



NEC BIRMINGHAM • 18 - 20 MAY 2027



2027 MARKETING & EXHIBITOR JOURNEY TIMELINE

FIT Show isn't just three days at the NEC – it's a two-year marketing partnership reaching over 90,000 professionals, amplified through 16,000+ social followers, and powered by a 2 million-strong annual email reach. Exhibitors join an ongoing content, PR, and digital engagement campaign designed to elevate their brand visibility, generate buyer interest, and maximise ROI pre-, during-, and post-show.

WELCOME TO THE FIT SHOW COMMUNITY

STAGE: SIGNING UP & ONBOARDING

Kick-off call with our PR and marketing team to align goals and outline your FIT 2027 strategy.

Access to your Exhibitor Hub – your portal to branded assets, guides, and co-marketing materials (holding assets available for now - until hub launches later in the campaign)

FIT Show exhibitor announcement distributed across our social channels (16k+ followers).

Logo inclusion in visitor awareness campaign emailers – part of a 2 million contact reach per year.

Option to feature in our first Exhibitor Spotlight Press Release Series sent to trade and regional media partners (reach: 50+ publications).

Listing activated on fitshow.co.uk, the most-visited page on our website (1,250+ B2B site visits per month).

Extra Opportunity:

Nominate to appear in our “Meet the New Exhibitors” LinkedIn carousel series, presented to over 20,000 trade contacts across LinkedIn and Facebook.

2025

NOV

DEC

JAN

FEB

MAR

APR



JANUARY – APRIL 2026 FIRST ACTIVATION WINDOW

STAGE: AWARENESS & EARLY PROMOTION

Inclusion in FIT Show bi-monthly newsletter reaching 90,000 subscribers.

Share your news – our PR team supports content on new products, anniversaries, or growth stories to drive early traffic to your FIT page.

Launch of “#WeFITTogether” exhibitor features, highlighting collaboration across exhibitors and suppliers.

Invitations to Exhibitor Enhancement Days – helping brands align messaging and learn how to maximise visibility.

Social post templates and influencer tagging to fuel your #SeeYouAtFITShow campaign.

Premium option: FIT Show Sponsor Spotlight Series – video Q&A with the FIT comms team promoted across LinkedIn and YouTube (avg reach per episode: 5,000+).

Campaign runs: October 2025 – July 2027

fitshow.co.uk

MAY – AUGUST 2026

AUDIENCE ENGAGEMENT PERIOD

STAGE: BUILDING EXCITEMENT & LEAD GENERATION

Official registration will launch Jan/Feb 2027 – exhibitors receive unique tracking links to monitor visitor referrals.

First visitor data snapshot shared with exhibitors (demographic and registration insights).

FIT Show Marketplace articles push exhibition features and company news.

Optional sponsored inclusion in our Visitor Pre-Registration Email Series (reach: 2 million database).

Targeted digital advertising begins through Google Display & LinkedIn to drive audience growth.

Exhibitor Social Media Toolkit 2.0 released – complete with video templates, social frames, and countdown assets.

Launch of Exhibitor Takeover Days on FIT Show's LinkedIn (60k average impressions per feature).

AUDIENCE REACH AT A GLANCE

Email database: 2 million+ annually

Website visitors: 15k monthly average (rising to 100k+ around show months)

Social media: 16,000+ followers across LinkedIn, X (Twitter), Facebook & Instagram

Newsletter distribution: 90,000+ loyal subscribers

FIT Show TV audience: 50,000+ cross-platform reach post-event

Media partners: More than 50 trade & commercial publications globally

MAY

JUN

JULY

AUG

SEP

OCT

NOV

DEC

FIT SHOW: MORE THAN A TRADE EVENT

At FIT Show 2027, exhibitors aren't just taking part in a three-day showcase – they're engaging in a two-year marketing journey designed to drive measurable commercial returns, strengthen brand visibility, and cultivate meaningful partnerships across the supply chain.

SEPTEMBER – DECEMBER 2026 CONTENT & CONNECTION DRIVE

STAGE: MOMENTUM & MEDIA PARTNERSHIPS

FIT Show 2027 countdown campaign begins.

"Voice of the Industry" joint press releases featuring exhibitors distributed to trade publications and regional business media.

Pre-show webinar series on "How to Maximise Your FIT Show ROI".

Premium exhibitors featured in 3-part PR series: (additional paid opportunity)

"Exhibitors to Watch" preview.

"Innovation at FIT 2027".

"The Brands Shaping the Future of Fenestration."

FIT Show website banner sponsorships open to exhibitors (avg 90k monthly impressions in Q4).

JANUARY - APRIL 2027

CONVERSION & VISITOR SURGE

STAGE: COUNTDOWN & CONVERSION CAMPAIGN

Launch of visitor-facing advertising campaigns across print, digital, and outdoor media channels – delivering 5 million+ combined impressions.

Pre-show interviews with exhibitors featured on FIT Show TV and social channels.

Dedicated lead-matching services connecting “visitors of interest” with your stand team via the event app.

Final #SeeYouAtFITShow push – coordinated cross-channel social drive (avg engagement uplift: 25%).

Coordinated multi-channel media highlights: product previews, speaker announcements, new collabs.



JUNE - JULY 2027

YOUR FIT SHOW LEGACY

STAGE: POST-SHOW ROI & EXTENDED VISIBILITY

Access to FIT Show Visitor Data Portal for lead nurturing.

Inclusion in the Post-Show PR Wrap distributed to 100+ industry press outlets.

Feature in the “Best of FIT Show 2027” digital brochure sent to the 90,000-event database.

Post-show exhibitor spotlight email and video – summarising key achievements, visitor stats, and testimonials.

Post-event marketing review and ROI session with our team – tracking leads, content performance, and engagement analytics.

JAN

FEB

MAR

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JUN

JUL

2027



MAY 2027

IT'S SHOW TIME

STAGE: ONSITE ENGAGEMENT & LIVE PROMOTION

Full on-site support team across halls and media centre.

Video interviews and “Stand in Focus” segments filmed by FIT Show TV (additional fee)

Exhibitor social media tagging in live coverage (approx. 600k reach across three event days).

Potential slot on the FIT Main Stage for signed-up content contributors.

Daily e-newsletters pushed to FIT Show attendees