

REACH ARCHITECTS, HOUSEBUILDERS, DEVELOPERS & THE PUBLIC SECTOR AT FIT SHOW

Put your products and systems in front of organisations delivering housing, commercial and public-sector projects. Demonstrate that your business can provide the reliability, compliance and long-term performance their project pipelines demand.

THIS AUDIENCE INCLUDES:

- Housebuilders
- Property developers
- Main contractors
- Local authorities
- Housing associations
- Property and asset management organisations

WHAT DRIVES THEIR DECISIONS?

Their decisions are shaped by project certainty, risk management and whole-life value. They need products, systems and supply partners that can:



Deliver reliably at scale



Meet compliance requirements



Ensure quality & performance



Strengthen supply chain resilience



Meet sustainability & ESG goals



Reduce whole-life costs

WHO WILL YOU MEET?

You could meet professionals working across:

- Procurement
- Technical
- Design and specification
- Construction
- Operations
- Architects
- Sustainability and ESG

HOW WE DELIVER THIS AUDIENCE

FIT Show reaches specification and procurement professionals through a targeted, year-round, multi-channel campaign.

Our campaign includes:

- Segmented email & Direct mail
- Trade media & PR
- Paid & organic social
- Digital advertising
- Industry partnerships
- Exhibitor invitations

Exhibitors benefit from:

Invitation tools, marketing assets, product promotion, PR opportunities and post-show follow-up.

THE RESULT:

Your brand reaches specifiers and procurers before, during and post-show, when they're ready to see products in action.

FIT SHOW AUDIENCE

57%

of FIT Show 2025 visitors were senior decision makers.

Meet decision-makers working across architecture, housebuilding, property development, specification, procurement, public-sector projects and housing.

FIT SHOW'S 2025 CAMPAIGN

4.3M+

Digital Reach

2M+

Annual Email Reach

90K+

Newsletter Subscribers

50+

Trade Media Partners

Become the supplier they can specify with confidence

Meet architects, housebuilders, developers and public-sector professionals looking for trusted partners who can deliver compliant, scalable solutions that support sustainability, project delivery and long-term growth.

Reliable supply partners for compliant, sustainable project delivery

Ready to reach this audience?
Scan to explore exhibiting opportunities



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