Affordable Windows & Construction Wakefield Glass & Aluminium Co Framexpress Crown Windows & Doors Performance Window Fabrications Specialist Building Supplies Mainstream Windows Hazlemere Windows Conservatory Outlet Anglian Home Improvements Saloria Architect Wrekin Housing Group Everglade Windows Armstrong Industries Solar Norvik Senior Architectural Systems
Olympus Conservatory Supplies The Parkside Group Windows Plus NCB Installations Nu Architectural Newglaze Windows Provincial Windows Prestige Developments Admiral Homespace BM Architectural Seal-Lite Group Universal Trade Frames

Rapid Industrial Doors Urban Design & Development Genius PVC Trade Frames The Window Company (Contracts) Southern Windows Nolan Upvc Safestyle UK M B Frames PVCu National Glass Association Metal Technology Which? Trusted Trader Shark Design Smart Systems Rooflights Direct Endurance Doors Ideal Homes Pyramid Aluminium Strata Group Smart Architectural Aluminium Systems

Climatize Windows Lendlease

Sterling PVCU

Kestrel Aluminium Systems

DW Windows SEHBAC Galaxy Windows

Easy-Trim Roofing & Construction Products

Cheshire Trade Frames

Truestyle Windows & Property Repairs Valeanto Iron Doors

Guardian Building Systems Hampton Court Windows Everest 2020

Pendragon Home Improvements

Nova Group Britelite Windows ODC Door & Glass Systems Prime Glazing Supplies Fusion PVCu Systems Now Aluminium A&B Glass Company Asset Fineline Dungannon Window Mysons Pinnacle Windows Bespoke Aluminium Solutions Lytham Window Company JPJ Installations All Glass Systems

Truly PVC Cardiff Windows & Doors Northwich Glass Frame Fast UK The Climatec Group King's Constructions Lifestyle Window Systems Belvedere Windows & Doors ToughGlaze UK Bifold Door Factory

Edgetech (UK) Thistle Windows & Conservatories
New Century Windows (Essex)
Colin's Sash Windows
Whiteline Manufacturing Safeguard Glazing Supplies

Distinction Doors Martindale Windows

Norfolk Homes John Fredericks Plastics & Aluminium

Assured Aluminium Heritage Trade Frames Direct Shopfront Vale Window Co Perfect Windows (Kent) Jack Aluminium Systems

Sliders (UK)

Reddiplex Timber Windows of Sheffield

Unity Doors

Aluminium Windows & Shopfronts

Alufold Direct Fineline Windows Custom Trade Systems Unique Window Systems

Immaculate Home Improvements L & L Architects

Comar Architectural Aluminium Systems

Modplan

Halo Windows & Doors

DuPont Performance Building Solutions Frameline

KLIC Home Evander Swish Windows

Globe Home Improvements Starglaze Home Improvements Vitrine Aluminium

Glazing Store Origin Global Rocplas Windows4you The Window Centre IG Doors

Scotia Double Glazing London Timber Window & Doors Hepworth Framework

Valley Home Improvements Soundglobal

MG Aluminium Superior Trade Frames Multitrades Windows & Doors Vintage UPVC

Quantum Profile Systesm Evans Windows (WALES)

Swadlincote Windows REHAU

Vantage Aluminium Yorkshire Trade Windows

Astraseal

Reynaers Aluminium BSI

Direct Trade Windows Total Aluminium Solutions HWL Windows Group Stafford uPVC Windows

First Choice Aluminium New Birmingham Glazing Fenster

KAT UK

Safeseal Frames

Trent Construction Solution Carlisle Window Systems Regency

Trend Home Improvements Fleetwood Architectural Aluminium

Vision Profiles LB Window Systems

Liniar British Railway

Eurocell Royal Doors Arden Windows Schueco UK Taylex Group

Quay Construction & Glazing All UPVC Windows

Ultrabright Windows Siegenia-Aubi Dekko Window Systems Arkay Windows

Britannia Windows Skylight International McFadyen Construction Direct Roofing Systems

GPG Doors & Windows Zero Seal Systems Express Bifolding Doors

Fox Glazing Solutions Premier Home Improvements

Weathershield

Carabini Construction UK Windows & Doors Group

Freefoam Building Products Woodland Properties

ICAAL Hambleside Danelaw

Countrywide UPVC M&M Windows CORGI Fenestration Abacus Agents

Ashford Commercial Masonite Kawneer

Somerville Glass & Windows 1st Choice Windows

Just Doors UK CWG Choices

Kingfisher UPVC Windows & Doors Worcester Trade Frames Selby Building Plastics

Customade Group Windows Plus Roofs

Clearview Home Improvements Vista Panels

New Era Property Group

Leamore Windows Horizon Aluminium Systems Rosemay Hotels

Kevlite

Shropshire Home Improvements

Burbage Windows Coral Windows Central Window Systems VEKA Anglian Group

Sureseal Windows Stevenswood

The Home Improvement Group

Truframe WindowPlan

CMC Aluminium Systems Hurst Doors

SolarFrame Euramax Thermoseal Group Glazerite UK Group Select Products (Yorkshire)

Skylux NV Acorn Aluminium Virtuoso Doors Allglass Anglia D&I Window Solutions Cube Commercial

Rocal

Teesside Architectural Aluminium Bedfordshire Police Clydebuilt Home Improvements

Thames Windows & Doo Warwick Development NW Green Building Store

Construction Products Association Window Warehouse

Goliath Home World

Debar

Fortress Windows & Conservatories

Sherborne Windows Spectrum Glazing The Window Shop Supply 2 Trade HI Q Windows SWC Trade Frames Panels 2000

BM Trada Platinum Double Glazing Associated Windows

Prestige Aluminium Edge Building Products Vision PVC Peak Aluminium Systems

Amber Home Improvements Trafco Building Products Horton Building Plastics Wiltshire Glass & Windows

ALUK Technoform

Nufix Home Improvements Progress Windows Fortis Windows Alternative Windows Radiance Doors Crystal Windows & Doors

World of Windows & Doors Nanak Windows

SIEGENIA O'Flanagan Homes K2 Windows & Doors (UK) DCW Window Solutions

Hydro Building Systems Westgrove Joinery Future Products Sista Trade Windows

Haus Installations Tradeglaze Qualitas Build

Deceuninck N & P Windows Rapid Frame

VISITOR PRODUCT INTEREST

The audience we drove for FIT Show 2023 had a broad mix of product and service interests. Whilst doors and windows remain a primary reason to visit, our 2023 audience expressed a growing interest in UPVC, an area we will build on for FIT Show 2025.





MATERIALS	
ALUMINIUM	20%
COMPOSITE	15%
GLASS	14%
METAL	7%
PVCU	17%
STEEL	6%
TIMBER	8%
ALL OF THE ABOVE	13%

SYSTEMS	
ALUMINIUM SYSTEMS	33%
BASE AND WALL SYSTEMS	11%
CURTAIN WALLING/COMMERCIAL	16%
PVCU SYSTEMS	26%
TIMBER SYSTEMS	14%

THE UK'S NO.1 TRADE SHOW

FOR THE WINDOWS, DOORS, GLAZING,
HARDWARE AND COMPONENTS INDUSTRY

Reinforcing FIT Show's position as the leading event for the UK, visitors attended FIT Show 2023 from every corner of the country.



9397
INDIVIDUAL PEOPLE in attendance

2% SCOTLAND

1% NORTHERN IRELAND

12% NORTH 9%
YORKSHIRE

5%
WALES

FITE SHOW STERRICHES GOING

BIRMINGHAM

32% MIDLANDS

> 4% AST ANGLIA

25% LONDON &

1%
INTERNATIONAL VISITORS

9% SOUTH WEST



99

#DOUBLEGLAZINGHOUR

Just back from the @fitshow must say best one yet. Most stands interacting with visitors #FITShow23

@DoubleGlazeHour



REALLY ENJOYING THE SHOW

Really enjoying the show, it's fun it brings you in, it's got lots to look at, lots to feel.

Mark Millar, Carpenter, Property Developer and TV Presenter



19

YOU WOULDN'T KNOW
HOW MANY THINGS WERE
HERE, UNLESS YOU CAME
HERE AND SAW IT
FOR YOURSELF

Kirsty Czujko, Director Core Glazing

11

WHATEVER YOU NEED
IT'S ON YOUR DOORSTEP
HERE AT THE NEC

Colin Marsh, Visitor

15

VERY CUTTING EDGE

I've seen some very sort of futuristic products, something that's actually very cutting edge, I'm actually very enlightened.

Steve Mann, Business Development Manager, Gerlach

U

IT'S INNOVATING, EXCITING AND IT'S NOW

Tony Rix, Managing Director, Jennyfields Window Specialists

OUR AUDIENCE REACH

Not only do we have a vast amount of data, collected over the 10+ years FIT Show has been running, but we also worked closely with media and data partners to ensure that we attracted the right audience to FIT Show 2023.

We are already building on this for 2025.

The FIT Show website is the first point of call for a vast proportion of show visitors. The website was refreshed throughout the campaign with regular content updates to retain a high level of interest and engagement.

EXHIBITOR ENGAGEMENT

Exhibitors at FIT Show are supported and provided with key marketing tools to invite their own databases to attend the show. This is done via:

- Personlised direct mail pieces, including the exhibitor's logo and stand number, available in both standard and VIP
- Personalised suite of web banners and buttons, all including exhibitors stand number
- Personalised email signature, including exhibitors stand number
- Support in writing press releases and assistance with distribution
- Personalised video interviews
- Personalised photography, including exhibitor products



21%

OF OUR OVERALL VISITORS IN 2023 ATTENDED AS A RESULT OF BEING INVITED TO THE SHOW BY AN EXHIBITOR



OUR AUDIENCE REACH

ONLINE MEDIA

FIT SHOW WAS COVERED IN OVER

50 ONLINE MEDIA TITLES

ALONGSIDE OUR PRINT CAMPAIGN

7.2 MILLION DIGITAL REACH

THROUGH ADVERTISING, NEWS ARTICLES AND EDITORIAL



PRINT ADVERTS

A COMBINED CIRCULATION OF

2.1 MILLION ADVERTS FOR FIT SHOW

FEATURED IN OVER 55 PUBLICATIONS

ACROSS THE GLASS, GLAZING & BUILT ENVIRONMENT SECTOR



FITSHOW.CO.UK

THE WEBSITE SAW OVER

363k

PAGE VIEWS IN THE 6 WEEKS LEADING UP TO FIT SHOW



80%

UPLIFT FROM THE SAME TIME IN

THE LEAD UP TO FIT SHOW 2022

FIX RADIO

THE FIT SHOW 2023 CAMPAIGN FEATURED ON

FIX RADIO 2-3 TIMES



PER DAY IN THE LEAD UP TO THE EVENT

WEEKLY AUDIENCE OF 352,500*

EMAILS

2.5 MILLION

EMAILS WERE SENT OUT ACROSS THE FIT SHOW 2023 CAMPAIGN, INCLUDING A MONTHLY NEWSLETTER WHICH ROUNDED UP PRESS NEWS, AS WELL AS PROMOTING EXHIBITORS AND WHAT THEY WERE BRINGING TO THE EVENT

DIRECT MAIL

51,000



PRINTED TICKETS WERE MAILED OUT 6 WEEKS BEFORE FIT SHOW,

ENCOURAGING NEW AND PRE-REGISTERED VISITORS TO ATTEND

FIT SHOW 2023 MARKETING CAMPAIGN IN NUMBERS

Focusing on FIT Show 2023 marketing ten years since the event launched, the campaign won the hearts and minds of the FIT Show community and brought them on the journey with us. A nod to the past, with ten year case studies and success stories, balanced with a focus on new features, reinforcing the value of FIT Show returning after just a year since the last show.

The marketing communications campaign secured the support of exhibitors and visitors alike, retaining loyalty to the brand, retaining our audience year-on-year and delivering on our promise to provide new and compelling benefits to attend FIT Show.

PR

We work with all of the core fenestration industry trade media, as well as peripheral titles for roofing, public sector housing, building and fire doors to ensure that there is a broad mixture of coverage throughout the campaign.

Our extensive media lists were developed and distributed as part of the FIT Show 2023 campaign. From bespoke features and articles through to Q&As, interviews and press announcements.

60

MEDIA TITLES PRINT & ONLINE

+100

PIECES OF PRESS CONTENT

+50

PIECES OF VIDEO CONTENT

SOCIAL MEDIA

Alongside a robust paid media strategy, the FIT Show 2023 campaign delivered a broad mix of organic content designed to engage and inspire our community. Content was tailored and targeted at prospective exhibitors, visitors and our wider FIT Show Family and included a mix of articles, videos, infographics, gifs, polls and standard posts across all social channels.



+8% SINCE 2022

in

4,563 FOLLOWERS

+ 57% SINCE 2022

(O)

2796
FOLLOWERS

+ 5% SINCE 2022

X

8,000 FOLLOWERS

+ 3% SINCE 2022





SUCH A GREAT EXPERIENCE

The @fitshow was such a great experience this year, we didn't hesitate being the first to sign up for 2025!

@ODL_Europe



U

IT WAS SUCH AN AWESOME SHOW

It was such an awesome show for Business
Pilot, giving us the opportunity to show
our business management system to
more installers and catch up with the BP
Community! We've already got lots of ideas
for 2025...see you there!

@BusinessPilotUK





SUCH A GREAT EVENT

A particularly special well done and shoutout to @fitshow for hosting such a great event, we are looking forward to the next one in 2025!

@InsightData



U

WE HAD A FANTASTIC TIME

We had a fantastic time catching up with familiar faces and meeting new ones too. Thank you for popping by to see our stand.

@RoseviewWindows



EE,

A RESOUNDING SUCCESS

We're happy to say that this year's @fitshow was a resounding success. We caught up with lots of businesses in the #window, #door, #glass #hardware and #component industry. It was also great learning about what's going on in the industry right now.

@stedekwindows



U

A REMARKABLE EXPERIENCE

From connecting with industry professionals to discovering other innovative products, our debut at the @fitshow 2023 was a remarkable experience. We're already signed up for 2025.

@cbsolarshading





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LATEST INNOVATIONS IN THE INDUSTRY

We're really grateful to be part of the conversation around the latest innovations in the industry so thank you to everyone who came to see us. Looking forward to the next one! #FITShow.

@BMDaylight



FOOTFALL WAS STRONG

Once again the quality of the footfall was strong & the buzz of the show, especially on Wednesday, was palpable' said Suzanne Nicholl our Head of Sales & Customer Service.

@ODL_Europe



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HUGE THANK YOU TO EVERYONE INVOLVED AND TO OUR CUSTOMERS, BOTH OLD AND NEW

@SecHardwareLtd



U

FOLLOWING A SUCCESSFUL @FITSHOW '23

We are delighted to have put pen to paper & signed up for FIT Show 2025! Having reserved a huge 600 sqm zone, we better get planning on what we will be showcasing in less than 2 years!

@HaffnerLtd



IJ

TRULY INCREDIBLE

@fitshow it's been an absolute pleasure. A truly incredible way to bring the UK leg of the #MACOInnovationTour to a close.

@UKMACO



11

FITSHOW WAS A BLAST!

Well @fitshow was a blast! We met so many fantastic people and while it was busy, busy, busy it was well worth it!

@glazingvault



HOSTED MEETING PROGRAMME

NEW FEATURE

We introduced a buyer led, meetings programme in partnership with Newbridge Events. Exhibitors and pre-registered visitors were contacted before FIT Show to match businesses based on the needs of the exhibitors and visitors, as they specified through interviews and research. Over the course of FIT Show, 125 meetings took place, putting buyers in front of their desired exhibitors, driving business activity.





FIT SHOW 360



We understand that exhibiting at FIT Show is a big commitment for brands, which is why we are constantly looking at new ways to add value and increase the return on investment for exhibitors.

We've launched FIT Show360, a revolutionary new tool which is designed to give exhibitors the opportunity to capture an online legacy recording of their stand at FIT Show.

Brand new for FIT Show 2023, exhibitors and visitors alike can now access FIT Show in our virtual realm, increasing the shelf life of exhibiting and broadening the reach of FIT Show to a global audience who might not have been able to attend.

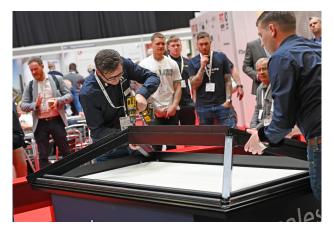
For more details or for a reminder of their visit to FIT Show 2025, check out the virtual tour visit www.fitshow.co.uk/360

INSTALLER HUB



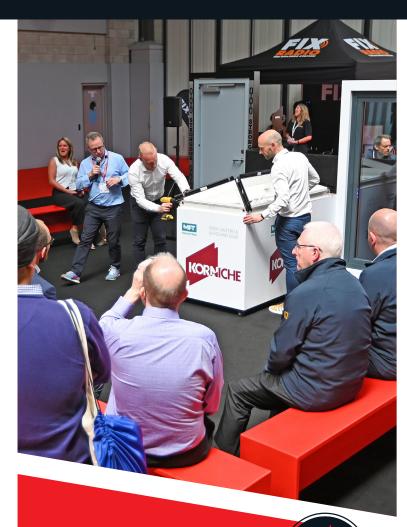
FIT Show 2023 saw the launch of the brand new 'Installer Hub' feature, providing visitors with an extra opportunity to see products come to life via live installation demonstration.

Visitors were able to watch the 30 minute product spotlight demonstrations, compered by experts from the brands that manufacture and distribute them. The sessions included a question and answer feature where installers were able to receive practical advice and support on fitting products on site.





THE INSTALLER HUB WAS A BIG HIT WITH VISITORS AND WILL RETURN FOR FIT SHOW 2025.



WIN A STAND!

In association with Window News



We work with a number of media partners, and a large proportion of the fenestration industry's core media actually exhibit at the show. In order to attract new brands to the 2023 lineup, we partnered with Window News to offer one company the chance to win a stand at FIT Show.

Congratulations to tru.house who were the inaugural winners of the competition and use the opportunity to launch their franchise network as part of their FIT Show debut. The campaign was such a success that we will be running it again in 2025!





WE BUILT

FIT SHOW TOGETHER