

VISITORS WITH HIGH PURCHASING POWER: TAKE THIS OPPORTUNITY FOR YOUR BUSINESS!

f.re.e is an established institution in Munich and firmly anchored in your customers' diaries. As the largest and highest-selling travel and leisure trade fair in Bavaria, it attracts numerous visitors year after year, because here they can find a comprehensive range of products for their active leisure time: travel, caravanning & camping, cycling, water sports and outdoor & fitness—all under one roof!

Regular and first-time visitors with strong purchasing power plan their travel and leisure activities at f.re.e and are delighted to be inspired by your products. Take advantage of this opportunity!



Visitors to f.re.e have an average monthly **household net income of € 4,400.**

88,000 m² of exhibition space.

Reach a target group of **147,000 visitors from 50 countries.**

Free presentation opportunities for exhibitors on stages and in the holiday cinema.

Elaborately designed test areas

make your products tangible.

Attractive placements

thanks to column-free exhibition halls with daylight.



MARKETING & PR WORK

about f.re.e 2025

- **Radio:** Spot placements on relevant radio stations
- **Out of Home:** High-reach outdoor advertising campaign in Munich and the surrounding area
- **Online & Social Media:** High-reach banner, e-mail and social media campaigns
- **Print:** Ad placements and special inserts
- **PR:** Numerous journalists from Germany and abroad

February 19–23, 2025
Messe München
free-muenchen.de

f.re.e



EXHIBITING IS WORTH- WHILE IN THE TRAVEL SEGMENT AT F.R.E.E 2025!

THE TRAVEL EXHIBITION AREA

- **Diverse offer:** In the Travel exhibition area, you will find the right exhibition environment for you in three halls—clearly organized by country and region.
- **Target group with high purchasing power:** At f.re.e you will meet travel-loving trade fair visitors who are already planning their annual vacation in February. With your expert personal advice, you will build up a unique customer relationship. Almost 80% of visitors are particularly interested in the travel sector. This allows you to cultivate your image and benefit from on-site sales as well as from the profitable post-fair business.
- **Cruises & boat trips:** Experience traveling on the water—the maritime atmosphere ensures that visitors would love to get on board right away. And cruising sailors and motorboat holidaymakers will find important information and advice at the traditional cruise advice service.
- **Additional presentation platforms:** Use the numerous stages at f.re.e to increase your reach and trade fair presence—at no extra cost.
- **Attractive supporting program:** The exciting supporting program brings the topic of travel to life and offers information and inspiration at the same time.

PARTICIPATION PRICES

(net per m², without stand construction)

Stand space

Row stand	(1 side open)	€ 129
Corner stand	(2 sides open)	€ 139
Head stand	(3 sides open)	€ 147
Block stand	(4 sides open)	€ 154
Block stand from 150 m²	(4 sides open)	€ 147

Plus:

- obligatory communication fee: € 230
- AUMA contribution € 0.60/m²
- Waste disposal fee: € 3/m²
- statutory VAT

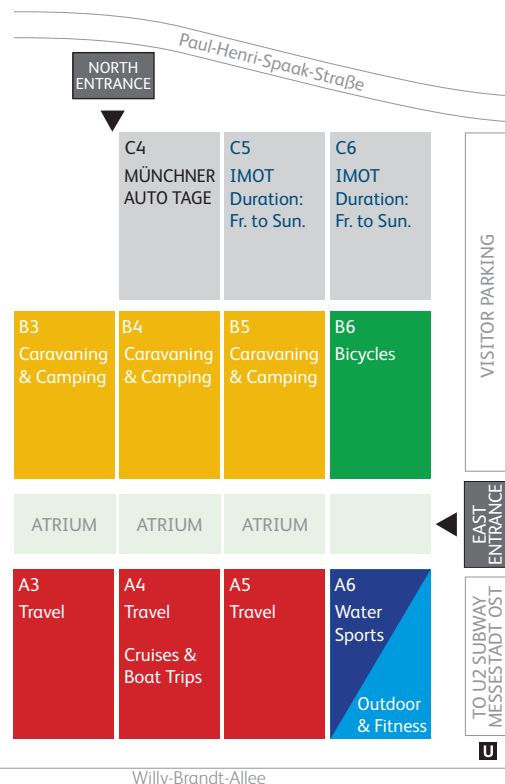
Fee for co-exhibitors: € 230

Stand package: Your trade fair participation is particularly convenient if you book the f.re.e stand package in addition to your stand space—the most important services are already bundled here.

Our visitors are looking forward to discovering offers from these areas:

- Tourism organizations
- Vacation homes, vacation apartments
- Hotels, guesthouses, club resorts
- Travel agencies, tour operators
- Means of transportation, carriers
- Leisure facilities
- Cruises, water tourism
- Travel photography
- Camping vacation
- Digital services

HALL LAYOUT



REGISTER NOW!

The online registration and further information can be found at free-muenchen.de/en

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