



## PRESS RELEASE NO. 2 FEBRUARY 2014 HIGH END<sup>®</sup> 2014 (15 - 18 MAY 2014)

### THE HIGH END SUCCESS STORY

Ever since it moved to Munich, the HIGH END has grown year on year. A statistical analysis of the numbers of visitors to the HIGH END in recent years proves this beyond doubt. The total number of visitors has more than doubled in the last ten years. Even more impressive is the growth in the number of trade visitors, which has almost quadrupled in that period.

This development underlines the global importance of the HIGH END as the industry's leading trade fair, as well its status as a key driver.

### Excellent ratings for the HIGH END in a visitors' survey

A representative survey of visitors was also carried out at the HIGH END 2013. Its purpose was to determine the overall satisfaction of the visitors. The findings were then analysed in order to better understand the requirements and expectations of the visitors and to identify any problems at an early stage. An independent market research company surveyed both trade visitors and end consumers.

More than 80% of those asked gave one of the two most positive ratings on a satisfaction scale of 1 to 6. Over 90% of respondents said the fair came up to their expectations. The very high satisfaction of the visitors is particularly reflected in the recommendation rate. 95% of trade visitors and an even more impressive 97% of end consumers recommend the HIGH END to others. A high recommendation rate in both groups of respondents is a sign of the quality of the fair, which is down to the exhibitors and their enthusiastic staff, as well as the fascinating exhibits and presentations.

For trade visitors, the HIGH END is the ultimate business platform - an excellent opportunity to meet colleagues and do business with them. For all the other visitors, it is a wonderful chance to discover a world of high-quality home entertainment in just a few hours. Over the years, the HIGH END has gradually become the most popular trade fair for the industry. A key element in this is the fascinating and highly emotional hobby of high-quality reproduction of music, whatever the type.

Mr Branko Glisovic, managing director of the HIGH END SOCIETY Marketing GmbH, agrees with this: "We wanted to hear the opinions of the people we put on the fair for. The high satisfaction ratings among both trade visitors and end consumers mean we can look to the future with optimism."



HIGH END 2013

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Atrium

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## PRESS INFO

### FACTS:

- Exhibition:** HIGH END® 2014  
THE INTERACTIVE EXHIBITION FOR EXCELLENT  
ENTERTAINMENT ELECTRONICS
- Location:** MOC Munich - Lilienthalallee 40  
80939 Munich-Freimann
- Dates:** 15th May - 18th May, 2014
- Trade visitors day:** Thursday, 15th May 2014 (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 SERVICE GMBH  
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