

# PRESS RELEASE NO. 1



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## REGISTRATIONS FOR THE HIGH END® 2020 ONCE AGAIN EXCEED EXPECTATIONS

### Brands and exhibitors are online

From May 14 to 17, 2020, high-quality technology, combined with music reproduction excellence are the focus of the international hi-fi trade show HIGH END®. At Munich's MOC exhibition grounds, several hundred exhibitors from over 40 countries are presenting everything having to do with exclusive audio equipment and first-rate sound performance.

#### Registrations continuously increasing

Just how important the world's largest trade show of its kind is for the industry is manifest in the continuous growth in the number of orders for exhibition space. Already in the beginning of December – one month before the regular registration deadline of the December 31, 2019 – the HIGH END 2020 was booked down to the last sliver of space. So far the organiser was able to confirm a total of 450 exhibitors for participation in this year's event. "Naturally we are elated about the fact that the interest in exhibiting at the HIGH END has continued at sustained levels", says Stefan Dreischärf, Managing Director of the organiser, HIGH END SOCIETY Service GmbH. "Nonetheless, we regret the fact that we were not able to consider all registrations." The limited capacity on the MOC grounds unfortunately does not allow all enquiries to be accepted. Neither the halls nor the atriums offer additional options for expanding the available space.

#### Excellent overview of the organizer's new website

Effective immediately, all exhibiting companies and brands can be found online in the recently created directories. The organiser's new website, which appeared in its new design in Autumn of 2019, features a modern, clearly-arranged, easy-to-understand layout. The aim of the relaunch, in addition to a more modern layout, was also to create improved navigation and greater user-friendliness.

The HIGH END is the undisputed international leader when it comes to impressively setting the tone for top-class music reproduction. The trade show has been providing ideas and impetus for producers, sellers and consumers of high-quality consumer electronics for four decades. Each year, representatives from the entire industry convene on four days in May in Munich. From leading global players, right down to innovative start-ups, the exhibitors provide solid proof of their innovative verve, which they present to an international public at the HIGH END.

#### Trade visitor and media day at the HIGH END 2020

The first day of the exhibition, on Thursday, May 14, 2020, is reserved to registered trade visitors and media representatives.

### FACTS & FIGURES

#### Exhibition:

HIGH END® 2020  
THE INTERNATIONAL HI-FI SHOW

#### Venue:

MOC München - Lilienthalallee 40  
80939 München-Freimann (Germany)

#### Dates:

May 14 - 17, 2020

#### Opening hours:

May 14, 2019: 10am – 7pm  
May 15 - 16, 2019: 10am – 6pm  
May 17, 2019: 10am – 4pm

#### Admission for Trade visitors:

EUR 35.00 for pre-registration  
(valid for all the days)

#### Admission for General public:

EUR 15.00 / day ticket  
(valid only on Friday or Saturday)  
EUR 25.00 / 3-day ticket  
(valid from Friday to Sunday)  
EUR 5.00 / Sunday ticket  
(valid only on Sunday)

#### Organizer:

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