

# PRESS RELEASE NO. 1



September 2020

## The HIGH END® 2021: Where tradition meets change

After an extraordinary year, the circumstances for the HIGH END 2021 have changed. It will provide an important platform on which exhibitors from all over the world can set the course for the future of the industry. From 13th to 16th May 2021, the leading international audio show will be held at its usual venue, the MOC Event Center in Munich, Germany. Manufacturers, distributors and service providers are invited to come to the event and again showcase their exclusive products and innovations to a live audience.

This possibility has not been available for quite some time after the coronavirus pandemic forced the entire world, including the trade show industry, to grind to a halt. The past few months have changed the world. The spread of a virus and all of the shared efforts to contain it have had far-reaching consequences for society on the whole and for each individual. "It soon became clear that we couldn't simply carry on from where we left off", says Stefan Dreischärf, Managing Director of the organiser, HIGH END SOCIETY Service GmbH. "With the knowledge that the next HIGH END will be the first international audio trade show after the outbreak of the coronavirus pandemic, there were many new aspects to consider when planning the event."

### Objective and focuses

Over the past few weeks, Stefan Dreischärf and his team have worked together to develop and implement a multitude of innovative ideas. "We have made the most of the opportunities that have arisen from this unprecedented situation", he confirms. "We are convinced that even under changed conditions, the HIGH END can offer every possibility for successful business and also provide visitors with an exciting and interesting experience at the same time." As a result, the trade show expert has decided to strengthen the focus on B2B for the future of the leading international audio show. In 2021, the event will therefore feature not one, but two trade visitor days. This will not only help to disperse the flow of visitors but also enable customer meetings to take place without being pressed for time. With its motto of "quality before quantity", the event will again pave the way for successful business relationships. Well-established side events such as SOUND-SCLEVER and the HIGH END KOLLEG will also take place alongside the trade show in May.

### The perfect addition to the HIGH END

The new supplier trade show IPS – International Parts & Supply brings together what belongs together. Taking place in a separate area of the MOC Event Center in parallel with the HIGH END 2021, the event offers manufacturers of supply parts for the hi-fi industry the ideal platform for establishing direct contact with their customers and showcasing their products in a presentation tailored to their target groups.

### Safety in all respects

In order to continue to host successful events even in times of Covid-19, the organiser is taking the best possible precautions to protect the health of all parties involved. It is implementing all necessary measures required in the case of a lasting risk of infection with SARS-CoV2 in close consultation with the MOC Munich and the responsible authorities and carrying them out with the utmost care. Larger minimum sizes for exhibition stands, wider aisles and clearly marked routes through the halls are all designed to guarantee that everyone will feel safe and comfortable at the exhibition venue. A workable and flexible hygiene and infection prevention concept will ensure that the trade show can take place under the changed general conditions with no concerns.

The HIGH END SOCIETY Service GmbH is looking forward to a successful year 2021 with a new HIGH END trade show that will raise the bar in times of and after Covid-19.

*The HIGH END, the internationally renowned audio trade show, is the undisputed leader when it comes to impressively setting the tone for top-class music reproduction. It has been providing ideas and impetus for producers, sellers and consumers of high-quality consumer electronics for four decades.*

*On the four days of the event in May, the entire world of audio experts and professionals will gather in Munich to visit hundreds of exhibitors from more than 40 different countries as they showcase their latest innovations in the halls and atriums of the MOC Event Center.*

## FACTS

### SHOW:

HIGH END® 2021  
THE LEADING INTERNATIONAL AUDIO SHOW

### LOCATION:

MOC München - Lilienthalallee 40  
80939 München-Freimann  
Germany

### DATE:

May 13 to May 16, 2021

### Opening hours:

Thursday: 10:00 am to 6:00 pm  
Friday: 10:00 am to 6:00 pm  
Saturday: 10:00 am to 6:00 pm  
Sunday: 10:00 am to 4:00 pm

**Thursday and Friday only open for trade visitors with pre-registration.**

### TICKETS

#### Trade Visitors:

with pre-registration for 2 days: 30 EUR  
with pre-registration for 4 days: 40 EUR

Visitor tickets are available online only.

#### Visitors:

day ticket Saturday: 10 EUR  
day ticket Sunday: 5 EUR

Free admission for children up to 14 years old.

### ORGANIZER:

HIGH END SOCIETY Service GmbH  
Vorm Eichholz 2g  
42119 Wuppertal  
Germany  
Tel: +49 202 702022  
E-Mail: [info@highendsociety.de](mailto:info@highendsociety.de)  
[www.highendsociety.de](http://www.highendsociety.de)

### Contact:

Claudia Kazner  
Press work and Public Relations  
HIGH END SOCIETY  
E-Mail: [kazner@highendsociety.de](mailto:kazner@highendsociety.de)



# PRESS RELEASE NO. 1

## PICTURES FOR DOWNLOAD



HIGH END 2021

[> Download](#)



HIGH END 2021 Logo

[> Download](#)