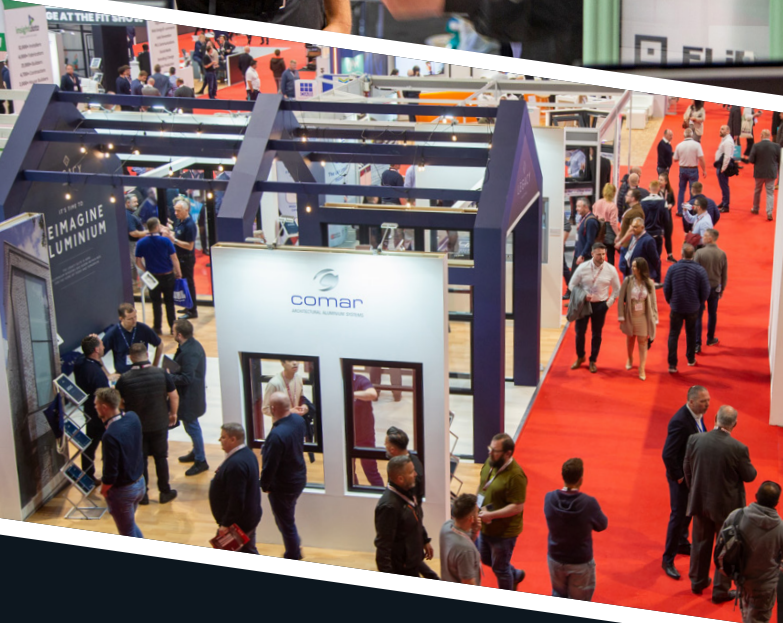


FIT²⁰²² **SHOW**

NEC | 10 - 12 MAY 2022

POST SHOW REPORT

REUNITING THE ENTIRE INDUSTRY



A COMEBACK LIKE NO OTHER!

GETTING BACK TO FIT...

The campaign for 2022 centred around bringing everyone back together again, face-to-face for the first time in more than three years. The communications and marketing strategy worked hard to position FIT Show the place 'to see the best in the industry, to be best in the business'.

Delivered against the backdrop of extremely challenging global and market conditions, a key objective was to reinforce FIT Show's role as THE industry platform.

The campaign set out to provide a consistent voice and tone for FIT Show supported by tailored messaging for the specific audience groups.

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.



IMPORTANT STATS



5961
INDIVIDUAL

companies in attendance



57%
CONVERSION*

from pre-reg to attendee



180
**EXHIBITING
COMPANIES**



46
SEMINAR SESSIONS



48%
OF AUDIENCE

are director/owner level
with purchasing power



30
AWARDS GIVEN

to the future of the
industry at 30 Under 30

VISITOR PROFILE



9473
VISITORS

REASONS VISITORS ATTEND FIT SHOW

24%

To meet suppliers,
customers
and network

23%

To see new
products and
equipment

19%

Remain informed
about changes in
the industry

17%

Visiting FIT Show
is important to
my role

11%

Expert insight
and practical
advice

6%

Learning
opportunities



**OUR VISITORS ATTEND
FIT SHOW TO SEE THE LATEST
PRODUCTS ON THE MARKET.**

WHO ATTENDS FIT SHOW?

A primary objective of the FIT Show campaign for 2022 was to build on the audience we delivered in 2019, all against the backdrop of a global pandemic. By adopting a multi-channel approach to marketing targeting we were able to reach each corner of the industry to raise awareness and drive footfall.

Over 60% of the audience that we attracted were above manager level, with almost 20% of the audience made up of Directors. The predominant attendee individual or company activity is that of an installer, followed by fabricators.

ALMOST
50%

of our audience attend FIT Show to meet suppliers, network and to see new products and equipment.



4222
INSTALLERS



2748
FABRICATORS



1735
GLAZIERS



1431
BUILDING PROPERTY
DEVELOPERS



1257
SYSTEM MANUFACTURERS



948
HARDWARE
MANUFACTURERS/
DISTRIBUTORS



698
ADHESIVES & SEALANTS



615
DESIGNERS/ARCHITECTS/
SPECIFIERS



553
MERCHANTS



529
GLASS MANUFACTURERS

WHO ATTENDS FIT SHOW?



513

BLINDS/SHUTTERS,
CANOPY & AWNING
COMPANIES



229

IT/SOFTWARE
COMPANIES



388

GLASS PROCESSORS/
STOCKISTS



209

VENTILATION
COMPANIES



364

MARKETING, PR,
TRADE BODIES



206

GLASS TREATMENT/
FINISHERS



355

SECURITY
COMPANIES



189

OTHER



291

MACHINERY
MANUFACTURERS



180

PRODUCT TESTERS



283

IGU MANUFACTURERS



147

LOCAL AUTHORITIES/
HOUSING ASSOCIATIONS/
PUBLIC SECTORS

PRODUCTS OF INTEREST

PRODUCTS VISITORS ARE INTERESTED IN	NUMBER OF ANSWERS
ALUMINIUM DOORS	3845
BI-FOLD DOORS	3769
ALUMINIUM WINDOWS	3677
ALUMINIUM SYSTEMS	3490
COMPOSITE DOORS & WINDOWS	3151
PVCU WINDOWS	3001
DOOR AND WINDOW HARDWARE /FURNITURE	2810
PVCU DOORS	2782
GLASS	2538
SLIDING DOORS	2410
PVCU SYSTEMS	2260
ADHESIVES / SEALANTS	2076
LANTERNS / ATRIUMS / ROOFLIGHTS	1973
CONSERVATORIES / ORANGERIES	1799
PVCU ROOFLINE	1563
FIRE DOORS	1519
TOOLS	1497
FIXINGS & FASTENERS	1484
GARDEN ROOMS	1475
BLINDS / SHUTTERS	1442
TIMBER DOORS	1335
AUTOMATION & SMART TECHNOLOGY	1260
TIMBER WINDOWS	1246
MACHINERY	1172
AUTOMATIC DOORS	1168
CANOPIES & AWNINGS	1104
TIMBER SYSTEMS	1095
SECONDARY GLAZING	1058
GARAGE DOORS	1027

PRODUCTS OF INTEREST

PRODUCTS VISITORS ARE INTERESTED IN

NUMBER OF ANSWERS

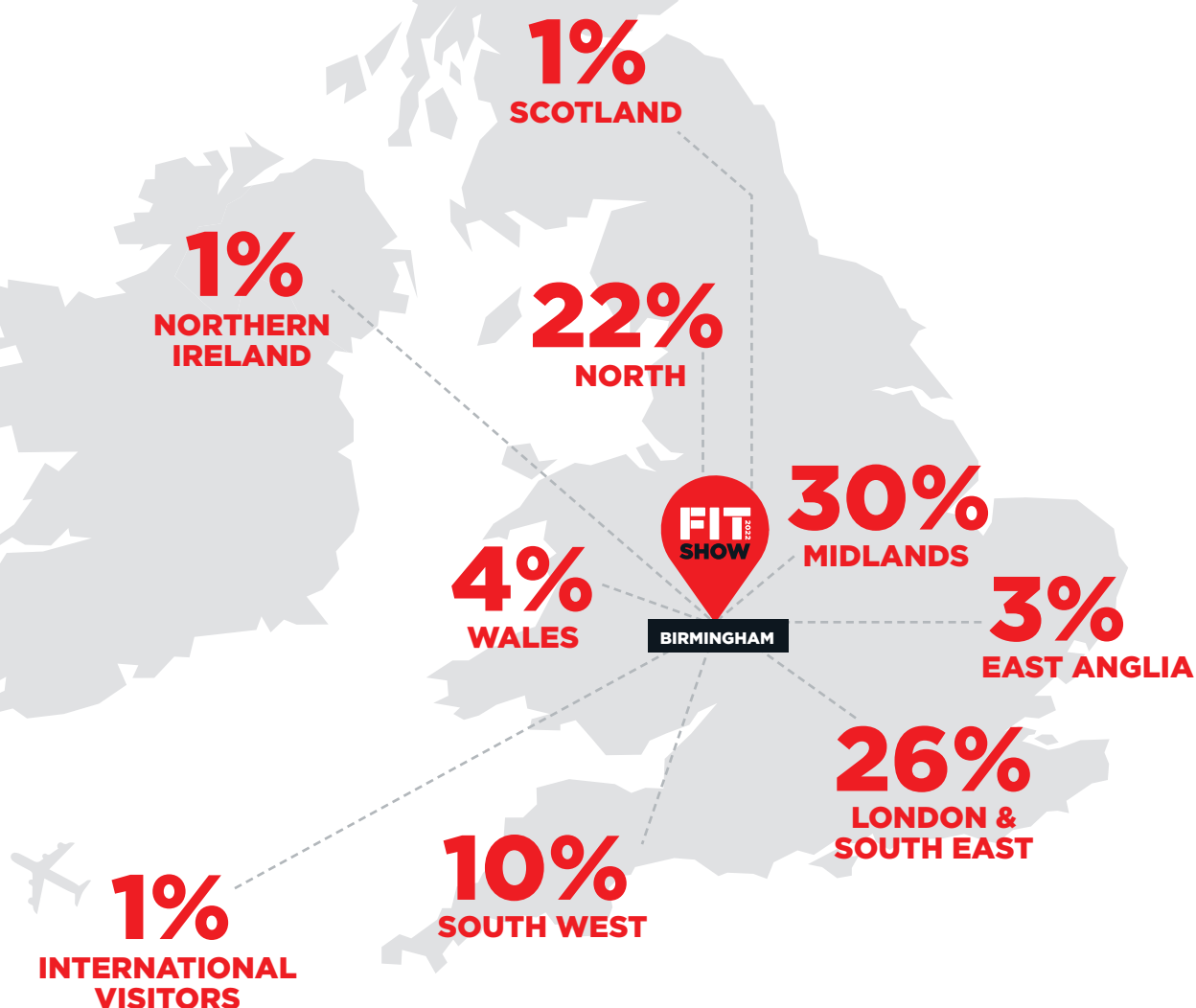
SECURITY	978
CERTIFICATION / TESTING	914
MAINTENANCE AND REPAIR	914
COMPUTER HARDWARE & SOFTWARE	886
MARKETING	825
PRODUCT DEVELOPMENT & TESTING	758
COLOUR COATERS	723
FENCING, GATES AND DECKING	718
PROFILE BENDING	697
BASE AND WALL SYSTEMS	667
RECYCLING	610
COMMERCIAL VEHICLES	597
LEAD GENERATION / TRAINING	523
FINISHES / FOILING / LAMINATING	509
OTHER	481
WAREHOUSE & DISTRIBUTION	441
GARDEN GATES	381
RECRUITMENT	274
FINANCIAL SERVICES	228

VISITOR REGION BREAKDOWN

VISITORS
FROM ALL
ACROSS THE
UK ATTEND
FIT SHOW.



9473
VISITORS



WHAT OUR VISITORS & EXHIBITORS THOUGHT OF FIT SHOW

A RESOUNDING SUCCESS FOR US

Thank you to the entire FIT Show team for all of the support given to us as exhibitors in the lead up to the show and sharing not only show content, but also promoting Kubu's product and content. This really helped make the show a resounding success for us.

Marketing Manager, Kubu

EXCEPTIONAL QUALITY OF VISITORS

Well done for delivering a phenomenal exhibition! Thank you! Morely Glass and Glazing has a blast, and the quality of visitors was exceptional.

Owner, Morely Glass & Glazing

THE ONLY EVENT FOR THIS MARKET

Our company has attended FIT Show as it's the only event for this market. We want to look for a new international partners due to the ongoing supply chain and conflict in Eastern Europe. It was a great show, where our needs were met.

Aluminum Window Producer

WE FOUND THE PRODUCT WE WERE LOOKING FOR

This was our first visit to FIT Show, and we're pleased that it met our needs, we found the product we were looking for.

Raw Material Supplier, Incorez



FANTASTIC STANDS

We attended FIT Show for the first time in 2022 due to supplier constraints and saw some fantastic stands and products.

Manufacturer, Tradeglaze



30 UNDER 30 AWARDS

THE COMPLETE LIST OF WINNERS:

- ADAM BRADSHAW, Installer, Hazlemere Windows
- ANDY CLEAR, Co-founder and COO, Augmented Reality Creations
- ARRON RADFORD, Field Manager, Piper Window Systems
- BHAVIN HALAI, Managing Director, Prime Glaze
- CAIN LAWLOR, Apprentice, Windowparts
- EMMA TARBUCK, Marketing Services Co-ordinator, Renolit
- HARRY WALKER, Architectural Specification & Sales, Metal Technology
- HARRY WHITTAKER, Sales Apprentice, Roseview Windows
- JACK CRONIN, Co-Owner, Endeavour Windows
- JAZZMYN CROW, Marketing Apprentice, Roseview Windows
- JOE WARD, Technical Manager, SIEGENIA
- JONATHAN BREWER, Trade Representative, Tradeglaze (Lincoln)
- JOSHUA THOMPSON, Director, Endeavour Windows
- KENNY LANG, Director, Home Choice Glazing
- KHALEEL MAHMOOD, Head of Commercial Support, VEKA
- LOUIS MIZEN, Operations Director, Crystal Clear Bristol
- LOUISE EAGLE, Customer Service Leader, VBH GB
- LUKE GAFFNEY, City Installations
- MATT THOMAS, Managing Director, Haffner
- MATTHEW ELLIOT, Systems Lead, DoorCo
- PHILIP MALLON, Estimating & Management, Malplas
- REMI CAKE, Operations Director, Window Warehouse
- RONAN HYNES, COO, Voilo
- SAM BROMLEY, Apprentice Fitter, Finesse Windows
- SAM PECKHAM, Operations Manager, Alufolds
- SAM STARKEY, Director, U Fit Sash Windows
- SHANE AUSTIN, Project Coordinator, Boyland Windows
- TYLER SHUTTS, Area Sales Manager, VBH (GB)
- VASSILIKI BAKOGIANNI, Digital Content Executive, Alutech Systems, Comp Door & UK Doors Online
- VICTORIA HINTON, Fitters Mate, DW Windows



INSPIRING NEW INDUSTRY TALENT

The inaugural 30 Under 30 Awards were presented to 30 of the young and emerging talent in the market on the late night at FIT Show 2022.

Together with Window's Active, one of the leading magazines for the sector, we invited nominations from across the sector for those people who are the future of the industry.

Many of the young people attended the event to collect their awards, chat to the organisers and exhibitors, and some were even working on stands.

IN ASSOCIATION WITH



OUR MARKETING CAMPAIGN

Delivering FIT Show 2022 was no easy task, with two postponements due to the ongoing Covid-19 pandemic.

Alongside tough global conditions, the fenestration and wider home improvement industry have faced mounting supply chain issues coupled with demand outstripping supply since the last time the show ran in May 2019.

The marketing and PR campaign had to do more than just attract visitors to attend FIT Show 2022. It had to retain loyalty to the brand, retain its audience over a longer period and convince visitors the show was safe to attend, as well as providing and delivering all of the benefits of attending FIT Show.



SOCIAL MEDIA

Across the FIT Show 2022 campaign, all of our social channels saw a massive uplift in followers and engagement. Our social media channels have kept our audience up to date on the latest news, both about FIT Show, and about the industry we serve. Whether through our own content, #FITShowFamily videos, or through exhibitor engagement, we pride ourselves on keeping our social content fresh.

AND THE NUMBERS SPEAK FOR THEMSELVES:



Twitter

7,806
FOLLOWERS

+ 13% SINCE 2019



Instagram

2394
FOLLOWERS

+ 111% SINCE 2019



LinkedIn

2,442
FOLLOWERS

+ 125% SINCE 2019



Facebook



1,572
LIKES

2,089
FOLLOWERS

+ 17% SINCE 2019

★ OUR AUDIENCE REACH ★

Not only do we have a vast amount of internal data, collected over the 10 years FIT Show has been running, but we also work closely with media and data partners to ensure that we are attracting the right audience to FIT Show 2022.

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



PRINT ADVERTS

A COMBINED CIRCULATION OF
3.5 MILLION
ADVERTS FOR FIT SHOW

FEATURED IN OVER
70 PUBLICATIONS
ACROSS THE GLASS, GLAZING
& BUILT ENVIRONMENT SECTOR

FITSHOW.CO.UK

THE WEBSITE SAW OVER
40,000
VISITS IN THE 6 WEEKS
LEADING UP TO FIT SHOW

25% UPLIFT FROM
THE SAME TIME IN
THE LEAD UP TO
FIT SHOW 2019



FIX RADIO

THE FIT SHOW 2022 CAMPAIGN
SAW DAILY ADVERTS UP

**3 TIMES
PER DAY**
IN THE LEAD UP TO THE EVENT

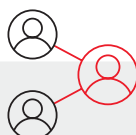


FIX RADIO AUDIENCE OF 35,500*

EMAILS

2 MILLION

EMAILS WERE SENT OUT ACROSS THE FIT SHOW 2022
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

COMBINING OUR POSTAL
DATABASE WITH OUR EXHIBITORS,

70,000



PRINTED TICKETS WERE MAILED OUT
6 WEEKS BEFORE FIT SHOW,
ENCOURAGING NEW AND
PRE-REGISTERED VISITORS TO ATTEND

DON'T TAKE OUR WORD FOR IT.

HERE'S WHAT PEOPLE WERE SAYING ABOUT FIT SHOW 2022 ON SOCIAL MEDIA



WE WEREN'T QUITE EXPECTING THE NUMBERS!

We always believed **@fitshow 2022** would be successful, however, we weren't quite expecting the numbers we entertained, and the level of business we signed at the event

We were so impressed with the number of visitors, the buzz and the new connections we made at the show that we have already signed up for **#FITShow 2023**.



IT WENT DOWN A TREAT!

People who visited our stand explained they were having issues with existing seals shrinking or stretching. With PremaSeal we are able to provide them with the perfect solution – and it went down a treat.



ULTION 

A GLIMPSE INTO WHAT'S TO COME...

@fitshow has come to a close and we cannot thank you enough. It was great catching up with our partners and meeting all of you who were new to Ultion. We gave our visitors a glimpse into what's to come, and the feedback has been tremendous.

#safehome #ukhomes #britishhomes



WE RECEIVED SO MUCH POSITIVE FEEDBACK.

We would like to thank everyone who visited our stand. There was a really positive atmosphere, and it was great to receive so much positive feedback about our products and services





bp BusinessPilot

“We are still experiencing a MASSIVE influx of enquiries. Thank you **@fitshow** for putting on such a great event.”



GREAT TO SEE ALL THE NEW INNOVATION.

What a great show. We would like to say a massive thanks to **@fitshow** for having us at this year's event. It was great to meet lots of amazing people and see all the new innovation that is happening within the industry – Bring on next year!

fentrade
Aluminium Building Products

WE WERE DELIGHTED TO HAVE A PRESENCE AT FIT THIS YEAR AND TO HAVE SECURED SO MANY NEW ENQUIRIES.

CERTASS

INSTALLER HUB IS A HIT AT FIT!

We are so pleased with the fantastic response we had to the Installer Hub. It was great to be back, chatting to members face to face - we're already looking forward to being back in 2023!

Just wanted to thank all the **@CertassLtd** and **@CertassTa** members who came to our stand **@fitshow** making it a huge success!



gap

THE RESPONSE TO THE NEW DOOR STYLES WAS INCREDIBLE.

We had the most incredible week and the response to **@rockdoorltd's** new doors styles and product offering was phenomenal. Thank you to everyone that visited and helped make our first time at **@fitshow** such a success!

EXHIBITING AT FIT SHOW

Exhibitors at FIT Show don't just benefit from meeting thousands of industry professionals throughout the show open dates. In the lead up to the event, we contact them at regular intervals to ensure they have the tools they need to promote themselves, ensuring their prospects and clients know they'll be at the show.

As well as this, in the lead up to the 2022 event, we organised a free to attend online exhibitor day. During these sessions, exhibitors heard from the marketing, sales and operation teams, and got the chance to ask questions on how to use their on-site scanning devices, social media best practice and much more.



HERE FOR THE LONG RUN.

FIT Show 2023 will celebrate the 10 year anniversary of FIT Show, which will be the best one yet. Contact Rik or Nickie on the details on the next page to discuss stand options.

EVERYONE'S GOING TO BE THERE, WILL YOU?

SAVE THE DATE | 23 - 25 MAY 2023



SAVE THE DATE
23 - 25 MAY 2023
NEC BIRMINGHAM

TO DISCUSS STAND OPTIONS CONTACT:

RIK HENDERSON

07535 759 892

rik@fitshow.co.uk

NICKIE WEST

07818 218 000

nickie@fitshow.co.uk

**OUR MARKETING, PR AND CONTENT TEAM ARE ON
HAND FOR ANY QUESTIONS YOU MAY HAVE ABOUT
FIT SHOW:**

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Marketing Manager

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Content & PR Manager

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MILLIE AMOS

Senior Marketing Executive

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