



Messe München
Connecting Global Competence

EXHIBITION KEY FACTS & FIGURES F.R.E.E 2020

Over **130,000** Visitors
Around **1,300** Exhibitors from 70 Countries
87,000 m² Exhibition Space in 8 Halls



SATISFIED AND LOYAL EXHIBITORS



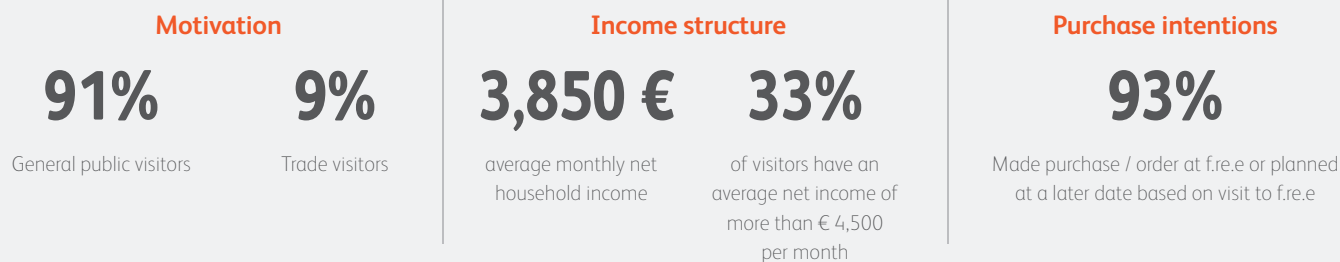
HAPPY VISITORS



EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT



VISITOR STRUCTURE ANALYSIS



Source: Exhibitor & visitor survey conducted by Gelszus Messe-Marktforschung GmbH

Messe München | North & East Entrance

Feb. 24.–28, 2020

Information at www.free-muenchen.de/en/exhibitors





MARKETING & PR

Extensive visitor advertising ensures high awareness of f.re.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.re.e 2020:

ONLINE

10.8 million

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

2.8 million

page views of
www.free-muenchen.de

537,000

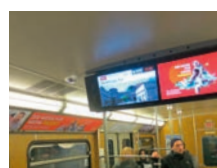
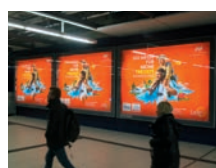
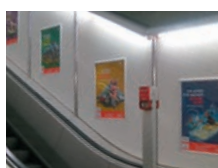
f.re.e campaign
e-mails opened

23,300

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 11 radio stations, e.g.:



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.

900

international
Journalists on site



**MORE GOOD
REASONS FOR YOUR
PARTICIPATION:
FREE-MUENCHEN.DE
EN/EXHIBITORS**

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