



INTERNATIONAL
PARTS + SUPPLY

PRESS RELEASE NO. 1



October 2020

THE NEW SUPPLIER TRADE SHOW IPS COMPLEMENTS THE HIGH END IN MUNICH

Next year, the HIGH END SOCIETY Service GmbH will be hosting the new supplier trade show IPS – International Parts + Supply for the first time. On 13th and 14th May 2021, the event will offer manufacturers of supply parts and service providers for the audio industry the opportunity to showcase their products and services in their own area at the MOC Event Center in Munich in parallel with the HIGH END 2021.

Next year, the two events will be extremely important for both visitors and exhibitors who have been denied the opportunity to participate in a trade show for months on end. Several adjustments have had to be made, including a stronger focus on B2B in the future. The new supplier trade show IPS offers exhibitors an ideal platform for establishing direct contact with their customers and showcasing their products in a presentation tailored to their target group. Both days of the event will therefore only be open to trade visitors. “The aim is to bring together the entire value chain and the industry in one single location in which business relationships can be established quickly and easily”, states the man behind the event, Stefan Dreischärf. The OEM trade show offers exhibitors the ideal opportunity to present services ranging from manufacturing right through to maintenance for audio equipment such as cables, chassis and more. Exhibiting companies can immensely benefit from the opportunities available at the MOC Event Center in Munich because the customers are already there. According to Dreischärf, “the IPS is the perfect addition to the HIGH END. It brings together what belongs together.”

Given that the HIGH END 2021 is also exclusively open to trade visitors on its first two days, there will be plenty of opportunities for B2B meetings to be planned with no stress and without being pressed for time. The extended opening hours of the IPS will also give exhibitors at the HIGH END the chance to look for suitable supplier companies or attend meetings at the accompanying trade show after the HIGH END has closed for the day.

Safety in all respects

In order to continue to host successful events even in times of Covid-19, the organiser is taking the best possible precautions to protect the health of all parties involved. It is implementing all necessary measures required in the case of a lasting risk of infection with the coronavirus in close consultation with the MOC Munich and the responsible authorities and carrying them out with the utmost care. Larger minimum sizes for exhibition stands, wider aisles and clearly marked routes through the halls are all designed to guarantee that everyone will feel safe and comfortable at the exhibition venue. A workable and flexible hygiene and infection prevention concept will ensure that the IPS can take place under the changed general conditions with no concerns.

The IPS perfectly complements the HIGH END, which has developed into the largest international hi-fi show and enjoys tremendous significance and international popularity within the audio industry. Taking place in a separate area of the MOC Event Center in parallel with the HIGH END 2021, the event offers manufacturers of supply parts for the audio industry the ideal platform for establishing direct contact with their customers and showcasing their products in a presentation tailored to their target groups.

FACTS

SHOW:
IPS MUNICH
THE INTERNATIONAL OEM SHOW

ORT:
MOC München - Lilienthalallee 40
80939 München-Freimann
Germany

DATE:
May 13 + 14, 2021

Opening hours:
Thursday: 10:00 am to 6:00 pm
Friday: 10:00 am to 6:00 pm

TICKETS

Trade visitor tickets only with pre-registration for two days: 30 €

Organizer:
HIGH END SOCIETY Service GmbH
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