

PRESSEMITTEILUNG

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SOMM DEALER DAYS fully booked

Berlin, 18.10.2023 SOMM DEALER DAYS, Europe's leading B2B event for musical instruments and equipment, is fully booked. This year, the organisers have succeeded in attracting even more brands and companies to the music metropolis of Berlin - the exhibition space at the Estrel Hotel is fully booked. From 28 to 29 October, **48 exhibitors** with almost **300 brands** will be presenting themselves to trade visitors.

On around **1000 square metres** of exhibition space in three areas, the innovations of the MI sector will be presented to the numerous trade visitors from the music trade and music schools. The PopUp exhibition is therefore larger than SDD 2022, both in terms of the area booked and the number of exhibitors. In addition, this year's PopUp will offer visitors a number of exclusive specials, such as various product innovations, trade fair offers and prize draws. At the **#MIBKON** industry congress, which will take place as part of the SOMM DEALER DAYS, leading experts will be inviting visitors to provide industry-specific impetus. The programme includes topics such as AI, company succession, the generation of skilled workers, addressing the 55+ target group, the KulturPass, the current product compliance roadmap and many other marketing topics. The #MIBKON programme is available [online](#).

The event will be accompanied by numerous side events, such as the annual general meeting of the **Society of Music Merchants e. V.**, dealer conferences, exhibitors' meetings, association meetings of the **Bund Deutscher Klavierbauer e. V. (BDK)**, the **Gesamtverband Deutscher Musikfachgeschäfte e. V. (GDM)**, a panel discussion of the **EMIA - European Musical Instruments Alliance**, an **industry dialogue** and a **gala**. These events are expected to attract a large number of market participants.

SDD will take place October 28-29 at the Hotel Estrel in Berlin. Tickets for trade visitors are available online in the ticket store at www.somm-dealer-days.eu.

Trade visitors can [order](#) tickets here.

The SOMM DEALER DAYS are organised and hosted by the Society Of Music Merchants e. V., the European Association of the Musical Instrument and Musical Equipment Industry, on behalf of its members and partner exhibitors.

About SOMM DEALER DAYS

SOMM DEALER DAYS will take place for the first time in 2021. The aim of the event is to bring together the industry and music retailers at the same time, in the same place and under the same roof. The concept of combined in-house shows provides the perfect platform to combine business and industry get-togethers. For music and music supply retailers, the event offers a unique opportunity to visit, meet and do business with Europe's top brands all in one place. The B2B-only event will be accompanied by a congress with exclusive presentations and information designed specifically for industry professionals, as well as a first-class evening event for all exhibitors, trade visitors and guests.

SOMM DEALER DAYS

Society Of Music Merchants e.V.

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

The Society Of Music Merchants (SOMM) – the premier association of the musical instrument and equipment industry in Germany – represents the interests of 60 companies (D, NL, BE, UK) from the fields of music instrument production, distribution, retail and media, which in turn represent about two-thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and equipment industry on a national and European level, with the aim of strengthening the industry's competitiveness across all market sectors; helping to shape government and legal policies in accordance with the industry's requirements; defining market standards and offering services to members; promoting advanced musical training that is in keeping with the times; and amplifying active music-making and musical skills in our society.

SOMM: Partner of the music industry

