



PRESS RELEASE

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SOMM DEALER DAYS expand partner area to include music publishers

Berlin, 30.05.2023 Strategic expansion of SOMM DEALER DAYS in the area of exhibiting companies: The pure B2B event will be expanded by the presence of music publishers (paper business and sheet music) and the offer for the music trade will be increased.

Through this step, the content, products and network of SOMM DEALER DAYS (SDD) for the musical instrument industry are growing even closer together. In addition, the product portfolio at the B2B industry event, which will take place on 28 and 29 October in Berlin, is also expanding. The course of the organisers is becoming clear: more industry, more products and more variety for the music trade as the primary visitor target group. The SDD makers are clearly elaborating on their relevance for the musical instrument market in Europe and presenting themselves as the largest B2B industry event.

This year's partners from the music publishing sector include the following confirmed companies: **ancora** Verlagsservice GmbH & Co. KG; **Edition Peters** Group Germany, Leipzig location; **Faber** Music Ltd UK; **G. Henle** Verlag e.K.; **HAGE** Musikverlag GmbH & Co. KG; **Hal Leonard** Europe BV, **SCHOTT** MUSIC GmbH & Co. KG and **Voggenreiter** Verlag GmbH.

Other renowned partner companies confirmed so far are (in alphabetical order):

Algam DACH GmbH, **Casio** Europe GmbH, Conrad **Mollenhauer** GmbH, **Cordial** GmbH Sound & Audio Equipment, **Cordoba** Music Group, **EMD** Music s. a., **FACE** bvba, **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 Europe, **Reinhardt** GmbH, Roland **Meinl** Musikinstrumente GmbH & Co. KG, **SHURE** Distribution GmbH, **SONOR** GmbH, **Sound Service** Musikanlagen-Vertriebsgesellschaft mbH, **TMA** - The Music Alliance, **Trius** GmbH & Co. KG, **Yamaha** Music Europe GmbH.

Registration for participating partner companies and exhibitors from the MI sector is possible via the website www.somm-dealer-days.eu.

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.

About 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

