

PRESS RELEASE

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SOMM DEALER DAYS with strong line-up

Berlin, 20.09.2023 SOMM DEALER DAYS will open its doors again in Berlin on Saturday 28 October and trade visitors can look forward to a new SDD experience with a strong line-up. In its third year, the young pop-up exhibition will once again feature an increased number of exhibitors. The new concept of the European B2B event is very popular within the MI industry. The number of foreign partners is also increasing. More than 250 brands will be presented on site by numerous international music instrument and music equipment distributors and manufacturers. There are only a few spaces left for exhibitors/partners.

The line-up for this year's SDDs is once again impressive. This year's participants are: **Algam** GmbH; **AMA** Verlag; **bdfm** e. V.; **Casio** Europe GmbH; **Conrad Mollenhauer** GmbH; **Cordial** GmbH Sound & Audio Equipment; **Cordoba** Music Group; **DAS Audio** GmbH; **Edition Peters**; **Editionen Halbig** GmbH & Co. KG, **EMD Music** S.A.; **Faber Music** GmbH; **FACE** bvba; **G. Henle** Verlag; **GEWA music** GmbH; **Hage Musikverlag** GmbH & Co. KG; **Hal Leonard**; **Homestead Guitars**; **Hyperactive** Audiotechnik GmbH; **Kawai** Europa GmbH; **König & Meyer** GmbH; **Lakewood** GmbH; **Migma** e.G.; **Miyazawa** Flutes Europe GmbH; **MUSIK MEYER** GmbH; **Musik Wein** GmbH; **Pearl Music** Europe; **PRS Guitars** Europe; **Reinhardt** GmbH; **Richard Birnbach Musikverlage**; **Richter-Leder** GmbH; Roland **Meinl** Musikinstrumente GmbH & Co. KG; **Schott** Musikverlage; **Shure** Distribution GmbH; **Sonor** GmbH; **Sound Service** GmbH; **TMA** - The Music Alliance; **Trius** GmbH; **Verlag Neue Musik**; **Voggenreiter** Verlag GmbH; **Yamaha** Music Europe GmbH.

All trade visitors from the music trade and music schools can expect special offers and exclusive promotions from exhibitors this year. There are still a few spaces available at the SOMM DEALER DAYS pop-up exhibition. Interested partners can register for the event as exhibitors via the website www.somm-dealer-days.eu.

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

