

# EXHIBITION KEY FACTS & FIGURES F.RE.E 2023

Over  
**160,000**  
Visitors

Around  
**900**  
Exhibitors from more  
than 50 Countries

**67,000 m<sup>2</sup>**  
Exhibition Space in 6 Halls



## SATISFIED AND LOYAL EXHIBITORS

Overall rating of the fair as excellent,  
very good or good: **96 %**

Recommendation probability: **98 %**

Benefits of exhibiting—very substantial,  
substantial and moderate benefits: **96 %**

Reparticipation probability **97 %**

## HAPPY VISITORS

Overall rating of the fair as excellent,  
very good or good: **92 %**

Recommendation probability: **97 %**

Benefits of visit—very substantial,  
substantial and moderate benefits: **89 %**

Repeat visit probability: **94 %**

## EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT

**94%**

Cultivate existing  
business relationships

**93%**

Image-building

**86%**

Initiate new business  
relations / generate new  
customers

**83%**

Presentation of  
innovations

**82%**

Preparing follow-up  
business

## VISITOR STRUCTURE ANALYSIS

### Motivation

**89%**

General public visitors

**11%**

Trade visitors

### Income structure

**4,220 €**

average monthly net  
household income

**40%**

of visitors have an  
average net income of  
€ 4,500 per month  
or more

### Purchase intentions

**91%**

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

Messe München

**Feb. 14–18, 2024**

Information at [free-muenchen.de](http://free-muenchen.de)





# MARKETING & PR

Extensive visitor advertising ensures high awareness of f.r.e.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.r.e.e 2023:

## ONLINE

**35.98 million**

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

**2.1 million**

page views of  
free-muenchen.de

**74,200**

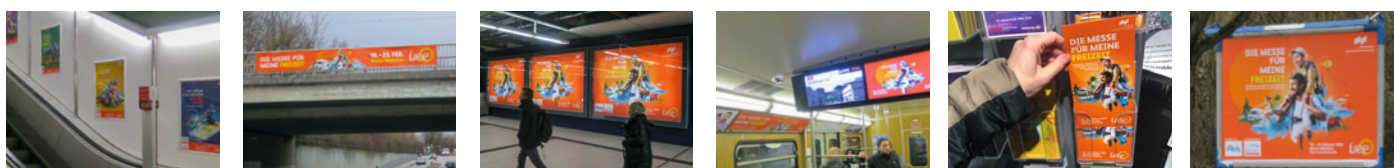
f.r.e.e campaign  
e-mails opened

**25,500**

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.

Around  
**550**

international  
Journalists on site



**MORE GOOD REASONS FOR YOUR PARTICIPATION:**



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