

# EXHIBITION KEY FACTS & FIGURES F.RE.E 2025



Around **125,000**  
Visitors

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

**83,500 m<sup>2</sup>**  
Exhibition Space in 8 Halls

## SATISFIED EXHIBITORS

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

86 %

Recommendation probability:

92 %

Benefits of exhibiting—very substantial,  
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 %

Benefits of exhibiting—very substantial,  
substantial and moderate benefits:

92 %

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  
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





# 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

Broad-based (Pre-) reporting and interviews  
with over **100 million** media coverage and  
more than **400** journalists 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:

