



PRESS RELEASE

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SOMM DEALER DAYS start official sales - Top international companies and brands confirm participation in Europe's largest B2B event of the musical instrument and music equipment industry

Berlin, 25.04.2023 Preparations for SOMM DEALER DAYS, the largest B2B event of the musical instrument industry in Europe, are in full swing. Even before the official sales launch, numerous companies have already confirmed their participation as exhibiting partners for the event on 28 and 29 October in Berlin. Interested manufacturers, distributors and publishers from the MI sector can now register to take part in the industry event on 28 and 29 October in Berlin. The exhibition space at the Estrel venue is limited.

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The top international companies exhibiting to date include: **Algam** DACH GmbH, **ancora** Verlagsservice GmbH & Co. KG; **Casio** Europe GmbH; Conrad Mollenhauer GmbH; **Cordial** GmbH Sound & Audio Equipment; Editionen **Halbig** GmbH & Co. KG; **FACE** bvba; **G. Henle** Verlag e.K; **HAGE** Musikverlag GmbH & Co. KG; **Hal Leonard** Europe BV; **FACE** bvba; **KAWAI** Europa GmbH; **König & Meyer** GmbH & Co. KG; **Lakewood** Guitars GmbH & Co. KG; **Miyazawa** Flutes Europe GmbH; **MUSIK MEYER** GmbH; **Musik Wein** GmbH; **Pearl** Music Europe BV; **Reinhardt** GmbH; Roland **Meinl** Musikinstrumente GmbH & Co. KG; **SCHOTT** MUSIC GmbH & Co. KG; **SHURE** Distribution GmbH; **SONOR** GmbH; **Sound Service** Musikanlagen-Vertriebsgesellschaft mbH; **Trius** GmbH & Co. KG; **Voggenreiter** Verlag GmbH und **Yamaha** Music Europe GmbH

The guiding theme of the SDD for 2023 has also been decided: with "One Voice", the people responsible for the SOMM DEALER DAYS are focusing on the importance of a European industry event. In the future, the industry must network more closely and use the platform to better adapt to the changes in the market. It is about togetherness in the industry. With its triad of product exhibition, industry congress and networking event, SOMM DEALER DAYS offers the perfect symbiosis to bring all market participants together in the European music metropolis of Berlin. New this year: special trade fair deals for all trade visitors that are only offered at the SOMM Dealer DAYS, as well as a raffle on the second day of the event (29.10.2023).

In addition, several planned conferences (side events) will highlight, among other things, commonalities among industry associations and the many positive impacts of musical instruments on society.

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



About SOMM DEALER DAYS

The SOMM DEALER DAYS will take place on 28 + 29 October in Berlin (Hotel Estrel). 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 for combining 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.



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

