



INTERNATIONAL
PARTS + SUPPLY

PRESS RELEASE NO. 3



February 2021

THE NEW MARKETPLACE FOR AUDIO INDUSTRY SUPPLIERS The IPS – International Parts + Supply will complement the HIGH END show in September 2021

In parallel with the HIGH END 2021, the organiser of the world's leading audio show will hold the new IPS – International Parts + Supply trade show for the first time on 9th and 10th September 2021 in Munich.

With a concept for the hi-fi industry that is the first of its kind, the OEM trade show will offer manufacturers of supply parts and service providers for the audio industry an exclusive B2B platform for showcasing their products in a presentation tailored to their target groups. According to Stefan Dreischärf, Managing Director of the organiser HIGH END SOCIETY Service GmbH, "The IPS is the perfect addition to the HIGH END. It brings together what belongs together and offers a perfect platform for B2B because all customers for the IPS are already there." In its own area at the MOC Event Center in Munich, directly next to the HIGH END, the event will allow exhibitors to establish contact with their partners, get to know new customers and maintain their existing business relationships on two trade visitor days.

"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 to maintenance for audio equipment and right through to cables, chassis and more. Its direct proximity to the HIGH END show and thematic concentration in one single area provides both exhibitors and visitors with a multitude of advantages such as a clear overview of the services and products presented and close connections between the two trade shows. B2B meetings can be planned with no stress and without being pressed for time, and 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.

Additional information on the IPS:

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.

www.ips-munich.de

FACTS

SHOW:

IPS MUNICH

THE INTERNATIONAL OEM SHOW FOR THE AUDIO INDUSTRY

ORT:

MOC München - Lilienthalallee 40
80939 München-Freimann
Germany

DATE:

September 9 + 10, 2021

Opening hours:

Thursday: 11:00 am to 8:00 pm
Friday: 11:00 am to 8:00 pm

TICKETS

Trade visitor tickets only with pre-registration
for one day: 20 €

Organizer:

HIGH END SOCIETY Service GmbH
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42119 Wuppertal
Tel: +49 202 702022
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