



KOMPAKTE INFORMATIONEN AUS DER HIGH END BRANCHE. DIREKT VON DER HIGH END SOCIETY SERVICE GMBH

HIGH END® LECTURES ONLINE

The HIGH END® show can look back on a long tradition. First held in Düsseldorf in 1982, it took place for the 35th successive year in 2016. The oldest and biggest exhibition of its kind is now becoming the world's leading show for high quality home electronic but after all, the HIGH END will always be a fair for music lover.

For that reason, as every year, we have had lectures at the "Technology Stage" also during the last HIGH END show in Munich. As always, we have recorded all lectures and up from now you're able to listen and to watch the lectures online. It is available on our web site to be used as a stream or as a download for your convenience. Enjoy the interesting talks [>>here](#).



HIGH END® DATES UP TO 2021

During the last days, we have agreed the next HIGH END show dates at the MOC in Munich - up to the year 2021. As you maybe know, there have been rumors the HIGH End show would move to any other location or the MOC would no longer exist. Insofar it was a good reason to make long term agreements, and we did.

All dates can be now found at our internet online diary overview. Please use the show diary also to be informed about all known and important international audio shows around the world [>>here](#).



HOTEL E-MAIL OFFER

As every year, the HIGH END SOCIETY will agree with several hotels around the MOC show venue special accommodation rates. ONLY these hotels will be connected through our own shuttle bus which is free of charge for such hotel guests. The list of all partner hotels will be issued on our web site up from September. Please watch out for it and note, that there will be some change compare to the list this year. So wait to see the new list before booking [>>list](#).

Please be however informed that many companies from elsewhere around the world will contact especially our HIGH END exhibitors to offer some services like hotel accommodation or show guide entries and some exhibitor listings. We would once again express as a warning, that we do NOT work with any agency that way, so don't complete any order form or listing-form, in case it is NOT from us. If you have doubt about such offer, please contact us to verify the circumstances.





KOMPAKTE INFORMATIONEN AUS DER HIGH END BRANCHE. DIREKT VON DER HIGH END SOCIETY SERVICE GMBH

MISUSE OF THE WORD "HIGH END"

We have been asked many times from all over the world, in which way the name "HIGH END" (or similar written) could be used for any other consumer audio show. To avoid any misunderstandings or trouble, let us explain the situation as follows.

Since Europe's leading trade fair, the HIGH END, was organised for the first time 1982, then initially in Frankfurt since 1983 and later in Munich since 2004 – the term HIGH END is not only protected throughout Europe as a trademark in the area of organisation and implementation of fairs, seminars and training courses but also as a company logo derived from the company name.

Therefore, there exist – in addition to the Europe-wide trademark protection rights – both company rights and rights arising from a company symbol to the name "HIGH END." In addition, HIGH END asserts a work title protection on the basis of arranging for the organisation of the fair (show).

It is therefore imperative that everybody will respect this exclusivity right in the area of the organisation and implementation of trade fairs, since any infringement upon these rights will be (must be) prosecuted without exception. This applies to out-of-court redress by way of a warning – as it was successfully done in Greece with the "High End Show", the Belgian fair "High End Brussels" and the "PARIS HIGH END" fairs in France – as well as by way of court proceedings, if necessary. Cease and desist orders are already in place regarding the names of the "Roma Hi-end", "Milano hi-end" and the "High End Slovakia" trade fairs.

Therefore, we request everybody in their own interest to refrain from using the "High End" name or a name sounding similar to it for the organisation and implementation of exhibitions, trade fairs, conventions and conferences as well as from similar services such as the provision of online platforms or forums. For legal reason, we're always forced to act in such cases to protect our rights.

HIGH END ON TOUR

The HIGH END ON TOUR (HoT) is the ideal way to get in contact with local dealer and the public since we all know, that even if the Munich HIGH END will be always the main event, not everyone knows about it. Exhibitors to the HIGH END ON TOUR will present and demonstrate their best products at open stands or within closed demo rooms for sound demonstration.

As always, we're looking forward to include in addition to the official exhibitors also some local dealer to be onsite for end-user questions. Please see the dates and locations for the next shows. Hannover at the North of Germany will be in November the next show. We would be happy to welcome you on site with good music. Please see more details on our web site [>> here](#).

