

FIIT
2017
SHOW

FABRICATOR & INSTALLER TRADE SHOW

WE'RE MOVING

TO THE **NEC BIRMINGHAM**



After 3 successful shows at Telford it became apparent that the FIT Show had managed to capture the imagination of the glazing industry and would need to relocate to larger surroundings to further grow and accommodate exhibitor and visitor demand.

Ahead of the final hosting of the event at the International Centre, Telford, it was announced that from 2017 onwards the FIT Show will now be held at the National Exhibition Centre (NEC) Birmingham, the UK's premier exhibition venue.

Taking place on May 23rd, 24th and 25th in Halls 6, 7 and 8, the NEC is the perfect venue for the FIT Show.

Easily accessible via all modes of transport, it provides a generous 20,000+ sqm of exhibition space, enabling us to increase the number of exhibiting companies from 180 to 300. It also has award-winning catering, plenty of onsite parking, and offers modern and flexible top-class facilities throughout.

From past research, we've found that the Midlands is the preferred location that people would most prefer to travel to for a national industry show.

Visitors can travel to the NEC and back all in the same day - from almost anywhere in the UK - or stay in one of over 2,500 hotel rooms on-site.

We have also extended our marketing budget to £600K to attract an even broader representation of the industry and ensure that footfall levels surpass the 8,500+ who visited in 2016.

The vibrancy of the NEC is equal to that of the show itself; it ticks all the right boxes. We believe there's no finer place to showcase the very best the industry has to offer all under one roof over the coming years.

£600K

Marketing Budget



BETTER CONNECTIONS

Motorway / Train / Airport

23-25
MAY
2017

NO
SHOW
2018

21-23
MAY
2019

THE UK'S
NO.1
VENUE

OVER
300
in 2017

20,025
sqm

180
in 2016

EXHIBITORS ▲



INNOVATION AT THE FIT SHOW

The pre-show promise was delivered with most of the systems companies offering new products with two launching brand new window and door systems - Profile 22 with Optima and Residence 9 with its new Residence Collection. In fact the success of R9 since its launch at The FIT Show in 2013 prompted the appearance of flush fit casements from most of the systems companies this time round.

Liniar's new aluminium bi-folding doors caused a real stir among visitors, with many taking some convincing that they weren't PVCu. Designed by the same team of experts as the Liniar window system, the foiled and sculptured finish of the Alumina by Liniar bi-folds attracted a constant flow of interested parties.



"This year's FIT Show was professional, busy, exhausting and genuinely worthwhile. It provided us the perfect platform to introduce 10 new products."

Jason Thompson

The Glazerite UK Group Limited

MEET WITH NEW PARTNERS & CUSTOMERS

At the conclusion of Day One we have traditionally hosted an Exhibitors Party where exhibitors have the perfect opportunity to network with their fellow exhibiting companies and potentially establish new business relationships.

For 2017 we will have a late night opening and exhibitors will be encouraged to have a party on their stands. It'll be a great way to spend more time with key customers and potential new ones.

Further networking opportunities also await at the FIT Show Gala Dinner, one of the industry's biggest social highlights.

Last time out, a record 900 guests, comprised of exhibitors and visitors, dressed to impress on the middle evening of the show for a Great Gatsby themed Gala Dinner. A night to remember it was too with some spectacular entertainment provided, interspersed by the crowning of the Master Fitter Challenge winner and inaugural handing out of the FIT Show Awards. Safe to say, the partying ran long into the night.

Now that we have relocated to the NEC, you can expect the biggest and best Gala Dinner yet; it'll be the hottest ticket in town.



"We had a blast! It was great to spend some quality time with our industry family and see what everyone is doing, needless to say, it was hugely beneficial for us. The gala dinner was superb as well, by far the best industry social event I have been to (in my opinion anyway)."

Tom Swallow
Quickslide



THE **MOST IMPORTANT** 3 DAYS OF YOUR YEAR TO GENERATE **SALES**

We know that the principal aim of any exhibitor investing in a stand is to attract a high number of quality sales, and the statistics prove that the FIT Show delivers them!

A large majority of those who attend the FIT Show are key decision makers i.e. owners/directors/senior managers, individuals with significant buying power and influence. The event therefore presents exhibiting companies with a unique means of connecting with everyone who's anyone to generate new sales leads. Statistics from this year's FIT Show say an average of 185 leads were generated by each exhibitor.

Promotional efforts such as our inventive "I'm Going" marketing campaign have helped drive these prospects through the doors, and this year's advertising drive will be no less dynamic.

The hard work though really starts for our exhibitors once the show is over. You'll come away from the NEC with a wealth of potential leads and new business sales to follow-up once you're back in the office.

86%

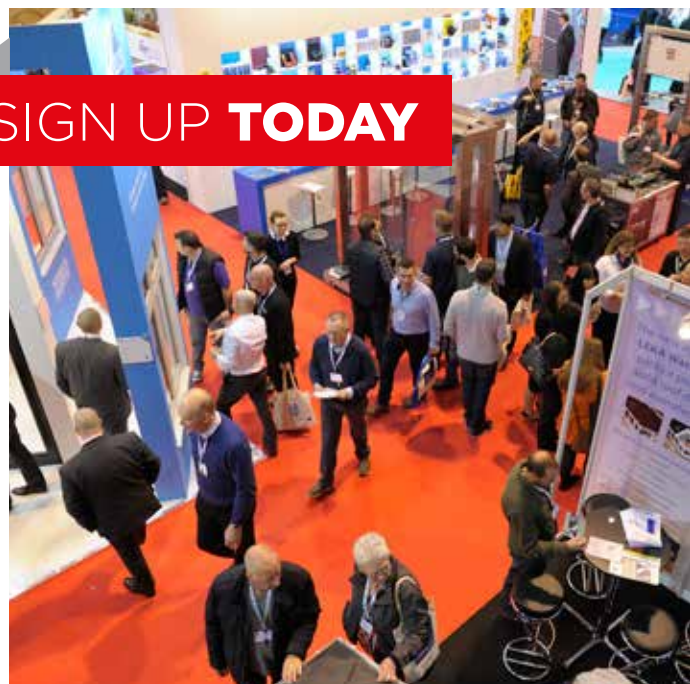
of business directors agree that exhibitions are the second most effective means of generating sales leads after a company's own website

"We had a really promising FIT Show. Having not participated before, I didn't know what to expect and whether we would even cover our costs. It's early days, but if we can convert even a small percentage of our leads we will be very happy bunnies. Perhaps the biggest surprise was meeting firms we would never have come across had it not been for the FIT Show - particularly a number of overseas manufacturers looking to enter the UK market."

Neil Parsonson
Windowbase



SIGN UP TODAY





**AVERAGE EXHIBITOR AT
FIT SHOW GENERATED**

185 LEADS



INDUSTRY LEADERS **SHARE** IDEAS & INSIGHT

The window, door and conservatory industry is constantly evolving. Keep your finger firmly on the pulse and stay informed of the key issues affecting your business by attending one of our FIT Show seminars.

Our move to the NEC enables us to extend The FIT Show Seminar programme and attract higher profile speakers from business, marketing, commerce, industry, as well as keynote speakers from all spectrums of our industry.

They will each take to the stage and provide invaluable information to guests on many of the industry's hottest topics. You're then free to take away these ideas with you and apply them in your own business, reaping the rewards in the process.

They have proved incredibly popular in the past, with many of them being standing room only. Because the seminar theatre will be situated in the generously sized halls of the NEC they should encourage even higher attendances.

Each seminar is FREE to attend. It is highly recommended that you set aside some time in your schedule to visit those seminars most appropriate to what you do.

So, rest your feet whilst acquiring a wealth of new-found knowledge that you won't get for FREE anywhere else but at FIT.

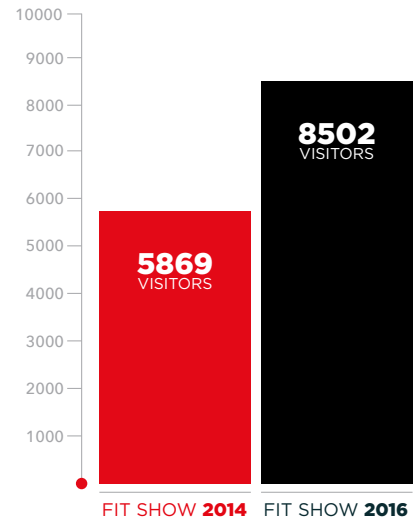


VISITORS DATA

BIG NAME FABRICATORS

COMPANY NAME	VISITORS	DIRECTORS
A & B Glass Company LTD	7	1
Affordable Window Systems LTD	5	2
Anglian Windows LTD	23	9
Ashford Commercial LTD	4	1
Bison Trade Frames	EXHIBITOR	
Britannia Windows LTD	2	0
C R Smith Glaziers (Dunfermline) LTD	5	2
Camden Group LTD	EXHIBITOR	
Climatec	EXHIBITOR	
CMS Enviro Systems LTD	2	2
Conservatory Outlet	4	2
Consort LTD	8	3
Crystal Windows & Doors LTD	3	0
Customade (Uk) LTD	8	14
CWG Choices LTD	15	1
Dekko Window Systems	10	3
Dempsey Dyer	EXHIBITOR	
Direct Trade (Yorkshire) LTD	11	1
Dungannon Window Company LTD	2	2
Dunraven Manufacturing LTD	3	1
Duration Windows	EXHIBITOR	
Emplas Window Systems LTD	11	4
Everest LTD	19	2
Express Trade Frames	2	2
Flair Plastics LTD	EXHIBITOR	
Ford Windows LTD	7	1
Frame Express	4	1
Glazerite Windows LTD	EXHIBITOR	
John Fredericks Plastics LTD	EXHIBITOR	
Lancashire Trade Frames	EXHIBITOR	
Lister Trade Frames	16	2
Masco	EXHIBITOR	
Masterframe	EXHIBITOR	
MB Frames	EXHIBITOR	
Mercury Glazing	EXHIBITOR	
Modplan LTD	EXHIBITOR	
Nationwide Windows LTD	8	4
Nova Group	3	2
Origin Global	EXHIBITOR	
Polyframe (Trade) LTD	EXHIBITOR	
Quickslide	EXHIBITOR	
Roseview Windows	EXHIBITOR	
Roundbrand	5	0
Sash UK LTD	7	0
Shepley	5	3
Sidey LTD	3	2
Sliders UK	13	0
Solent Glass & Glazing	2	0
Sovereign Group LTD	7	3
Sternfenster / Starglaze	5	2
Style Group UK LTD	10	1
Total Glass LTD	10	1
Tradelink Direct LTD	6	3
Truframe	EXHIBITOR	
UK Window Systems	EXHIBITOR	
Universal Trade Frames	7	1
Warwick Development (North West)	4	0
West Port	4	0
Whiteline	EXHIBITOR	
Wrekin Windows	3	0

NUMBER OF ATTENDEES

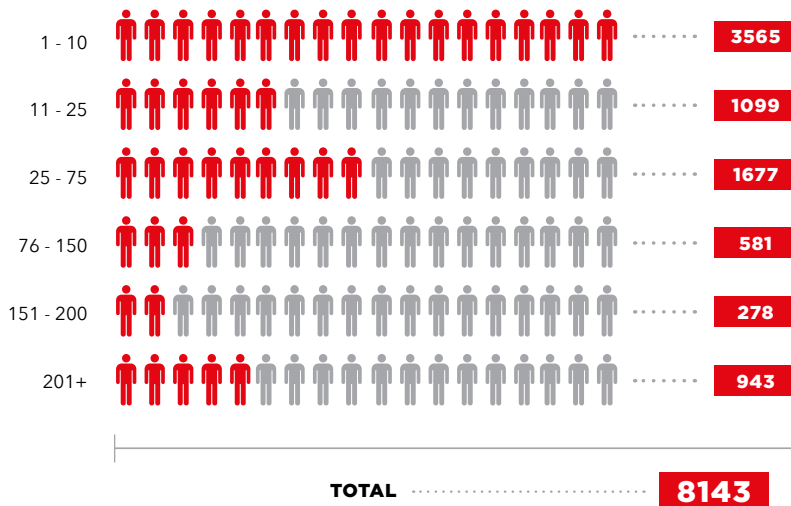


COMPANY / ORGANISATION MAIN ACTIVITY

MAIN CATEGORIES	No.
Installer - windows, doors, conservatories	3891
Fabricator - windows, doors, conservatories	2443
Builder / Contractor / Developer	1177
Glaziers	1166
Window systems manufacturer	1120
Hardware Manufacturer / Distributor	805
Composite Door Fabricator	729
Other, please list below	679
Glass Manufacturer	475
Conservatory Roof Fabricator	435
Other component manufacturer / distributor	431
Glass Processor / Stockist	419
Surveyors	330
IGU Manufacturer	313
Merchant	271
Architects	212
Marketing / PR Agency	200
Specialist Roof Manufacturer	178
Interior Designers	124
Local Authority / Housing Association / Public Sector	117
Machinery Manufacturer	105
IT / Software	95
Media	77
Commercial Vehicles/Vans	57
Educational Establishment	47
TOTAL	15896

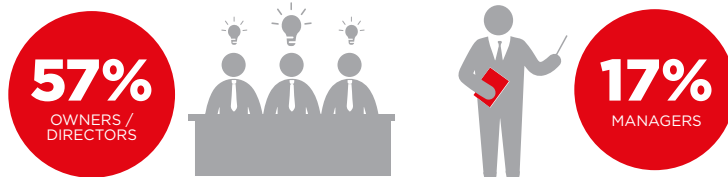


NUMBER OF EMPLOYEES PER COMPANY



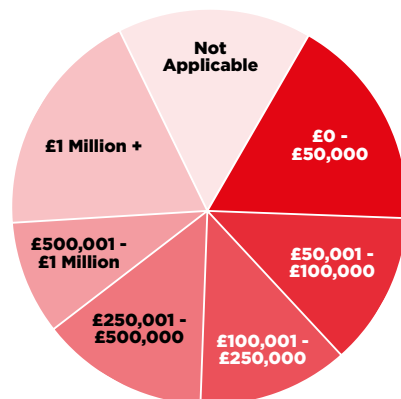
JOB FUNCTIONS

MAIN CATEGORIES	2014	%	2016	%
Owners / Directors	2948	50	4865	57
Managers	1705	29	1433	17
Sales / Marketing / Orders	655	11	1067	12
Factory / Installations	360	6	555	7
Other	201	3	582	7
TOTAL	5869		8502	



COMPANY'S ANNUAL SPEND ON GLASS AND GLAZING

SPEND	No.	%
£0 - £50,000	1261	16
£50,001 - £100,000	934	12
£100,001 - £250,000	1175	15
£250,001 - £500,000	1017	13
£500,001 - £1 Million	852	10
£1 Million +	1490	18
Not applicable	1353	17
TOTAL	8082	



"Just have to congratulate you on the best window show that I have ever attended, either as a visitor or exhibitor. Yes Fensterbau is bigger but the atmosphere, organisation, publicity and gala dinner etc was the very best. Well done to all concerned, a great way to leave Telford."

Alan Burgess
Masterframe

PRODUCTS OF INTEREST

Bi-Fold Doors	4551
Composite Doors	3871
PVC-u Windows	3655
PVC-u Doors	3408
Aluminium Windows	3324
PVC-u Conservatories	2895
Aluminium	2838
Conservatory Roofs	2670
Composite Windows	2439
Door Furniture	2294
Patio Doors	2266
Door Panels	2050
Aluminium Conservatories	1988
Hardware Windows	1966
Sash Windows	1951
Hardware Residential Doors	1803
Adhesives/Sealants	1650
Fixings & Fasteners	1650
Window Systems	1602
Hardware Bi Folding Doors	1594
Conservatories Accessories	1528
Orangery	1426
Hardware Patio Doors	1395
Glass/Glazing Accessories	1382
Timber Windows	1359
Blinds/Shutters	1311
Timber Doors	1310
Sealed Units	1266
UPVC Roofline	1245
Furniture/Hardware	1230
Curtain Walling	1178
Secondary Glazing	1100
Glass Toughened	1021
Tools and Fixings	970
Timber Conservatories	869
Machinery	861
Marketing	841
Insulated Glass Units	835
Maintenance and Repair	822
Security	790
Certification/testing	785
Computer Hardware & Software	779
Glass Laminated	749
Glass Low Emissivity	724
Colour Coaters	615
Safety	597
Glass Processor/Manufacturer	594
Glass Racking	586
Window Commercial Systems	563
Clothing	557
Lead Generation	548
Software for Sales	525
Profile Bending	507
Product Development & Testing	499
Ventilation	496
Switchable Glass	483
Spacer Warm Edge	473
Steel Windows	469
Software for Surveying	462
Foiling/Laminating	459
Spacer Bars	414
Window Machinery Doors	393
Absorbents/Desiccants	380
Professional Body/Trade Associations	369
Trade Publications	361
Weatherproofing	350
Finance	325
Education	298
Gas filling Equipment	243
Warehouse and Distribution	233
Recruitment	229
Website Developers	224
Other, please state below	188
TOTAL	88681

IS **YOUR COMPANY** A **BIG PLAYER** ?

Do you want your company to be seen alongside many of the industry's leading names? By exhibiting at the FIT Show in 2017 you will be sending out a very strong message that you are thinking big with your company.

If you have new products and innovations to shout about, want to generate new industry contacts, and crucially generate a lot of new sales leads then the FIT Show is the place to be.

Those who exhibit at the FIT Show tend to be the biggest names in the window and door sector. If you are thinking big with your company then sign up now.



RATES & PACKAGES

STAND PACKAGES ARE AVAILABLE WHICH HAVE BEEN DESIGNED TO BE AFFORDABLE, TRANSPARENT AND INCLUSIVE FOR EVERY BUDGET

Our Shell scheme packages include Show guide entry, product lifting, exhibitor parking, exhibitor party tickets, website entry, web banners and data capture app.

We also offer attractive space only rates for companies wanting more flexibility with stand designs.

SPACE ONLY RATES

Over 130m ²	£300 per m ²
80m ² - 129m ²	£320 per m ²
60m ² - 79m ²	£340 per m ²
40m ² - 59m ²	£360 per m ²
30m ² - 39m ²	£380 per m ²
29m ² and below	Stand package rates

CRYSTAL

£5,500

12 SQM

- Carpet
- Electronics - 1 x 500w socket and 2 spotlights
- Furniture included - 1 x poseur table, 2 x stools and 1 literature rack
- Product Lifting
- Car Parking
- Wi-Fi
- Stand Cleaning
- Data Collection
- Website Listing - Standard
- Website Profile
- Show Guide Listing
- Press Release
- Exhibitor Party Tickets

OPAL

£9,625

24 SQM

- Carpet
- Electronics - 1 x 500w socket and 4 spotlights
- Furniture included - 1 x round table, 4 x chairs and 1 literature rack
- Product Lifting
- Car Parking
- Wi-Fi
- Stand Cleaning
- Data Collection
- Website Listing - Standard
- Website Profile
- Show Guide Listing
- Show Guide Advert - Quarter Page
- Press Release
- Exhibitor Party Tickets

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