



## PRESS RELEASE NO. 7

MARCH 2016

### HIGH END® 2016 (5. - 8. MAY 2016)

#### THE INDUSTRY’S LEADING TRADE FAIR IS FULLY BOOKED

The HIGH END 2016 is fully booked. More than 500 exhibitors and every renowned industry manufacturer will descend upon Munich from May 5th to 8th. Over the years, the HIGH END has established itself as a global meeting point for audio enthusiasts, becoming an industry institution in the process. It now stands as the most important showcase event for audio anywhere in the world. Branko Glisovic, CEO of the HIGH END trade fair, is thrilled by the tremendous response from leading companies, but is at the same time aware of the demands that this interest brings with it: “Of course you try to get as many companies as possible involved. But when you reach the limits of a 28,361 square metre exhibition space, it is then a question of capacity.”

#### Numbers of foreign exhibitors continue to grow

The biggest growth driver here is, of course, foreign companies. Based both in Europe and further afield, these firms recognise that the HIGH END has become the industry’s foremost trade fair. With 316 exhibitors expected from abroad, this year’s foreign involvement will likely represent a 2% increase on last year’s, with an overall share of 63% of attendees. At the same time, German-based companies are still the most strongly represented at the HIGH END. Great Britain is in second place with 40 companies, followed by the USA, Italy, France, China, Japan and Switzerland.

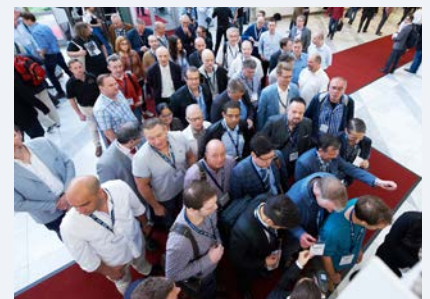
“This means that the HIGH END offers not only a broad spectrum, but also an international selection, thereby serving as a shop window for the innovative drive of the whole industry. This is the basis for the ever growing international significance of the HIGH END and the recognition it receives on the basis of its quality. We are delighted with the faith that exhibitors put in our event through their participation”, stresses Kurt Hecker, Chief Executive of HIGH END SOCIETY e.V.



Entrance MOC > picture download



International trade fair > picture download



Huge crowds attends > picture download



## PRESS INFO

### FACTS:

- Exhibition:** HIGH END<sup>®</sup> 2016  
THE INTERACTIVE EXHIBITION FOR EXCELLENT ENTERTAINMENT ELECTRONICS
- Location:** MOC Munich - Lilienthalallee 40  
80939 Munich-Freimann
- Dates:** 5th May – 8th May, 2016  
**Trade visitors day:** Thursday, 5th May 2016 (with prior registration only)  
**Opening times:** from 10 a.m. to 6 p.m. daily
- Entry:**  
**Trade visitors:** EUR 20.00 with prior registration  
(valid on all days)  
**General public:** EUR 12.00 / day ticket from Friday to Sunday
- Event organiser:** HIGH END SOCIETY MARKETING GMBH  
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Atrium MOC

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