

REACH INSTALLERS & FITTERS AT FIT SHOW 2027

Meet the professionals who choose, recommend, sell and fit products every day. Show them how your solutions can make installation faster, protect margins and help their businesses grow.

THIS AUDIENCE INCLUDES:

- Installers and fitters
- Retailers and trade counters
- Glazing contractors
- Builders
- Carpenters and joiners

WHO WILL YOU MEET?

You could meet professionals working across:

- Ownership and senior management
- Operations and site management
- Sales and marketing
- Buying and procurement
- Supply chain
- Health and safety

FIT SHOW AUDIENCE

37%

of FIT Show 2025 visitors were involved in installation activity, including **2,575** installers, **2,097** fitters and **1,892** glaziers

WHAT MATTERS TO THEM?

Installers and fitters come to FIT Show to discover new products, live demonstrations and practical solutions that make installation faster, easier and more profitable.



Win more work and customers



Grow and protect margins



Improve fitting efficiency



Simplify installation



Strengthen their customer offering



Reduce errors and callbacks

HOW WE DELIVER THIS AUDIENCE

FIT Show reaches installers and fitters 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 installers and fitters before, during and post-show, when they're actively looking for solutions.

FIT SHOW'S 2025 CAMPAIGN

4.3M+

Digital Reach

2M+

Annual Email Reach

90K+

Newsletter Subscribers

50+

Trade Media Partners



INSTALLER DEMO ZONE

Hands-on engagement with installers through live demonstrations, training, advice and support.

Put your brand at the heart of the industry and grow demand at FIT Show

Meet installers and fitters actively searching for products, demonstrations and practical solutions that can improve every installation - and every business.

Products and ideas that help them win more work and grow their business.

Ready to reach this audience?

Scan to explore exhibiting opportunities



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FIT
SHOW

**WE FIT
TOGETHER**