



PRESS RELEASE

Verband der Musikinstrumenten-
und Musikequipmentbranche

SOMM announces the date for the upcoming DEALER DAYS and opens the gates for the entire European MI industry

Hardenbergstraße 9a
D-10623 Berlin
T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w3.somm.eu

Berlin 30.03.2022 The next SOMM DEALER DAYS (SDD) will once again take place in Berlin from 29 to 30 October. This was confirmed today by the European industry association Society Of Music Merchants. The concept of the combined in-house trade fairs of leading manufacturers and distributors of musical instruments and equipment is going into the second round. What is new is that, in addition to SOMM members, all MI industry players from Germany and Europe can take part in the two-day event. Music publishers and independent music schools are also invited to participate in the event format: Welcome Europe!

Press contact:

SOMM – Society Of Music Merchants e. V.
Martin Nies
T: +49 30 8574748-15
F: +49 30 8574748-55
E: m.nies@somm.eu

This year's pure B2B event will again feature a product exhibition (MI-PopUp), a gala networking evening and an extended business congress (MIBKON). Complementing last year's existing concept, the organiser and promoter is deliberately changing the conditions of participation and also giving non-members the opportunity to exhibit. The SOMM DEALER DAYS are currently the only B2B showcase for the entire claviature of musical instruments and equipment as well as industry-related sectors in Europe.

"We are responding to the request of numerous current enquiries to make participation in the event possible for all MI industry participants from all over Europe. We are very happy to do this, as we found after evaluation that there was a lot of interest from market participants across Europe to participate in the concept of united in-house exhibitions. SOMM membership is no longer necessary for participation, but it is an advantage," says Association Managing Director Daniel Knöll.

The results of the first assessment by exhibitors and trade visitors have been taken very seriously by the industry association, which will make some optimisations. For one thing, the order of the days of the SOMM DEALER DAYS has been deliberately moved to Saturday and Sunday, as this will allow more retailers to take part in the B2B event. Accordingly, the dates of the SDD have been changed to 29 and 30 October. The areas of the product exhibition will also be arranged more compactly to meet the exhibitors' concern to offer even shorter distances. In addition, the spectrum of exhibitors will be extended and the range of lectures at the conference will be increased.

The SOMM DEALER DAYS took place for the first time in 2021. The aim of the event is to bring the industry and the music trade together again 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. Everything under one roof, compact and with short distances.



The pure B2B event will be flanked by a congress specially designed for industry participants with exclusive lectures and information as well as a first-class evening event for all exhibiting companies, trade visitors and guests.

SOMM members have the exclusive opportunity to book their participation as early as mid-April. From the beginning of May, the booking system will be open to all industry players. Exact dates will be announced soon.

SOMM DEALER DAYS

Society Of Music Merchants e.V.

About SOMM – Society Of Music Merchants e. V.:

SOMM - Society Of Music Merchants e. V. - the leading association of the musical instrument and music equipment industry in Germany - represents the interests of more than 50 companies from the fields of manufacturing, distribution, trade and media from the musical instrument industry, representing around two thirds of 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 music competence in society.

SOMM: Partner of the music industry

