

# EXHIBITION KEY FACTS & FIGURES F.RE.E 2024

Over  
**147,000**  
Visitors

Over  
**1,000**  
Exhibitors from  
50 Countries

**88,000 m<sup>2</sup>**  
Exhibition Space in 8 Halls



## SATISFIED EXHIBITORS

Overall rating of the fair as excellent, very good or good: **90%**

Recommendation probability: **95%**

Benefits of exhibiting—very substantial, substantial and moderate benefits: **92%**

Reparticipation probability: **94%**

## HAPPY VISITORS

Overall rating of the fair as excellent, very good or good: **94%**

Recommendation probability: **96%**

Benefits of visit—very substantial, substantial and moderate benefits: **90%**

Repeat visit probability: **95%**

## EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT

**88%**

Cultivate existing business relationships

**88%**

Image-building

**80%**

Initiate new business relations / generate new customers

**77%**

Presentation of innovations

**77%**

Preparing follow-up business

## VISITOR STRUCTURE ANALYSIS

### Motivation

**91%**

General public visitors

**9%**

Trade visitors

### Income structure

**4,400 €**

average monthly net household income

**45%**

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

### Purchase intentions

**92%**

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.r.e.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.r.e.e 2024:

## ONLINE

**33.6 million**

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

**2.2 million**

page views of  
free-muenchen.de

**92,500**

f.r.e.e campaign  
e-mails opened

**28,000**

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 10 radio stations:



## 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.

Around  
**550**

international  
Journalists on site



**MORE GOOD REASONS FOR YOUR PARTICIPATION:**

### YOUR PERSONAL CONTACTS:

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