

# Where vacations and recreation generate revenue.

f.re.e—Fair for Leisure and Travel.

**PARTICIPATE.  
PROFIT.**

Register now for  
f.re.e 2018!

Messe München / North and East Entrances

**Feb. 21–25, 2018**

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



**f.re.e**  
Fair for Leisure and Travel.

# Dear Exhibitors,



f.re.e continues to get larger, become more popular and generate more revenue. Some 135,000 visitors attended the last f.re.e, more customers than ever before. Fascinated by your offers and with clear intentions to book their vacations and make purchases for their recreational activities. That is why f.re.e is the most popular travel and recreation exhibition in Bavaria, developed for an audience with plenty of purchasing power and a passion for travel. As the new Exhibition Director, I want to get you motivated about f.re.e and invite you to participate with your own exhibition stand in 2018.

The perfect marketplace for your sales: Present your attractive products and services at favorably placed exhibition stands, in our bustling activity areas and on high-profile platforms. We always come up with new ideas and ways to promote the fair that ensure optimum customer proximity and the best possible contacts. Take advantage of this opportunity so that your customers' enthusiasm grows and your sales increase. We look forward to seeing you!

Welcome to f.re.e 2018.

Sincerely,

**JESSICA TILLY**

Exhibition Director f.re.e

... almost inexhaustible!  
The sales potential at f.re.e

**Key figures from f.re.e 2017**

**RECORD RESULTS: 135,000 VISITORS**

**NEARLY 1,300 EXHIBITORS FROM 70 COUNTRIES**

**78,000 m<sup>2</sup> OF EXHIBITION SPACE IN 7 HALLS**

**MORE THAN 750 INTERNATIONAL JOURNALISTS**

At the heart of the market: Visitors with purchasing power who love to travel come here to find fascinating offers. Demand is up, and the fair's already strong attendance continues to grow from year to year. f.re.e is one of the most effective marketing instruments and an effective generator of revenue for the international travel and recreation industry. Position yourself on the market for inexhaustible travel and recreation possibilities and profit from our visitors' purchasing power.

## The six exhibition sectors at f.re.e

# A perfect fit: The focus of your target group.

The right customers at the right place: Clearly structured sectors on specific themes separate visitors into target groups and bring supply and demand together to suit each other perfectly. Each exhibition sector is an adventure world in its own right—with target-group-oriented information and attractive exhibits, activity areas and presentation platforms. And that keeps your target group perfectly focused on you.



**Unbridled passion for travel.** f.re.e is a driving force behind the sale of your products and services. In the Travel sector, demand for long-distance travel packages is just as strong as it is for active and individual vacations and excursions at home. Visitors are also on the lookout for exciting cycling and city tours and interesting destinations within Germany. Waves of enthusiasm: f.re.e Ahoi is an entire adventure world for cruises and boat trips. It is a special exhibition sector with its own stage and five days of events. Bring your customers to their dream destinations. Our visitors are ready for departure.

**New energy for your sales.** f.re.e's visitors love health and wellness. Take advantage of that sales potential and present your offers that promote rest and relaxation. f.re.e gives you access to a target group of consumers with purchasing power who are looking for a work-life balance. Demand for whirlpools, massage oils and massage equipment is just as strong as the range of fitness offers, food supplements and cosmetics. Relaxed customers, relaxed shopping.



**Under the starry sky:** This impressive exhibition sector is a bestseller at f.re.e. More and more visitors come to the fair to find out more about mobile recreation. That is why f.re.e is the perfect place for products such as motorhomes, caravans and vans as well as innovative tents and camping accessories to go with them. The combination of “best agers,” adventurous DINKS and families looking to invest will give your sales objectives a boost.



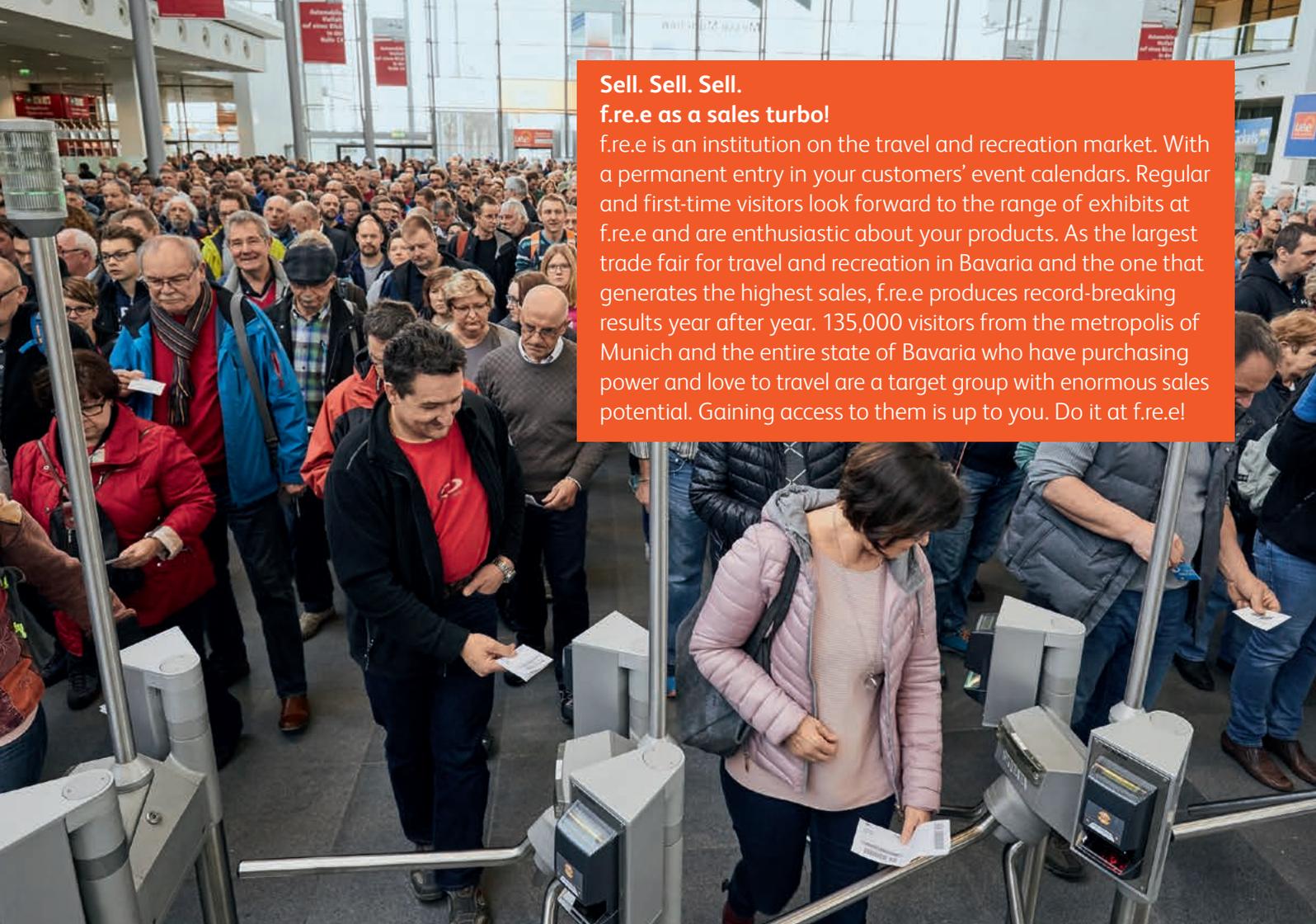
**Full of drive.** Take advantage of the high quality of the visitors who attend f.re.e. They are brand-conscious, active and looking to invest: Your audience is willing to spend money on its special recreational interests. For mountain hiking, bouldering and climbing, running and paragliding.



**In the land of lakes and rivers:** This sensational adventure area is a highlight at f.re.e and an absolute magnet for visitors. The newly designed water feature attracts boat and canoe enthusiasts as well as surfers, SUP experts and divers. The trial scuba diving tank and the gigantic lake feature are the perfect place to win over new and established target groups. Ride the wave of enthusiasm and present yourself at the heart of the water-sport region of Bavaria.



**The boom sector at f.re.e.** Gather information, test and buy. f.re.e visitors who come to the action-packed bicycle test course want to compare products and find products that suit them. Profit from growing demand for e-bikes, specialty bikes, navigation systems, bike trips and tours and functional accessories: The entire spectrum is represented at f.re.e.



**Sell. Sell. Sell.**

**f.re.e as a sales turbo!**

f.re.e is an institution on the travel and recreation market. With a permanent entry in your customers' event calendars. Regular and first-time visitors look forward to the range of exhibits at f.re.e and are enthusiastic about your products. As the largest trade fair for travel and recreation in Bavaria and the one that generates the highest sales, f.re.e produces record-breaking results year after year. 135,000 visitors from the metropolis of Munich and the entire state of Bavaria who have purchasing power and love to travel are a target group with enormous sales potential. Gaining access to them is up to you. Do it at f.re.e!

# What makes f.re.e special.

## **Sales factor: An experience**

Make f.re.e your adventure world. All the thrilling activity areas at f.re.e are the perfect place to test your products. Nothing sells better than your customers' enthusiasm. Whether visitors are checking out the latest motorhomes, getting inspiring vacation tips directly from travel agencies or treating themselves to a relaxing massage: Your offers are the actual experience at f.re.e. Give your customers time to fall in love with your products—on our expansive bicycle test course, on the challenging climbing tower, in the popular scuba diving tank or at our sensational lake feature. At f.re.e 2018.

## **Sales factor: Stage presentations**

Clear the stage! For you, your products and an enthusiastic audience. Six different stages—from the Health Stage to the Harbor Stage—can become your hotspot! Showcase yourself as an expert with technical knowledge and secret tips and get people interested in your exhibits. Additional highlights include the Vacation Cinema and f.re.e Ahoi, which will leave your customers yearning for dream vacations and cruises. That also means “Full speed ahead” for your sales!

## **Sales factor: Variety and selection**

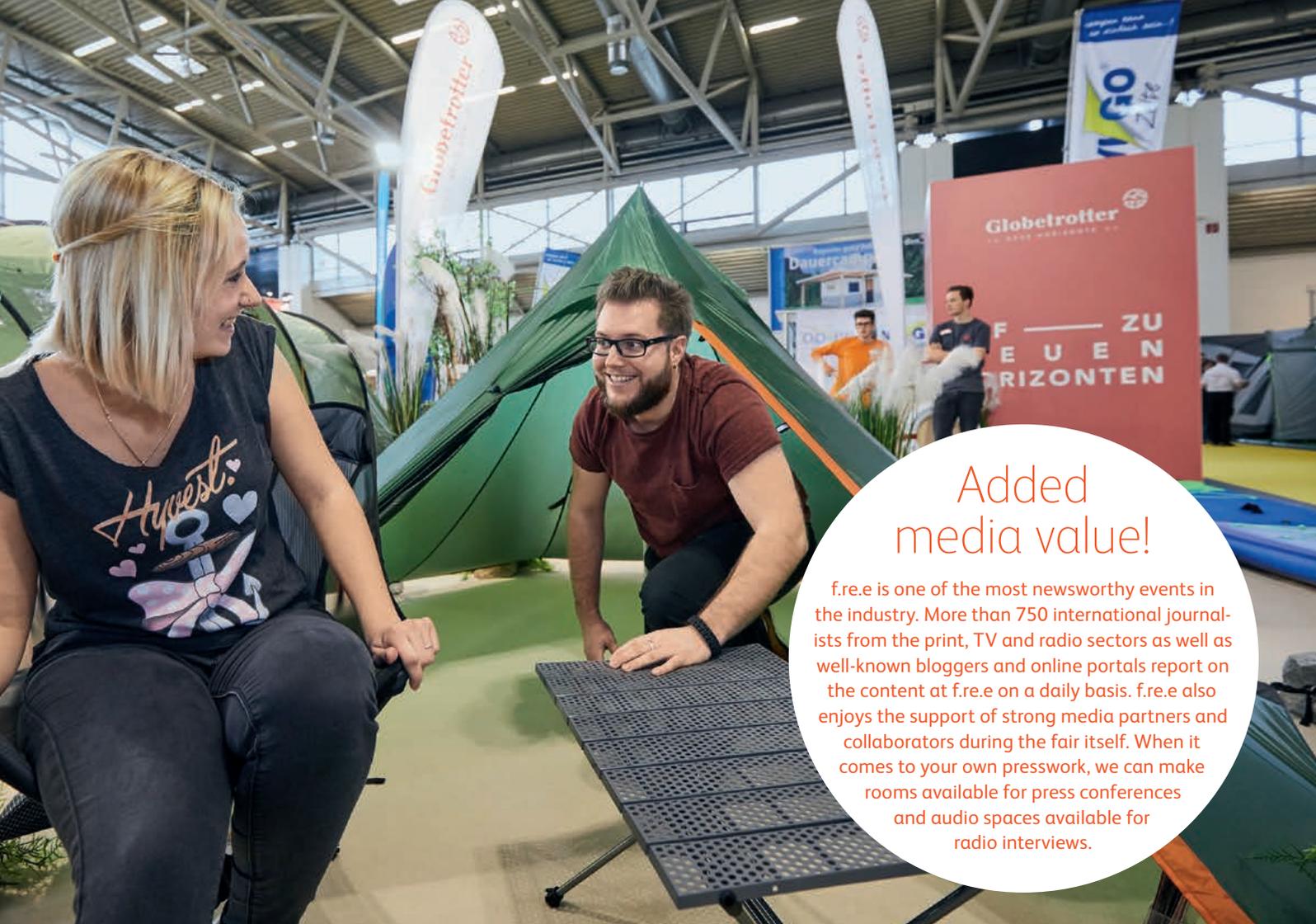
Profit from the variety and selection at f.re.e! Visitors who attend Bavaria's largest trade show for travel and recreation appreciate the extensive range of exhibits at f.re.e. Present yourself to our audience of active and affluent consumers who are looking for interesting vacation and recreation offers. An added attraction: Special theme days at f.re.e. Information: [www.free-muenchen.de](http://www.free-muenchen.de)

## **Sales factor: Purchasing power**

Sales at f.re.e increased again in 2017: 92 percent of visitors purchase one of your products/services or plan to do so after the fair is over. Of the 135,000 visitors who attended f.re.e, 55 percent have a net household income of more than EUR 2,600 per month, and 20 percent have at least EUR 5,000 available. In other words, f.re.e in Munich takes place at one of the most affluent locations in Germany where people love to travel. Take advantage of this opportunity and position yourself in this infectious market.

## **Sales factor: Attention**

Multiply the attention that you get. f.re.e gives you an optimum media environment for individualized marketing. From a perfect exhibition stand to placing your logo in fair-related media and on advertising inside and outside the exhibition halls. Use the f.re.e logo, f.re.e posters or our vouchers for one-day tickets. Whether you participate in f.re.e as an experienced trade-show professional or a first-time exhibitor: Our team is fully committed to your personal success.



## Added media value!

f.r.e is one of the most newsworthy events in the industry. More than 750 international journalists from the print, TV and radio sectors as well as well-known bloggers and online portals report on the content at f.r.e on a daily basis. f.r.e also enjoys the support of strong media partners and collaborators during the fair itself. When it comes to your own presswork, we can make rooms available for press conferences and audio spaces available for radio interviews.

# Our exhibitors are thrilled ...

## Travel

Berthold Allendorf, Managing Director, Zughansa: "f.re.e is a win-win situation for Zughansa. We reach our target group and get orders from them; in addition, we can fire their enthusiasm with interesting talks. We were able to provide customer care and acquire new customers in personal conversations and talks in an optimal way. We made successful use of the Harbor Stage, the Vacation Cinema and the BR Stage as presentation platforms for our niche product."

## Caravanning & Mobile Recreation

Hans Christl, Member of the Managing Board, Autohaus Christl & Schowalter: "Once again, the quality of the visitors, the conversations and the transactions at this year's fair met our expectations. We made successful presentations to new customers, conducted transactions during the fair and initiated post-fair business."

## Outdoor

Patricia Ebenberger, Member of the Managing Board, German Alpine Club, Munich and Oberland, is very pleased with the fair result: "For us, the f.re.e is a great chance to get into contact with outdoor-loving, active visitors to present our offer and ideally recruit them as new members."

## Bicycles

Torsten Forberig, Regional Representative BIKE South, Kettler Alu-Rad GmbH: "For Kettler Alu Rad GmbH, f.re.e is the perfect platform for promoting our bicycles and our e-bikes in particular. When it comes to convincing end consumers about our brand, we appreciate all the visitors at the fair and the positive atmosphere."

## Water Sports

Guido Meier, Managing Director, Bavarianwaters: "On the new lake, visitors could directly make their first stand-up paddling tests on water, so that they will be motivated to try that out on a real lake at our company later. Visitors very quickly found a liking for stand-up paddling at f.re.e."

## Health & Wellness

Monika Bittl, Sales Director, Pfahler's Whirlpool Studio: "f.re.e is a remarkably well promoted trade fair. The high quality of the visitors, which is different than most end-consumer exhibitions, perfectly suits our objectives to establish intense contact with new customers and conduct transactions directly at the stand."

# The facts. Our guarantee for quality.

## f.re.e's success in numbers.

Visitor profile at f.re.e 2017

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### Motivation

Private visitors

86%

Trade visitors

14%

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### Net monthly income

More than EUR 2,600

55%

More than EUR 5,000

20%

### Intention to buy

92%

Made a purchase or placed an order at f.re.e or plan to do so at a later point in time because of f.re.e

Exhibitor survey f.re.e 2017

# Highly satisfied exhibitors.

Overall rating of fair:  
Good, very good or excellent

90%

Would recommend fair to others

96%

Will probably participate again

95%

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Visitor survey f.re.e 2017

# Delighted visitors.

Overall rating of fair:  
Good, very good or excellent

96%

Would recommend fair to others

98%

Will probably attend again

97%

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# Services to help you plan for the fair.



## **We accompany you step by step ...**

Simple and uncomplicated: Our checklists accompany you step by step from planning to actually participating in the fair. Our budget planner ensures that you have full control of your costs at all times. The f.re.e Package Stand is especially convenient. And thanks to our online registration form, registration takes just two minutes.



## **We satisfy your marketing wishes ...**

Make your exhibit unique. We work with you to plan and optimize an advertising strategy that will generate as much attention as possible. That way you can make the most of f.re.e's professional advertising environment. Contact us so that we can inform you about free presentation alternatives on our stages, having banners appear in our effective promotional newsletters and advertising opportunities inside and outside the exhibition halls. The specialists at f.re.e Media Services c/o jl.medien e.K. would be pleased to advise you. [www.free-mediaservices.de](http://www.free-mediaservices.de)



## **We keep you up to date ...**

Be sure not to miss any important deadlines or information. Our website at [www.free-muenchen.de](http://www.free-muenchen.de) and our Facebook and Instagram pages will send you up-to-date information on a regular basis. From interesting statistics such as trade-fair ratings and the visitor profile to statements from exhibitors and visitors and organizational information such as online registration, dates and deadlines, contacts and the Exhibitor Shop.



## **We show you f.re.e ...**

A picture says more than a thousand words. To get an impression of f.re.e, simply watch the fair's official video. It will give you a feeling for the fair's "wow" factor and the special sales atmosphere at f.re.e. It is also the perfect way to give your sales team a feeling for the emotions at our extraordinary trade show for travel and recreation. [www.free-muenchen.de/video](http://www.free-muenchen.de/video)

# Register now!

Participation fees in 2018—net per m<sup>2</sup> of stand space only

## PRICES FOR THE SECTORS

	 		
<b>Row stand</b> (1 side open)	 <table border="1"> <tr> <td>Price in €/m<sup>2</sup></td> <td><b>115</b> EUROS</td> </tr> </table>	Price in €/m <sup>2</sup>	<b>115</b> EUROS
Price in €/m <sup>2</sup>	<b>115</b> EUROS		
<b>Corner stand</b> (2 sides open)	 <table border="1"> <tr> <td>Price in €/m<sup>2</sup></td> <td><b>120</b> EUROS</td> </tr> </table>	Price in €/m <sup>2</sup>	<b>120</b> EUROS
Price in €/m <sup>2</sup>	<b>120</b> EUROS		
<b>End stand</b> (3 sides open)	 <table border="1"> <tr> <td>Price in €/m<sup>2</sup></td> <td><b>125</b> EUROS</td> </tr> </table>	Price in €/m <sup>2</sup>	<b>125</b> EUROS
Price in €/m <sup>2</sup>	<b>125</b> EUROS		
<b>Island stand</b> (4 sides open)	 <table border="1"> <tr> <td>Price in €/m<sup>2</sup></td> <td><b>130</b> EUROS</td> </tr> </table>	Price in €/m <sup>2</sup>	<b>130</b> EUROS
Price in €/m <sup>2</sup>	<b>130</b> EUROS		

> 250 m<sup>2</sup>: 5% discount

## Worthwhile investment

There are plenty of ways to exhibit at f.re.e. Whether you have a large, high-profile stand, a compact row stand or participate in f.re.e as a co-exhibitor is your decision. We will help you find the perfect stand and the perfect price-performance ratio. Be sure to use our non-binding budget planner to get an initial overview of the costs. f.re.e—a successful investment.

### In addition to participation fee:

- Mandatory communication fee **EUR 130**
- Flat-rate waste disposal fee **EUR 2/m<sup>2</sup>**
- AUMA fee **EUR 0.60/m<sup>2</sup>**
- Registration fee for co-exhibitors **EUR 130**
- All prices subject to VAT

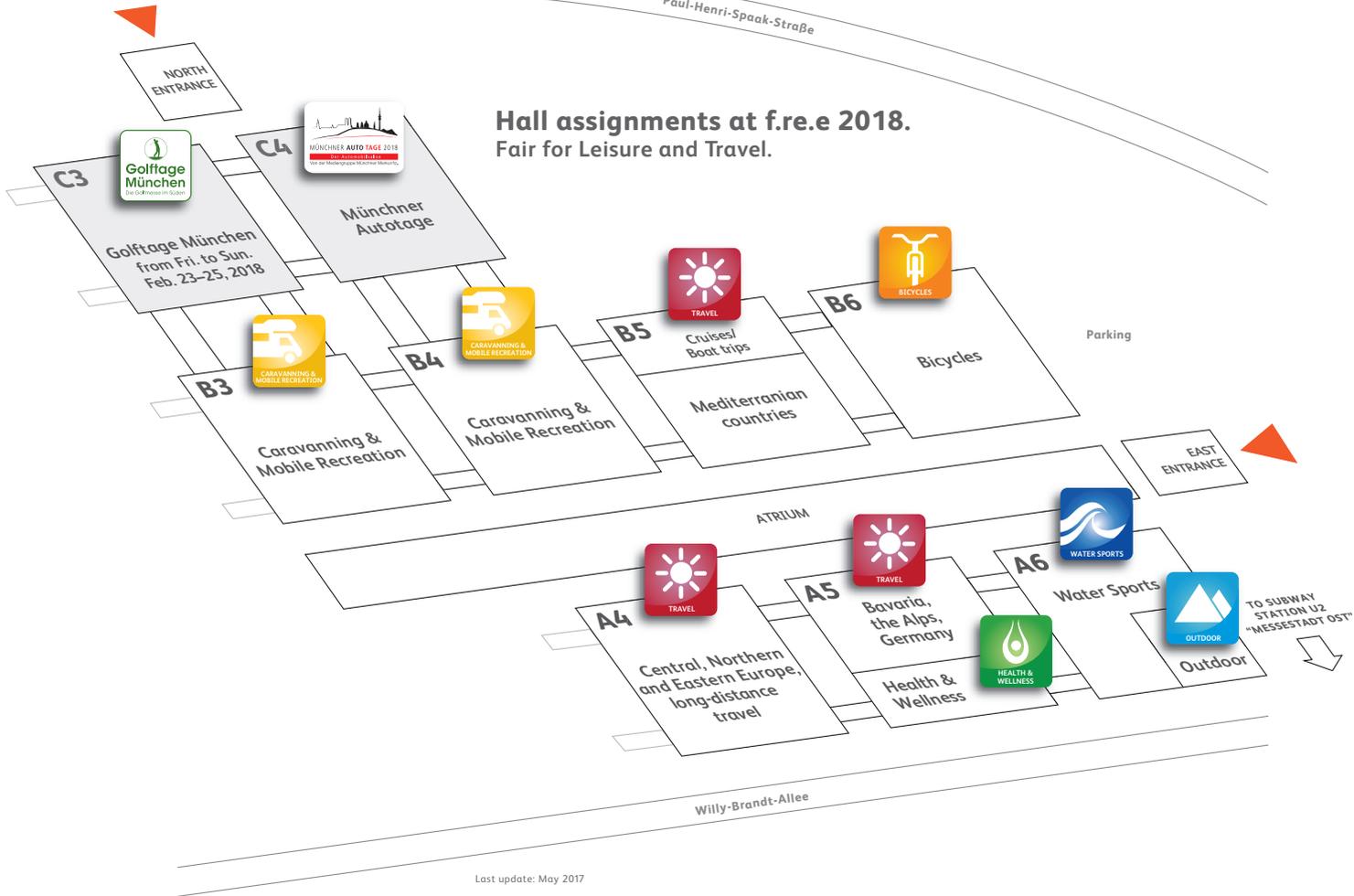
**Our team would be pleased to advise you on all issues that pertain to your booking.**

## PRICES FOR THE SECTORS

	   
<b>9 to 50 m<sup>2</sup></b>	Price in €/m <sup>2</sup> <b>89</b> EUROS
<b>51 to 100 m<sup>2</sup></b>	<b>79</b> EUROS
<b>101 to 500 m<sup>2</sup></b>	<b>69</b> EUROS
<b>&gt; 501 m<sup>2</sup></b>	<b>59</b> EUROS

Paul-Henri-Spaak-Straße

# Hall assignments at f.re.e 2018. Fair for Leisure and Travel.



# Your contacts.

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[www.free-muenchen.de](http://www.free-muenchen.de)  
Space allocation begins: June 19, 2017

**Organizer:** Messe München GmbH, Messengelände, 81823 München, Germany

**Venue:** Messengelände, North and East Entrances, Halls A4–A6, B3–B6

**Dates:** February 21–25, 2018, **Opening hours:** Daily from 10:00–18:00



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