



PRESS RELEASE NO. 3 FEBRUARY 2014 HIGH END[®] 2014 (15 - 18 MAY 2014)

THREE MONTHS BEFORE THE HIGH END 2014 OPENS, WE CAN ALREADY REPORT A HUGE NUMBER OF REGISTRATIONS.

Preparations for the trade fair are now in full swing. By the date of February, 370 renowned national and international exhibitors had already decided to participate at the branch's leading trade fair. This means that current levels of registration have risen again compared to the same time last year. We are close to concluding the planning for the stands with the MOC-Munich. Visitors to this year's HIGH END can expect a veritable explosion of attractive exhibitors and brands. Nearly all renowned companies and brands will be represented at the HIGH END again. The trade fair forms a unique basis for lasting commercial success in the branch and provides an ideal platform for purchasers, dealers, consumers and specialists from the industry and the media.

Our branch is consistently innovative and is constantly providing new, fascinating developments that enrich peoples' lives.

Expansion of the exhibition area in the MOC

The exhibition area has had to be expanded due to the large demand from exhibitors. An additional trade fair hall will be opened in which numerous exhibitors can showcase their products and services. In addition to halls 3 and 4, hall 2 will now also be used as a presentation and exhibition area. There will now be three trade fair halls and two bright atria with open market places, seating arrangements, catering services and relaxation zones will create a pleasant atmosphere. We believe that this meets the requirements of our exhibitors and makes the exhibition even more appealing.

The expansion of the exhibition area from 23,000 to 25,000 square metres makes it possible for additional product categories to be presented. The total exhibition area has grown by 9%.

The CEO of HIGH END SOCIETY, Mr. Branko Glisovic, commented that "The expanded area and the increasing variety of exhibitors is further evidence that the HIGH END continues to be at the forefront of innovation year after year. It's a huge honour to be able to offer the branch a suitable platform for their products and services."

The HIGH END SOCIETY again supports young entrepreneurs

In hall 3 there will again be an area for newcomers in which we allow start-up companies to present their ideas and developments for free. Currently we have received binding registrations from eight international, innovative new companies who will be presenting their developments and/or prototypes at the HIGH END. This area is home to a unique blend of entrepreneurial spirit, creativity and innovation.



Atrium

> Bild herunterladen
picture download



Newcomer Stand

> Bild herunterladen
picture download



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 pre-registration only)
- Opening times:** from 10 a.m. to 6 p.m. daily
- Entry:**
- Trade visitors:** EUR 20.00 with pre-registration
(valid on all days)
- General public:** EUR 12.00 / day ticket from Friday to Sunday
- Event organiser:** HIGH END SOCIETY SERVICE GMBH
Vorm Eichholz 2g
42119 Wuppertal - Germany
Tel. +49 (0)202 - 70 20 22
Fax: +49 (0)202 - 70 37 00
Email: info@HighEndSociety.de
Internet: www.HighEndSociety.de
[facebook.com/HighEndSociety](https://www.facebook.com/HighEndSociety)
twitter.com/HighEndSociety
- Contact:** **Renate Paxa**
Public Relations & Press Affairs for HIGH END SOCIETY
Email: Renate.Paxa@HighEndSociety.de

Reproduction permitted; we would be grateful to receive a copy.



MOC

> Bild herunterladen
picture download