

#### SATISFIED AND LOYAL EXHIBITORS



#### **HAPPY VISITORS**

Overall rating of the fair as excellent, very good or good:	97 %
Repeat visit probability:	96 %
Benefits of visit—very substantial,	93 %
substantial and moderate benefits.	
Rating of completeness and range of product offerings as excellent, very good or good:	89 %

### **EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT**

88%

88%

**78%** 

**79%** 

**77%** 

Cultivate existing business relationships

Image-building

Presentation of innovations

Preparing follow-up business

Initiate new business relations / generate new customers

#### VISITOR STRUCTURE ANALYSIS

#### Motivation

91%

9%

General public visitors

Trade visitors

#### **Income structure**

3,850 €

average monthly net household income

33%

of visitors have an average net income of more than € 4,500 per month

#### **Purchase intentions**

93%

Made purchase / order at f.re.e or planned at a later date based on visit to f.re.e

Source: Exhibitor & visitor survey conducted by Gelszus Messe-Marktforschung GmbH





## **MARKETING & PR**

Extensive visitor advertising ensures high awareness of f.re.e among your target audience. Diverse, coordinated measures provide for a steady flow of visitors throughout the show. Here is a small selection of marketing & PR measures implemented for f.re.e 2020:

#### **ONLINE**

# 10.8 million 2.8 million 537,000

banner and ad insertions (Google, Facebook, Instagram, Bing etc.) during campaign period

page views of free-muenchen.de

e-mails opened

23,300

followers on Facebook & Instagram

#### **OUT OF HOME**

High-reach outdoor advertising campaign in Munich and the surrounding area with billboard ads and event posters, including posters on subways and suburban lines.













### **RADIO**

Commercials, pre-show reporting and special promotions on 11 radio stations, e.g.:















#### **PR WORK**

Extensive editorial reporting and interviews in trade magazines and regional media. Blogger tours & professional social media live reporting make our exhibitors also visible in social media.

900

international Journalists on site



Süddeutsche Zeitung









**MORE GOOD REASONS FOR YOUR PARTICIPATION:** FREE-MUENCHEN.DE **EN/EXHIBITORS** 

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