

**JOIN  
THE NO. 1**

 **HIGHEND**<sup>®</sup>  
munich2025

**WELCOME**

**THE LEADING INTERNATIONAL AUDIO SHOW**

**MAY 15 TO 18, 2025 MOC MUNICH**

[HIGHENDMUNICH.COM](https://highendmunich.com)



### YOUR ADVANTAGES AT A GLANCE

- An international industry gathering
- An efficient presentation platform
- Optimal exhibition conditions
- Top contacts without waste coverage
- An emotional interactive trade show
- Online registration
- Online configuration
- Trade visitor registration
- Top-quality service from the project team
- Support from personal contacts
- A high media echo with up-to-the-minute reports

## FACTS & FIGURES

### THE HIGH END MUNICH IN NUMBERS

**520**  
EXHIBITORS

**THE HIGH END IS DIVERSE**  
It showcases the entire range of products in the world of audio technology. The HIGH END represents a balanced combination of a B2B platform and an interactive exhibition. Over four days, the MOC transforms into a global marketplace for the audio industry.

**92**  
NATIONALITIES

**THE HIGH END IS INTERNATIONAL**  
Our exhibitors come from all over the world. In 2024, companies from 41 different countries participated in the event. The last HIGH END welcomed visitors representing 92 different nationalities, who travelled to Munich to experience the global premieres and innovations of the audio world live.

**30,000 m<sup>2</sup>**  
EXHIBITION AREA

**THE HIGH END OFFERS PLENTY OF SPACE**  
The four halls and two atriums of the MOC offer the ideal areas to meet your needs and requirements. Be it an open area, a room or a ready-to-use stand, our Exhibition Configurator offers you a multitude of products for your successful participation in the trade show.

**22.200**  
VISITORS

**THE HIGH END IS POPULAR**  
Year after year, the largest audio show welcomes a multitude of international guests to the MOC. For audiophiles and music lovers, it is the ultimate gathering for the audio scene, bringing together innovation and passion.

**11,200**  
TRADE VISITORS

**THE HIGH END IS PROFESSIONAL**  
It is a gathering for specialists in the international audio industry, offering them a unique overview of the market. On the two trade visitor days, providing a B2B platform is the top priority, with plenty of time for intensive discussions, new contacts and successful business transactions.

**588**  
JOURNALISTS

**THE HIGH END ATTRACTS ATTENTION**  
International press representatives travel to the event and publish reports from the exhibition worldwide. Exhibitors can make the most of the public attention attracted by means of high-circulation specialist magazines, daily newspapers, online media, radio and television.



representative  
cosmopolitan  
established

# THE LOCATION

## THE MOC EVENT CENTER MESSE MÜNCHEN

With a show room concept in the atriums and four big halls the MOC offers best conditions for exhibitors from the audio industry. The Bavarian metropolis Munich is a popular destination for travelers and easy to reach via the international airport.



The HIGH END has been taking place at the MOC Event Center in Munich since 2004.



Every year international visitors come to the HIGH END at the MOC.



The light-flooded atriums are places to meet and invite you to linger.



vibrant  
impressive  
amazing

## THE EXPERIENCE

### AN INTERNATIONAL SHOW FOR TRADE VISITORS AND THE GENERAL PUBLIC

When it comes to events in the audio industry, the HIGH END is considered to be the undisputed leader. Year after year, it presents its visitors with a unique and diverse range of high-quality consumer electronics.

The halls and atriums of the MOC Event Centre in Munich offer exhibitors an excellent setting for an impressive presentation at the exhibition. When visiting the HIGH END, both trade visitors and consumers enjoy an experience full of ideas and impetus, ground-breaking ideas and a true passion for first-class musical enjoyment.



**Steven Wilson**  
Extraordinary music demonstrations with international artists.



**X-PERT Stage**  
A presentation and talk format with proven experts and stakeholders from the industry.



**Leslie Mandoki**  
Public events with renowned musicians.

# SPECIAL AREAS

SHINING THE SPOTLIGHT ON YOUR PRODUCTS



**INTERNATIONAL PARTS + SUPPLY**



**THE OEM SHOW FOR THE AUDIO INDUSTRY**

The IPS is a platform for business on all four days of the event for manufacturers of supplier parts for the audio industry. Showcase your OEM goods in a special area in Hall 1 and tailored to your target group to make new business connections and find new customers in parallel with the HIGH END.



**WORLD OF HEADPHONES**



**EXCELLENT SOUND IN ANY LOCATION**

As an audience magnet in Hall 1, this special trade show is the ideal presentation area for manufacturers and distributors of headphones and mobile audio equipment. Visitors make a beeline for the colour-coded area of the special show, so you are sure to be found quickly.



**SOUNDCLEVER**



**SMART SOLUTIONS FOR MUSIC LOVERS**

Reach new target groups with our smart project for beginners. SoundsClever labeled audio systems convince with an extraordinary sound performance and an attractive price-performance ratio. The system may cost a maximum of 5,000 euros to be presented. With your participation you will be able to inspire and win a new audience for high-quality music reproduction.



**START-UP-AREA**



**STAGE FOR ENTREPRENEURS**

This community area provided by the company HIGH END SOCIETY Service GmbH offers young and upcoming companies the opportunity to showcase their innovative strength. Their fresh ideas are presented in the form of newly developed series products, prototypes or services.

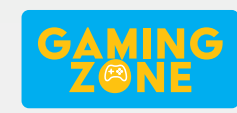


**X-PERT STAGE**



**OUR PRESENTATION AND TALK FORMAT**

With its panel discussions, presentations and workshops, the X-PERT STAGE is a platform for vast specialist knowledge. Be it exhibitors, journalists or trade visitors, this is where industry stakeholders come together to share their expertise on different topics.



**GAMING ZONE**



**THE SOUND TO GO WITH THE GAME**

With its gaming headsets, loudspeakers and sound bars, this themed area allows visitors to immerse themselves in the world of gaming and use appropriate technology to upgrade their gaming experience with excellent sound.

## WHAT WE OFFER

### STRONG OPPORTUNITIES FOR YOUR TRADE SHOW APPEARANCE

**OPEN AREAS MEASURING 24 M<sup>2</sup> AND UP:**

for the individual construction of your own exhibition stand

**READY-TO-USE STANDS MEASURING 12 M<sup>2</sup> AND UP:**

'turnkey' stands available in BASIC, STYLE or MULTI designs to meet different needs

**SOUND CABINS MEASURING 20 M<sup>2</sup> AND UP:**

acoustically optimised cabins for demonstrations in a living room atmosphere

**ATRIUM ROOMS MEASURING 65 M<sup>2</sup> AND UP:**

glass-fronted showrooms that offer perfect presentation conditions and are directly connected to the MOC atriums, which are flooded with natural light

**B2B CABINS AS AN ADDITION TO THE ATRIUM ROOMS:**

closed configurations with a glass wall for customer talks and business meetings

**12 m<sup>2</sup>**  
Ready-to-use stand  
up from 2,900 €



An **OPEN AREA** in one of the four exhibition halls offers you the chance to design your trade show appearance just the way you want it.



Our **SOUND CABIN** is a premium product that impresses exhibitors by offering the ideal conditions for excellent sound and prestigious design.



The ready-to-use **ATRIUM ROOMS** offer the perfect setting for music demonstrations.



We attract attention!

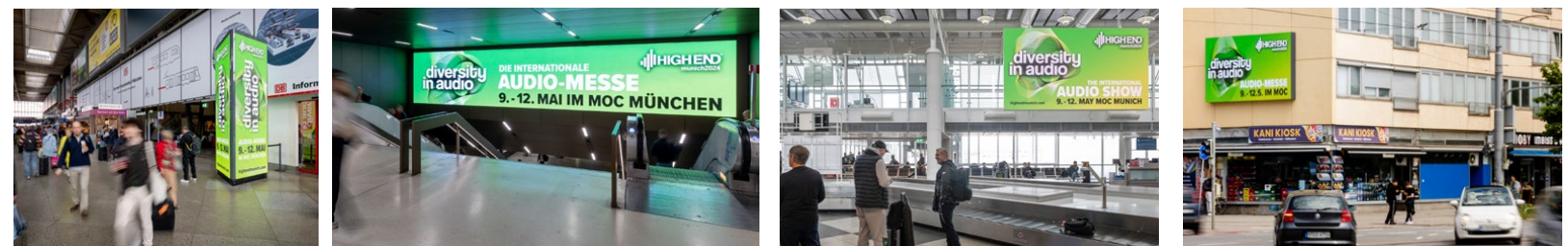
## THE ADVERTISING

### YOUR POSSIBILITIES:

- Top News on the HIGH END website
- Advertisements in the HIGH END Magazine
- Advertising in the smartphone app
- Press service
- Video and photo service
- Exhibitor press conferences
- Logo service
- Attractive advertising spaces at the fair ground

### OUR ACTIVITIES:

- Social media
- Web advertorials
- Web advertising
- Adverts on passenger screens
- Framed posters
- Supplement in magazines





# THE LEADING INTERNATIONAL AUDIO SHOW MAY 15 TO 18, 2025 MOC MUNICH



**Stefan Dreischärf**  
Managing Director

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Overall responsibility for the HIGH END; contact for all partner companies and exhibitors



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Accounting and finance; contact for all questions concerning billing



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Contact for external service providers, recruitment and the topics Workshops and lecture events



**Claudia Kazner**  
International Communications and PR Manager

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Press work and external communications. Responsible for the Press Center at the HIGH END



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Senior Manager Fairs and Events

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Planning, organisation and implementation of the HIGH END; contact for the IPS, Sounds-clever and start-ups



**Ali Ibrahim**  
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Contact for marketing and advertising within the framework of the HIGH END and the organisation and implementation of the trade show



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Contact for the planning process, organization and implementation of the HIGH END



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Contact for video projects and X-PERT Stage at the HIGH END.