

# YOUR JOURNEY WITH FITSHOW

NEC, BIRMINGHAM | 29 APRIL - 1 MAY 2025  
[fitshow.co.uk](https://fitshow.co.uk)

**FIT**  
**SHOW**  
2025



## ARE YOU READY TO START YOUR FIT SHOW JOURNEY?

**SIGNING UP TO EXHIBIT AT FIT  
SHOW, OR IN FACT ANY EVENT, CAN  
FEEL DAUNTING. BUT THAT'S JUST  
THE START OF YOUR JOURNEY.**

One of the things that sets FIT Show apart is the handholding process we take every single customer on the journey to increasing your business and enhancing your brand; from your kick-off call with our team from the moment you sign up, to our after sales care until well after you leave the show.

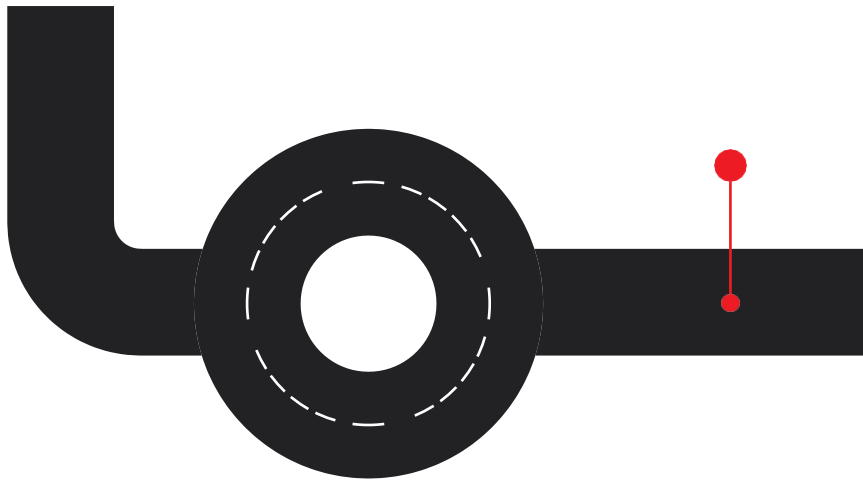
We understand that exhibiting involves a significant commitment in both time and resources, no matter your business size. And that's why we pride ourselves on guiding you through the process to ensure that you get the best possible return on your investment.

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**DO YOU KNOW WHAT  
SUPPORT IS AVAILABLE TO  
ALL FIT SHOW EXHIBITORS?**



**THIS IS THE JOURNEY  
WE WILL TAKE YOU AND  
YOUR BRAND ON...**

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## STAGE ONE - SIGNING UP

- Full access to your exhibitor HUB (this is where you will find a plethora of marketing materials, personalised FIT Show assets and support to get your campaign started)
- Exhibitor listing on the FIT Show website, this is our most visited web page (1,250+ visits per month). This will help people to find your brand and promote the fact that they can visit you at the show
- Welcome email and invitation to a campaign kick-off call with our team of in house PR and marketing experts
- Support creating an exhibitor announcement press release
- FIT Show exhibitor announcement across all of our social media channels, with a combined reach of 16,000+
- Your logo will appear on our visitor promotion email campaign with an annual reach of 2 million

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## STAGE TWO - PRE SHOW MARKETING

- Regular communication from our inhouse team of marketing and PR experts, with a commitment to answer any questions or queries you may have along the way (it's part of our Customer Charter, and our commitment to you)
- Invitation to attend our exhibitor enhancement day with all of the advice and support you will need to get 'FIT Show ready' and align your campaign with ours
- Access to personalised printed and online invitations for you to invite your customers and contacts, driving visitors to your stand at the show
- Regular communication from our operations team to assist with your stand build and on site requirements
- A unique registration link so that you can start encouraging your contacts to visit you at the show and maintain comms with them directly in the lead up to the show

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- A mention with product information in our newsletter sent to 90,000+ potential customers
- If you're launching a new product or service, a series of pre agreed FIT Show social media posts driving attendance to your stand - multi-channel (LinkedIn, Twitter, Instagram, Facebook) current combined following 16,000+
- This, in addition to: Unlimited overprinted tickets and VIP invitations - Assets to include banners/email signatures additions/Ad flashes.

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## STAGE THREE - AT FIT SHOW

- Full onsite team, on hand from the day of build up until breakdown - we're on call around the clock to make sure you have the best show experience
- Data capture app in order for you to collect all the details of people visiting your stand in order to personalise your follow up straight after the show (FOC at FIT Show)



## STAGE FOUR - POST SHOW SUPPORT

- Access to all data acquired whilst on-site
- Inclusion in our post show washup emails and PR activity
- Full post-show report to help demonstrate ROI to your business



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**YOUR CAMPAIGN WILL  
BE POWERED BY THE  
MARKETING ENGINE  
BEHIND FIT SHOW.  
TAKE A LOOK AT  
HOW WE DRIVE OUR  
AUDIENCE HERE.**

**AND THE JOURNEY  
DOESN'T STOP THERE.**

Once you've experienced the 'FIT Show Effect', we hope you'll be back to build on your success and start the entire journey again at our next show. Don't just take our word for it, some brands have been with us for every show since we launched in 2013. You can't get much better endorsement than that.

We make it our mission to deliver excellence at every single touchpoint you have with FIT Show. That's why we've developed our customer charter - a promise to you to be the best in the industry, in order to help you be the best in the business.

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# START YOUR FIT SHOW JOURNEY TODAY. SPEAK TO



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