



PRESS RELEASE NO. 3

FEBRUARY 2016

HIGH END® 2016 (5. - 8. MAY 2016)

ALL-ROUND SERVICE FOR VISITORS TO THE HIGH END 2016

Naturally, the focus of the fair is on presenting the entire spectrum of consumer electronics products, and it goes without saying that visitors can look at and listen to the industry's latest and best products from all over the world. At such a wide-ranging exhibition, maximum expertise and information are guaranteed.

But the HIGH END is more than just a product show, which is why we put so much time and attention into planning the accompanying events - because we want to make sure that our visitors' stay in Munich, as well as getting there and back, is as pleasant an experience as possible.

The HIGH END offers exhibitors and visitors a comprehensive package of services for arrival, accommodation, catering and departure. This includes among other things a fantastic all-inclusive travel offer to the HIGH END, a special programme with excursions for partners travelling with you, special hotel offers, a free bus shuttle with expert guides, free talks and training on the technology stage, live music every day of the fair and numerous music presentations by the exhibitors.

All-inclusive travel offer to the HIGH END in Munich

For the first time, visitors from North Rhine-Westphalia, the most populous state of Germany, can book either an all-inclusive trip to Munich for the HIGH END, or just the transfer. "Ascension Day in Munich with a visit to the HIGH END and side events" is the title of the package description by the Schütz travel agency from Dortmund, which is offering a trip for several days to the HIGH END in a state-of-the-art luxury coach. The offer includes four-star hotel accommodation, admission tickets, a catalogue, transfer to the fair and everything else you need for a pleasant visit to the capital of Bavaria, with pick-up points in Essen, Bochum, Dortmund, Hagen and Hamm. The package also includes a guided tour of Munich and a shopping trip to the outlet centre in Ingolstadt for those who are not really audiophile visitors to the fair. For details of this fantastic package, which we officially endorse, go to:
www.HighEndSociety.de > HIGH END > Travel service

Link to the complete offer:

<http://schuetz-reisedienst.de/42429.php>



HIGH END 2016 - > picture download
Welcolme to Munich



Atrium > picture download



Travel offer > picture download



PRESS INFO

Bring your partner with you

Once again, the HIGH END SOCIETY is offering a programme of excursions for the partners of exhibitors and visitors who do not want to spend every day at the HIGH END. We have collected some attractive offers during the days of the fair, from which you can put together an accompanying programme. The offers include a guided tour of the historic centre of Munich, a trip to the Bavaria Filmstadt (Movie-Town) attraction or a shopping tour in Ingolstadt (close to Munich).

The offers can be signed up for by **26 April 2016**.

You can find more information on our website at:
www.HighEndSociety.de > HIGH END > Travel service

Link to the partner programme:
www.highend2016.de/spouseouting

Reasonable accommodation rates at partner hotels

The HIGH END SOCIETY has negotiated as every year special conditions and agreements with several hotels for the HIGH END 2016. The list of HIGH END SOCIETY partner hotels covers a range of accommodation categories. For example, you can book a three-star hotel room at a price of €88, including breakfast.

You can find more information on our website at:
www.HighEndSociety.de > HIGH END > Travel service

Link to the hotel list:
<http://www.highend2016.de/hotellist>

Free bus shuttle to partner hotels

We offer a free hotel shuttle service for visitors to the HIGH END at the MOC.

Shuttle buses travel to all our partner hotels several times in the morning and evening so that your visit to the HIGH END can begin right outside your hotel without the stress of any travelling or extra cost.

You can find more information on our website at:
www.HighEndSociety.de > HIGH END > Travel service

Link to the hotel shuttle:
http://www.highend2016.de/busshuttle_gb



Travel companion > picture download
are welcome



Selected partner hotels with
reasonable rates > picture download



Free bus shuttle > picture download
to the partner hotels



PRESS INFO

Free airport shuttle

For the HIGH END exhibition, we have arranged for several shuttle buses to operate between Munich Airport and the MOC every 30 minutes on each day of the event.

The airport shuttle takes our guests to and from the MOC every 30 minutes. This service is free of charge and can only be used by those with an ID for the press, exhibitors or trade visitors.

You can find more information on our website at:
www.HighEndSociety.de > HIGH END > Travel service

Link to the airport shuttle:
http://www.highend2016.de/airportshuttle_gb

Free lectures, talks and workshops on current topics

Visitors to the HIGH END take part in free talks, presentations, workshops and high-calibre podium discussions on topics of current interest. The main focus of the topics and the exact times of the presentations will be announced in due course.

Musical events with various live performances

The HIGH END offers a supporting programme with various live music events which creates a pleasant relaxed atmosphere all round the exhibition.

Gastronomical delicacies

At the HIGH END guests can look forward to a very wide variety of food and drink. Many different delicacies are available throughout the whole exhibition area. The entire range of food on offer caters for an international clientèle, with something for large and small appetites.



Free airport shuttle > [picture download](#)



Impressive presentations > [picture download](#)



Musical supporting programme > [picture download](#)



PRESS INFO

FACTS:

- Exhibition:** HIGH END[®] 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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HIGH END signs
in front of
the entrance [> picture download](#)