

Special programme for media representatives:

Wednesday, 15 September 2021

Our **press centre** (Convention Center, Room 13/14) will be open between 9:00 a.m. and 5:00 p.m. providing you with information and documentation, offering space for discussions, for interviews, and providing workstations and internet access.

Between 10:00 a.m. and noon you are invited to join our **guided tour of the trade exhibition** and the **showroom** (Convention Center, Room 15/16). The tour will take you to a number of selected exhibiting companies who will be briefing you on current topics, trends, and innovations regarding hearing aid fitting.

Representatives of the media will be introduced to our "ambassadors of hearing", cellist Ida Riegels and rally driver Walter Röhrl. You will also be able to find out why good hearing is a challenge in times of face masks – both for people with impaired or normal hearing. Thanks to modern technology and the specialist knowledge brought to bear by hearing aid acousticians, solutions for these special requirements have been made available.

Start: 10:00 a.m. from the press centre (Convention Center, Saal 13/14)

At our **showroom** (Convention Center, Room 15/16), open between 2:00 p.m. and 5:00 p.m., there will be a special exhibition exclusively developed for representatives of the media where you may take a close look at product innovations.

Moreover, you are cordially invited to attend the **Congress opening ceremony** starting at 12:30 p.m.