

# PRESS RELEASE

## Ticket registration opens for trade visitors: free admission for music retailers and dealers (B2B)

*Berlin, 26.05.2023*- Music retailers can now register for free participation in SOMM DEALER DAYS. The organizer will give away 5 x 2 tickets for "Stars in Concert," including an overnight stay at Estrel Berlin on October 29th, to all who register through the website by June 15th, 2023.

The Who's Who of the European MI industry will convene again in Berlin on 28 and 29 October for the SOMM DEALER DAYS, showcasing a concentration of innovative products from the musical instruments and equipment world. More than 30 top-class companies have confirmed their participation, with over 250 brands expected. In addition to exclusive deals, special items and high-quality raffles will round off the package for the trade. The MIBKON congress, co-occurring with the event, will feature numerous guest lectures on industry-specific topics designed specifically for the trade. The package will be capped off with a musical evening event and a gala dinner for trade visitors (B2B). The offer is free of charge for the participating European music trade and independent music schools.

All trade visitors (Music retailers) who register through the website [www.somm-dealer-days.eu](http://www.somm-dealer-days.eu) by June 15th, 2023, could win 5 x 2 tickets to the "Stars in Concert" show on October 29th, 2023, including an overnight stay in a double room. For 25 years, in Berlin's most successful show, the best international doubles have created perfect illusions of the most famous music stars, exciting more than 5.5 million viewers thus far.

SOMM DEALER DAYS is the only European platform offering the music traders and music schools an optimum environment to combine business and industry meetings. For trade visitors, the event offers the unique opportunity to visit Europe's top brands and preeminent music publishers (paper business and sheet music) in one fell swoop, to experience them first-hand and forge new relationships. No other industry event has the same density of brand products and decision-makers.

The exhibiting international companies so far include: **Algam** DACH GmbH; **Casio** Europe GmbH; **Conrad Mollenhauer** GmbH; **Cordial** GmbH Sound & Audio Equipment; **Cordoba** Music Group; **Editionen Halbig** GmbH & Co. KG / Ancora; **EMD** Music Group; **FACE** bvba; **G. Henle** Verlag; **HAGE** Musikverlag GmbH & Co. KG; **Hal Leonard** Europe BV; **KAWAI** Europa GmbH; **König & Meyer** GmbH & Co. KG; **Lakewood** Guitars GmbH & Co. KG; **Migma e.G.**; **Miyazawa** Flutes Europe GmbH; **MUSIK MEYER** GmbH; **Musik Wein** GmbH; **Pearl** Music Europe BV; **PRS** Guitars

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Europe; **Reinhardt** GmbH; Roland **Meinl** Musikinstrumente GmbH & Co. KG; **Schott** Musikverlage; **SHURE** Distribution GmbH; **SONOR** GmbH; **Sound Service** Musikanlagen-Vertriebsgesellschaft mbH; **TMA - The Music Alliance**; **Trius** GmbH & Co. KG; **Voggenreiter** Verlag GmbH; **Yamaha** Music Europe GmbH

#### About SOMM DEALER DAYS

The SOMM DEALER DAYS took place for the first time in 2021. The aim of the event is to bring together the industry and the music trade at the same time, in one place, under one roof. The concept of united in-house trade fairs offers the perfect platform to combine business and industry get-togethers. For specialist music and music supplies retailers, the event opens up the unique opportunity to visit Europe's top brands in one fell swoop, to experience them in person and to do business with them. The pure B2B event will be flanked by a congress with exclusive lectures and information specially designed for industry participants, as well as a first-class evening event for all exhibiting companies, trade visitors and guests.

**SOMM**  **DEALER DAYS**  
Society Of Music Merchants e.V.

#### Über SOMM – Society Of Music Merchants e. V.:

SOMM - Society Of Music Merchants e. V. - the leading association of the musical instrument and musical equipment industry in Germany - represents the interests of more than 210 companies from the manufacturing, distribution, trade and media sectors as well as associations from the musical instrument industry representing the German MI market.

The association represents the cultural and economic interests of the musical instrument and musical equipment industry nationally and throughout Europe with the aim of strengthening the competitiveness of the industry in all market sectors, helping to shape the political and legal framework conditions in accordance with the requirements of the industry, defining market standards and providing services for members, promoting up-to-date further and advanced training in music and intensifying active music-making and musical competence in society.

SOMM: Partner of the music industry

