



Messe München

Connecting Global Competence



EXHIBITOR INFORMATION

Apply now for Bavaria's largest travel
and leisure trade fair and be present at
the anniversary.

Partner Country 2020



Messe München | free-muenchen.de

Feb. 19–23, 2020

**50
Years** 1970
2020

Fair for Leisure and Travel München





DEAR EXHIBITORS,

f.re.e is marked as a mandatory date in the annual calendar for more and more people. We set a new visitor record in 2019 with more than 140,000 visitors. f.re.e has once again impressively demonstrated its position as Bavaria's largest and most profitable travel and leisure fair. Every year, it succeeds in attracting people who love to travel and have high purchasing power. The average net monthly income of trade fair visitors this year amounted to a strong EUR 3,800.

As exhibition director, I would like to cordially invite you to participate as an exhibitor at the next f.re.e. 2020 will be a very special trade fair year, because we are going to celebrate the **"50th Anniversary of the Travel and Leisure Fair Munich."** There will be numerous promotions and attractions at the big anniversary that exhibitors and visitors alike can look forward to.

Use this special event to present your offerings to an attractive target group. Present yourself with a meaningful exhibition stand and on our numerous action areas or as part of the very well-attended stage program. With extensive marketing measures, we will ensure that your target group visits the trade fair. This is your chance to make great sales!

Yours sincerely,
JESSICA TILLY
Exhibition Director f.re.e

... ALMOST INEXHAUSTIBLE! THE SALES POTENTIAL OF F.RE.E

Key Figures 2019

**ANOTHER RECORD RESULT:
MORE THAN 140,000 (+3,7%) VISITORS**

APPROX. 1,300 EXHIBITORS FROM AROUND 60 COUNTRIES

MORE THAN 86,000 m² EXHIBITION SPACE, 8 HALLS

MORE THAN 800 INTERNATIONAL JOURNALISTS

In the middle of the market: Affluent and visitors who love to travel with an average household net income of EUR 3,800 encounter fascinating offers. The run of visitors remains constant, and their purchasing power is increasing. For the international leisure and travel industry, f.re.e is one of the most effective marketing instruments and a powerful revenue generator. Position yourself on the market of inexhaustible travel and leisure opportunities and take advantage of the purchasing power of our visitors.

The seven thematic areas of f.re.e

CUSTOM-FIT AREAS. IN THE FOCUS OF YOUR TARGET GROUP.

The right customers at the right place. Clearly structured theme areas guide the groups of visitors to coordinate supply and demand perfectly. Each theme area is a separate world of experiences: with target-group-specific information, attractive offers, action areas and presentation platforms. As a result, you get perfectly in the focus of your target group.



TRAVEL



CRUISES
& BOAT TRIPS



HEALTH
& WELLNESS



CARAVANNING
& CAMPING



OUTDOOR



WATER SPORTS



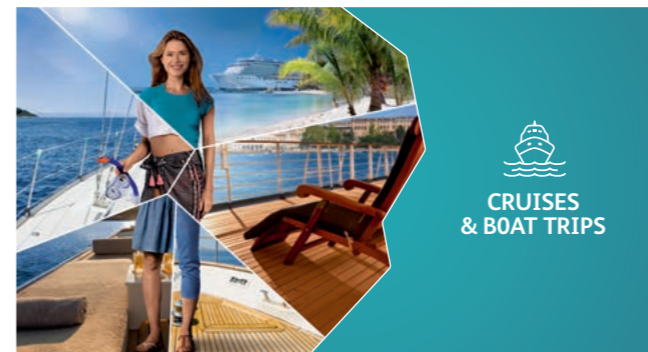
BICYCLES



Unbridled wanderlust. f.re.e is the sales driver for your offers. In the topic area travel, vacations to remote spots are just as much in demand as are active or individual vacations or domestic travel. In addition, our visitors search for exciting hiking and city tours as well as interesting destinations within Germany. Take your customers to the destination of their dreams. Our visitors are ready to get going.

“We were overwhelmed by the great onrush of visitors. We had a lot of interested people at our stand especially on the weekend.”

Stefanie Kaiser,
Marketing Manager Green Tiger GmbH



All new customers on board! Traveling on water can be experienced here: the maritime atmosphere, the advice for sailing trips, the harbor café and the inspiring talks on the large cruise stage ensure that visitors would love to set sail immediately. Your chance for new customer contacts and new sales.

“A lot of people visited our trade fair stand. As a result, we were able to achieve our goal of being well-known in the region.”

Manuel de la Rosa,
Sales Manager MSC Kreuzfahrten GmbH



New energy for your sales. Visitors at f.re.e love health and wellness. Take advantage of the sales potential and present your offers dealing with all aspects of relaxation and recreation to an affluent target group in search of work-life balance. Health trips, massage oils and equipment are in demand as well as offers for fitness and nutrition supplements.

“f.re.e was just awesome! There were no empty seats! Visitors left our stand happy and relaxed. See you again in 2020.”

Svetosar Grbic,
Managing Director of Donnerberg



Approx. 50% of visitors, i.e., 70,000 people, visit f.re.e to explore the theme of Caravanning & Camping. This is why your products such as motor-homes, caravans and vans as well as innovative tents and associated camping accessories are perfectly placed there. The mix of solvent best agers, adventurous DINKS and investment-friendly families puts a lot of momentum in sales targets. In 2020, the Caravanning & Camping area will once again occupy almost three complete halls.

“f.re.e was a great trade fair for us with many visitors thanks to excellent advertising, great service from the trade fair, good deals and many positive signs of good after-sales business. Our goals were achieved thanks to the chance to present our company to a wider leisure audience.”

Klaus-Wilhelm Gérard,
Managing Director and Partner Wohnwagen Gérard GmbH



Ready for action: Take advantage of the high quality of visitors at f.re.e. Brand awareness, keen to invest and active: your audience is willing to spend money for their special recreational interests. For mountain hiking, bouldering and climbing, running and paragliding. Since 2019, the Outdoor area has been in hall C5 and fills it together with the topic Caravanning & Camping, namely with the tents and accessories segment.

“The Munich and Oberland sections have been represented at the Travel and Leisure Fair f.re.e for many years to offer advice and support to mountaineering enthusiasts. Our wide range, such as the climbing tower, the avalanche search field, the MTB course, the boulder competitions, tour advice and much more, were once again well received by the visitors, which of course makes us very happy.”

Kilian Schwalbe
Munich section of DAV e.V.



In the land of rivers and lakes: The sensational adventure area is an absolute visitor magnet. The attractive water landscape appeals to boat and canoe fans as well as surfers, SUP specialists and divers. Many new target groups find what they are looking for in the trial diving pools and the gigantic lakescapes. Take advantage of the wave of enthusiasm and present yourself in the water sports region of Bavaria.

“f.re.e is an important and good trade fair for reaching end users. The concept is well-rounded, and contact with customers is at a good time in the year.”

Christian Lehner,
Owner Kajak Hütte e.K



The boom area of f.re.e. Inform, test, buy. With this goal, f.re.e visitors come to the action-packed bicycle trail, compare products and find suitable offers. Approx. 30,000 visitors expressed a specific interest in purchasing bicycles: E-bikes, city bikes, special wheels, navigation systems, cycling trips, functional accessories: the entire range is in demand at f.re.e.

“The f.re.e trade fair is ideal for us at ROSE Bikes, because the right target group is present among visitors. We particularly like the compilation of topics at the trade fair, because people who are interested in travel, outdoor, etc. can also become our customers. This is exactly what we experienced in conversations with visitors at our stand.”

Raul Pavlicek,
Deputy Store Manager ROSE Bikes Munich



MEDIA ADDED VALUE!

More than 800 international journalists from print, TV and radio as well as well-known bloggers and online portals report daily about the offers at f.re.e. In addition, strong media cooperation and partners support f.re.e during the exhibition days. For your own press work, we provide rooms for your press conferences and audio rooms for radio interviews.

THIS MAKES F.RE.E SPECIAL FOR EXHIBITORS.

SALES FACTOR EXPERIENCE

Make f.re.e your adventure park. The exciting action areas are the testing spaces for your products. Regardless of whether visitors want information about the latest motorhomes, get inspiring vacation tips directly from a tour operator or indulge in a relaxing massage, your offers become an experience at f.re.e. Give your customers time to fall in love with your product: on the bike trail, the climbing tower, in the plunge pool or at the lakescape.

SALES FACTOR STAGE PRESENTATION

Take the stage! For you, your products and an enthusiastic audience. Our free stages in every exhibition area, from the big show stage to the caravanning stage, can become your hot spot. Present yourself as a professional with expertise and insider tips and stimulate desire for your offers. Additional highlight: The vacation cinema for the presentation of your dream trips.

SALES FACTOR DIVERSITY AND SELECTION

Take advantage of the variety and choice at f.re.e! Visitors to Bavaria's largest travel and leisure fair appreciate the wide range of offers at f.re.e. Present yourself to our active and high-spending visitors looking for interesting vacation and leisure time offers.

SALES FACTOR PURCHASING POWER

The purchasing willingness of f.re.e visitors remains unabated: 92 percent of the visitors will make a purchase on site or plan to buy one of the offers after the trade fair. The average net household income of the 140,000 visitors is EUR 3,800. 16 percent of visitors have EUR 6,000 and more at their disposal per month. Exhibit at one of the most affluent and most travel-loving sites in Germany in the city of Munich.

SALES FACTOR ATTENTION

The multiplication of attention to your offers. f.re.e provides an optimal media environment for your individualized marketing: from the perfect trade fair stand to placement of your logo in the trade fair media and on billboards inside and outside the exhibition halls. Use the f.re.e logo, f.re.e posters or our vouchers for day tickets. Regardless of whether exhibition professional or trade fair beginner, our team works with full commitment for your personal trade fair success. Our new digital product Trusted Targeting makes it possible for you to address f.re.e customers throughout the year.

Visitor structure 2019

TRADE FAIR SUCCESS IN FIGURES.

The facts. Our quality guarantee.

MOTIVATION

Private Visitors

91%

Trade Visitors

9%

INCOME STRUCTURE

€ 3,800

Average monthly net household income

35%

Of visitors have more than EUR 4,500 per month net household income

PURCHASE INTENTIONS

92%

Made purchase / order at f.r.e or planned at a later date thanks to f.r.e.

Source: Exhibitor & Visitor Survey at f.r.e 2019 by Gelszus Messe-Marktforschung GmbH

Exhibitor survey 2019

HIGH SATISFIED EXHIBITORS.

Total trade fair evaluation with "excellent," "very good" or "good"

93%

Recommendation probability

98%

Return participation probability

97%

Visitor Survey 2019

ENTHUSIASTIC VISITORS.

Total trade fair evaluation with "excellent," "very good" or "good"

96%

Recommendation probability

99%

Return participation probability

96%

OUR SERVICES FOR YOUR TRADE FAIR PLANNING.



WE SUPPORT YOU STEP BY STEP.

Simple and uncomplicated: Our checklists guide you step by step from planning to your trade fair exhibit. Particularly convenient: the f.re.e stand package. And the application is completed in two minutes with the online form.



WE FULFILL YOUR MARKETING WISHES.

For maximum exposure, we plan and optimize your advertising strategy with you. Contact us, so that we can provide you with information about the free presentation options on the stages, placement of banners in our newsletters and the advertising opportunities around the exhibition halls. The specialists from f.re.e Media Services c/o jl.medien e.K. will be happy to advise you.

www.free-mediaservices.de



WE KEEP YOU INFORMED.

Don't miss any important dates and news. Keep informed via our website www.free-muenchen.de as well as our Facebook and Instagram pages about fair reviews and visitor structure, opinions of exhibitors and visitors, and organizational issues such as online registration, dates, contact partners and the Exhibitor Shop.



WE SHOW YOU F.RE.E.

Pictures say more than a thousand words. Get an impression of f.re.e. and the very special sales atmosphere with our trade fair film. In this way, you can fine-tune your sales perfectly to the emotions of our exceptional leisure and travel fair.

www.free-muenchen.de/videos

REGISTER NOW!

WORTHWHILE INVESTMENT

There are many possibilities to exhibit at f.re.e. Whether you want to be present at f.re.e with a large image stand, a compact middle row stand or as a co-exhibitor is up to you. We help you to find the perfect stand and perfect price-performance ratio. f.re.e— a successful investment.

OUR TEAM WOULD BE HAPPY TO ADVISE YOU CONCERNING ALL QUESTIONS DEALING WITH YOUR BOOKING.

In addition to the participation fee:

- Mandatory communication fee: EUR 190
- AUMA charge: EUR 0.60/m²
- Fixed waste-disposal fee: EUR 2/m²
- Legally applicable VAT

Fee for co-exhibitors: EUR 190

Stand package:

Your fair participation is particularly convenient if you book the f.re.e stand package in addition to your area—the most important services are already bundled there.

Participation prices 2020 net per m² exhibition space

PRICES FOR THE AREAS:

Travel, Cruises & Boat Trips,
Health & Wellness

Row stand
(1 side open)  **EUR 117**

Corner stand
(2 sides open)  **EUR 123**

End stand
(3 sides open)  **EUR 128**

Island stand
(4 sides open)  **EUR 134**

from 250 m²: 5% discount

PRICES FOR THE AREAS:

Caravanning & Camping, Bicycles,
Water Sports, Outdoor

9 to 50 m² **EUR 92**

51 to 100 m² **EUR 82**

101 to 500 m² **EUR 72**

from 501 m² **EUR 62**

HALL LAYOUT



Subject to change

YOUR CONTACT PERSONS.

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