

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:

- Personalised 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.



1,800

LIKES

2,300

FOLLOWERS

+ 8% SINCE 2022

in

4,563

FOLLOWERS

+ 57% SINCE 2022



2796

FOLLOWERS

+ 5% SINCE 2022



8,000

FOLLOWERS

+ 3% SINCE 2022

SOCIAL TESTIMONIALS

in f @ X



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



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



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



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



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



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



SOCIAL TESTIMONIALS

in f @ X



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



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



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



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



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

@SecHardwareLtd



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

