

YOUR JOURNEY WITH FIT SHOW

NEC, BIRMINGHAM | 29 APRIL - 1 MAY 2025
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FIT
2025
SHOW



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.

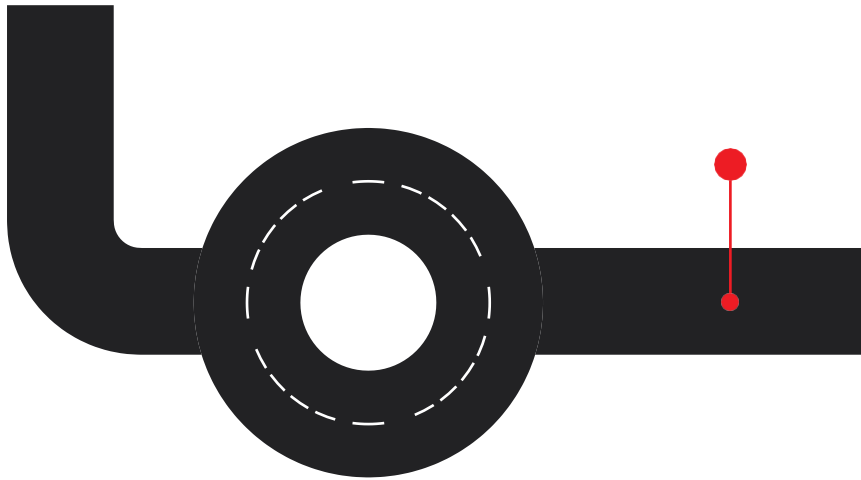
We understand that exhibiting involves a significant commitment in both time and resources, no matter your business size. And that's why we pride ourselves on guiding you through the process to ensure that you get the best possible return on your investment.

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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



- 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+
- FIT Show website main banner sponsor for a 3 week period (Timeline to be confirmed by client)
- FIT Show website main banner sponsor throughout the month of the show, including showtime to drive pre registrations and stand footfall
- A series of pre agreed FIT Show social media posts driving attendance to your stand

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STAGE TWO - PRE SHOW MARKETING

- Multi-Channel (LinkedIn, Twitter, Instagram, Facebook) current combined following 16,000+ which will increase during the core visitor promotional campaign months
- A Pre-Show video remotely produced by FIT Show and jointly branded to drive pre registrations for your brand
- Three business profile press releases linked to FIT Show to all core and non-core media
- Release 1: Announcing your brand as joining the line up and the reasons FIT Show plays an important role in the marketing strategy, to include testimonials and photographs
- Release 2: Exhibitor business profile / spotlight piece
- Release 3: The big reveal for what the audience can expect to see from the brand at FIT Show
- A sponsored article in the pre-show newsletter sent to all pre registered and non-registered visitors emailed to our vast database collected over 10+ years of FIT Show and valued data from our media and data partners.
- Your logo on the top leaderboard banner of two FIT Show visitor promotion emails.

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)
- TV ad (minimum of 5 plays a day and a stand interview by the FIT TV crew during the show)
- A 15 minute presentation on the main stage of the FIT Show education programme



- FIT Show website main banner sponsor throughout the Show month, including showtime, to drive pre-registrations and stand footfall (FIT Show website becomes the show guide during the show)
- Your logo on five "You Are Here" large floor plans throughout the halls
- Product placement with unlimited branding in any or all of the following:
 - FIT Show registration desks
 - FIT Show press and sales stand reception desk (location to be confirmed)
 - Specific manufacturing requirements for each area to be confirmed
- Full photography of your stand / team at the event

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
- Access to all data acquired whilst on-site
- Branded content from the event, including your FIT Show TV interview footage and photography of your stand
- Brand spotlight in our post-show 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.

START YOUR FIT SHOW JOURNEY TODAY. SPEAK TO

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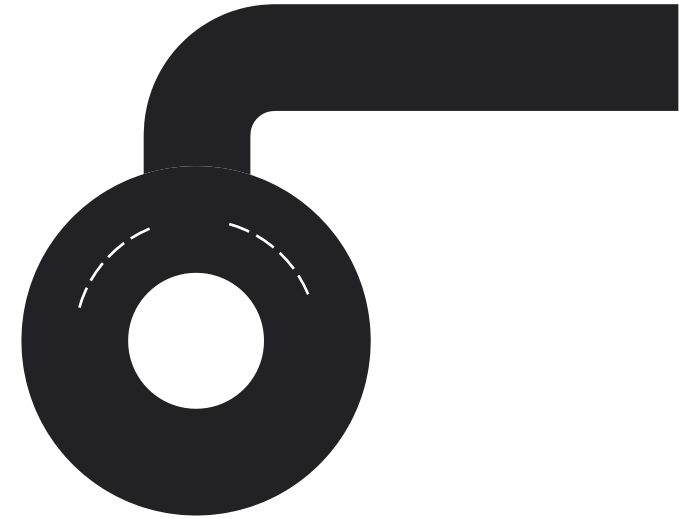
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