



EXHIBITION KEY FACTS & FIGURES F.RE.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

Overall rating of the fair as excellent, very good or good: **91 %**

Recommendation probability: **94 %**

Benefits of exhibiting—very substantial, substantial and moderate benefits: **92 %**

Reparticipation probability **95 %**

HAPPY VISITORS

Overall rating of the fair as excellent, very good or good: **97 %**

Repeat visit probability: **96 %**

Benefits of visit—very substantial, substantial and moderate benefits: **93 %**

Rating of completeness and range of product offerings as excellent, very good or good: **89 %**

EXHIBITORS' PRIMARY OBJECTIVES AND THEIR ACHIEVEMENT IN PERCENT

88%

Cultivate existing business relationships

88%

Image-building

78%

Presentation of innovations

79%

Preparing follow-up business

77%

Initiate new business relations / generate new customers

VISITOR STRUCTURE ANALYSIS

Motivation

91%

General public visitors

9%

Trade visitors

Income structure

3,850 €

average monthly net household income

33%

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

Purchase intentions

93%

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

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

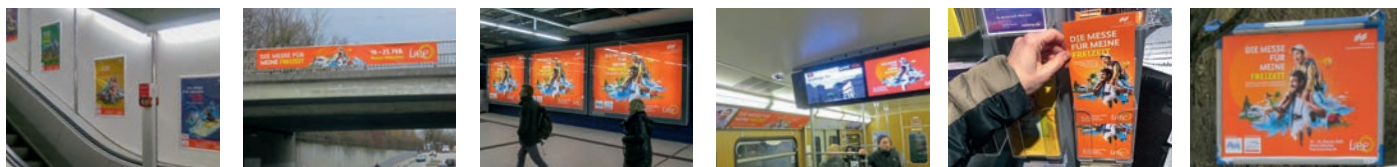
f.re.e campaign e-mails opened

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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