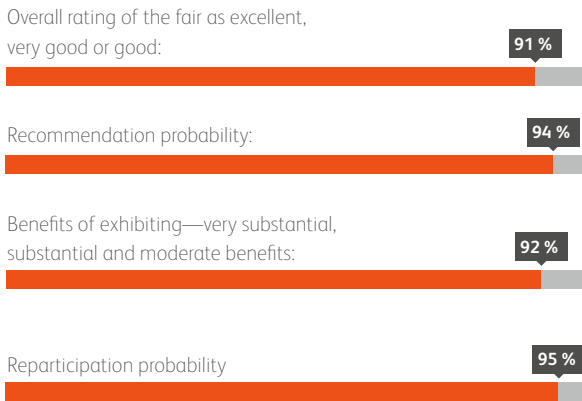


# EXHIBITION KEY FACTS & FIGURES F.RE.E 2020

Over **130,000** Visitors  
 Around **1,300** Exhibitors from 70 Countries  
**87,000 m<sup>2</sup>** Exhibition Space in 8 Halls



## SATISFIED AND LOYAL EXHIBITORS



## HAPPY VISITORS



## EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT



## VISITOR STRUCTURE ANALYSIS



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**

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

**2.8 million**

page views of free-muenchen.de

**537,000**

f.re.e campaign 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**

#### YOUR PERSONAL CONTACTS:

Jessica Stuber, Exhibition Director  
projektleitung@free-muenchen.de

Katja Krämer, Exhibition Manager  
katja.kraemer@messe-muenchen.de  
Tel. +49 89 949-20212

Daniela Bohrer-Glas, Exhibition Coordinator  
daniela.bohrer-glas@messe-muenchen.de  
Tel. +49 89 949-20214

Stefanie Geissler, Exhibition Manager  
stefanie.geissler@messe-muenchen.de  
Tel. +49 89 949-20213

Jutta Zinsmeister, Exhibition Manager  
jutta.zinsmeister@messe-muenchen.de  
Tel. +49 89 949-20211