

EXHIBITION KEY FACTS & FIGURES E RE.E 2025

Around **125,000** Visitors Around **1,000** Exhibitors from around 50 Countries



SATISFIED EXHIBITORS

Overall rating of the fair as excellent, very good or good:	
	· · · · · · · · · · ·
Recommendation probability:	92 %
	and the second
Benefits of exhibiting—very substantial,	and the second
substantial and moderate benefits:	91%
Reparticipation probability:	93%

HAPPY VISITORS

Overall rating of the fair as excellent, very good or good:	95 %
Recommendation probability:	98%
*	1.
Benefits of exhibiting—very substantial, substantial and moderate benefits:	92%
	10
Repeat visit probability:	96%

EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT

89% Cultivate existing business relationships 89%

Image-building

80%

Presentation of innovations 75%

Initiate new business relations / generate new customers 71% Preparing follow-up business

VISITOR STRUCTURE ANALYSIS

Motivation

94%

General public visitors

6% Trade visitors Income structure and willingness to spend

4,550 € Net household income

per month

5,030 € on average

on average planned purchases/ orders/bookings

Purchase intentions

94% 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

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 2025:

ONLINE 86.4 million

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

2.1 million

page views of free-muenchen.de **99,300** opened e-mails of the f.re.e campaign **30,500** followers on Facebook & Instagram

RADIO

Around **320** adverts on 55 stations with **17.2 million.** gross contacts and a net reach of **70 %**.

PODCAST

The f.re.e talk podcast reached around **40,000** streams and around **21,500** unique listeners in just 2 months.

PR WORK

Arabella.

9



Abendzeitung III Merkur.de

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:

Katrin Leideritz, Exhibition Director Stefanie Geissler, Exhibition Manager Corinna Schultes, Deputy Exhibition Director Jutta Zinsmeister, Exhibition Manager Katharina Albrecht, Project Coordinator Tel. +49 89 949-20214

projektleitung@free-muenchen.de

More good reasons for your participation: