



POWERED BY accountingWEB

WHERE FINANCE, ACCOUNTING & BOOKKEEPING LEADERS DO BUSINESS



NEC, BIRMINGHAM UK | 11-12 MARCH 2026 | #FAB26 | HELLO@FAB.UK

EVENT 365 IS HOW WE TURN MOMENTS INTO MOMENTUM.

More than a trade show, FAB is the only year-round platform built on live intent signals from the 30,000+ finance professionals, who visit AccountingWEB every day.

Through ongoing digital engagement, targeted content, and qualified lead matching, we connect vendors with in-market buyers long before they step onto the show floor. Every meeting, demo, and conversation at FAB is the result of 365 days of engagement - giving us insights that accelerate pipelines, shorten sales cycles, and delivers ROI that extends far beyond two days in the hall.





EVENT 365

FAB isn't once a year, it's year-round platform.

With **always-on digital engagement**, targeted campaigns, and pre-qualified meeting programmes, FAB connects vendors with the right buyers before, during, and after the show.



DATA-DRIVEN AUDIENCE

We don't have to guess who's coming — we know.

With **daily insight from 150,000 registered accountants and finance professionals** on AccountingWEB, we match audience intent to your core audience), delivering high-intent, qualified buyers who are ready to act.



DIFFERENTIATED CONTENT

FAB's agenda is **editorially led and insight-driven**, designed around the real pain points of finance professionals and accountants - not generic panels.

This content-first approach draws a high-quality, solution-focused audience who come to the event to act, not browse.

"FAB is an amazing place to come and spend a day or two and really see what's going on in the industry... it's a highlight of the year for people in our industry."

Conrad Ford | Chief Product & Strategy Officer | Allica Bank



HELPING YOU DO BUSINESS.



THE CONNECTED ACCOUNTING COMMUNITY

FAB brings together the full accounting ecosystem — from practitioners to mid-tier and enterprise finance leaders — through 1:1 meetings, curated networking, and content that drives action.



DIGITAL-TO F2F CONVERSION

We don't wait for delegates to arrive. FAB connects digital signals from AccountingWEB with onsite activation — giving you access to audiences already primed to meet, engage and buy.



CURATED BUYER JOURNEYS

Every delegate journey is shaped by data and intent — guiding high-value ICPs through tailored content, vendor matches, and private meeting zones built for deeper conversation.



SCALE & QUALITY AT SPEED

FAB is the UK's fastest-growing accounting show - up 35% in show floor space and 25% in audience size for 2026. And it's not just more people - it's the right people, matched through insight.

OUR STANDS AT A GLANCE



TALK TO US ABOUT PARTNERING AT FAB

We have big ambitions for FAB and we're excited to be working with the best vendors in the market in 2026.

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