

InstallerSHOW announces key partnerships for the flooring sector

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[InstallerSHOW](#) has announced the formation of partnerships with the [Flooring Industry Training Association](#) (FITA), [The National Institute of Carpet and Floorlayers](#) (NICF), and the [Contract Flooring Association](#) (CFA). The partnerships are designed to raise the profile of flooring among a variety of audience groups attending InstallerSHOW who specify, install and distribute flooring products.

InstallerSHOW has grown rapidly in recent years, and with expansion into new sectors has come demand for more product areas. The increase in multi-skilled trades in attendance, along with specifiers and building owners, has been a key driver behind this success.

Accompanying this is an increased demand for flooring products from visitors working on both commercial and residential projects. To meet this demand, InstallerSHOW is delighted to be working with FITA to create a live three-day demo area, with the NICF who are hosting the semi-finals of the Fitter of the Year LVT competition, and the CFA supporting Building Safety Week alongside a number of industry stakeholders to represent the flooring sector.

InstallerSHOW's lively atmosphere, substantial footfall, and engaging stands and content were all factors that led these three key flooring trade associations supporting the InstallerSHOW 2025.

Shaun Wadsworth, Training Manager at the Flooring Industry Training Association, said: "InstallerSHOW 2024 was buzzing with high footfall, so we are excited about this partnership with an even bigger event in 2025. We see the opportunity to promote flooring standards to a large audience of installers, increasing skills and labour in the flooring sector."

"We are looking forward to creating a centrally located meeting point for installers of flooring products,

and members from our association,” commented Richard Catt, CEO of the CFA. “We will be exhibiting at the event and are also delighted to be a part of Building Safety Week, an important area for our members. We look forward to sharing best practice and expertise.”

Brian King, NICF President, said “Holding the semi-finals of the prestigious Fitter of the Year competition for LVT at the InstallerShow 2025 is a wonderful opportunity to highlight the expertise and craftsmanship of floor fitters in our industry to a much wider audience. NICF will also be exhibiting at the event, allowing us to promote the benefits of joining the NICF and our network of quality installers.”

Hanson Plywood are looking forward to exhibiting at the InstallerSHOW. They will be promoting their specialist plywood range at the show including sustainable, innovative products such as: SP101 Flooring Plywood, Performance Plywood, Poplar Plywood and Birch Plywood. Gary Scott, Hanson Plywood Managing Director of Hanson Plywood said: “We especially look forward to partnering with NICF and FITA in the promotion of high-quality plywood for the flooring industry.”

Nathan Garnett, Business Development Director at InstallerSHOW, added: “This is a fantastic partnership for InstallerSHOW, bringing a vital sector into the mix for our visitors who are specifying, buying and installing flooring products across commercial and residential projects. The traditional heating and flooring sectors are now so intertwined that bringing professionals and manufacturers from these sectors together to collaborate is going to help everyone and is at the very heart of what InstallerSHOW is about. We look forward to working with all three associations to promote innovation and excellence in the flooring industry.”

A number of key flooring brands have already signed up for stands at InstallerSHOW 2025 as the event grows to 800 exhibitors and 30,000 attendees across three halls.