

# EXHIBITION KEY FACTS & FIGURES F.R.E.E 2026



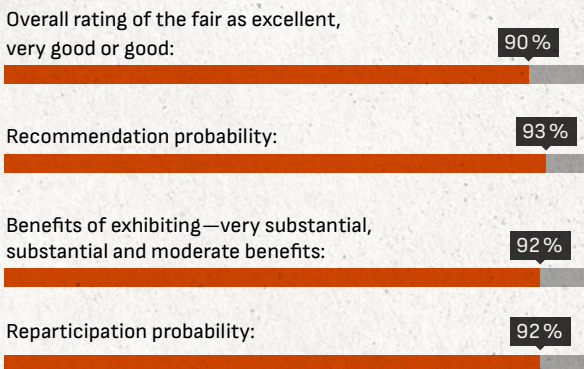
**SAVE THE DATE**  
FEBRUARY 10-14, 2027

Around **136,000**  
Visitors

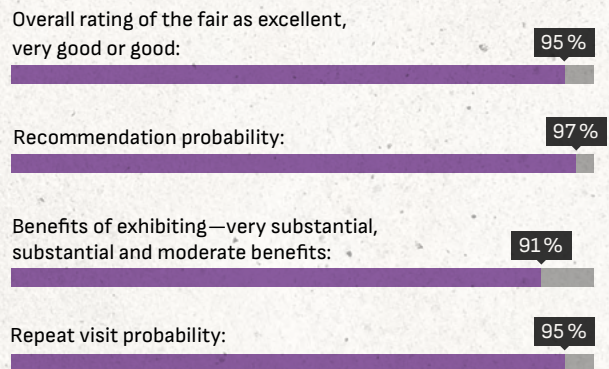
Around **930**  
Exhibitors from around 50 Countries

**76,000 m<sup>2</sup>**  
Exhibition Space in 7 Halls

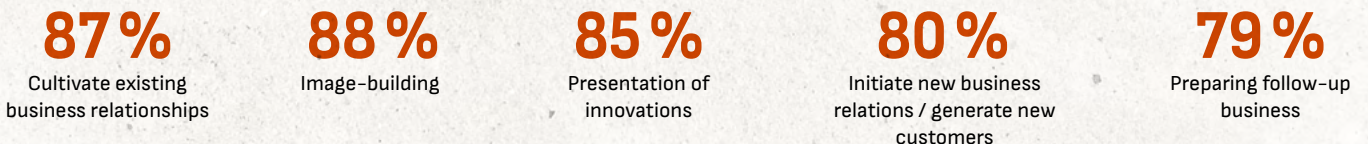
## SATISFIED EXHIBITORS



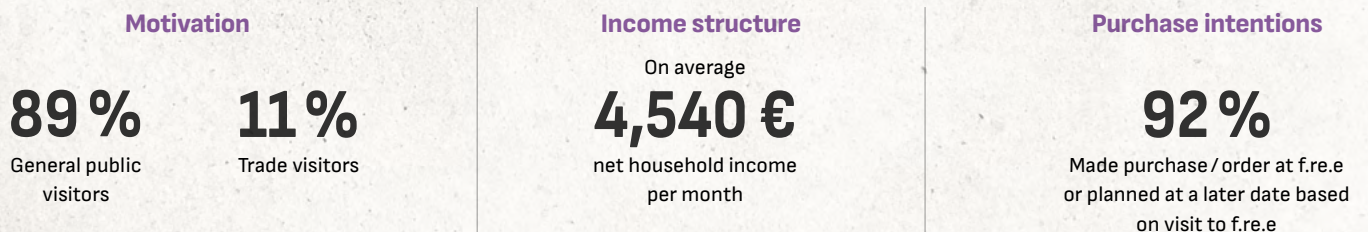
## HAPPY VISITORS



## EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT



## VISITOR STRUCTURE ANALYSIS





# MARKETING & PR

Targeted advertising ensures that you reach exactly the right audience at f.re.e. Through coordinated measures, we guarantee you a high flow of visitors during the trade fair. Here is an overview of some of the measures of f.re.e 2026:

## ONLINE

**56.7 million**

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

**1.9 million**

page views of free-muenchen.de

**96,000**

e-mail contacts

**33,100**

followers on Facebook & Instagram

## RADIO

**354** adverts on 11 stations with **12.4 million** gross contacts and a net reach of **47%**.



## PODCAST

The f.re.e talk podcast reached around

**64,000** streams since its release\*

\*since 12/11/2024



## PR WORK

Broad-based (Pre-) reporting and interviews with over **124 million** media coverage and around **600** journalists and content creators on site.

Selection:



## OUT OF HOME

High-reach outdoor advertising campaign during the campaign period in Munich and the surrounding area with billboard ads and event posters, including posters on subways and suburban lines — reaching around 285 million contacts.



### YOUR PERSONAL CONTACTS:

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More good reasons  
for your participation:

