



PRESS RELEASE

SOMM DEALER DAYS: First MI industry meeting with product exhibition and business congress since the pandemic on October 28th and 29th in Berlin

Berlin 30.08.2021 On 28 and 29 October, the premiere of the SOMM DEALER DAYS will take place in Berlin: the first comprehensive "face-to-face" gathering of the musical instrument and musical equipment (MI) industry with an integrated pop-up product exhibition and business congress - since Corona turned the world upside down. The organiser of the event is the industry association SOMM - Society Of Music Merchants e.V..

Managing Director Daniel Knöll: "The pandemic motivated us to find creative and new approaches for an industry meeting. The result is a convincing concept that meets the expectations of the industry participants. We have met the industry's wishes by developing a clear, compact and efficient B2B format for the musical instrument and music equipment industry - and launching it as a supplement to our traditional autumn meeting. We are convinced that now is the right time and are thrilled by the overwhelming response we have already received."

Compact according to the motto "Everything under one roof", the SOMM DEALER DAYS will take place as a pure B2B event (pop-up product exhibition, congress and exclusive evening event) at the Estrel Hotel Berlin - geared to the needs and requirements of the MI sector. The event features a high concentration of product exhibitors, including all relevant market leaders and brands (SOMM members), including their decision-makers.

In addition to the clear focus on the uncomplicated and successful pursuit of one's business and the presentation of new products and bestsellers, the first major networking evening for the industry in more than one and a half years offers the opportunity to establish and expand business contacts.

At the same time, the MI Business Congress (#MIBKON), which will take place at the same time, will present solutions and ideas on current topics in the musical instrument industry in lectures and workshops. The motto is to successfully shape the present and future of one's own company. In addition, participants will be presented with exclusive information on funding opportunities.

Further information on the SOMM DEALER DAYS:

SOMM - Society Of Music Merchants e. V.
Telephone: 030 - 85 74 74 8 -0

Verband der Musikinstrumenten-
und Musikequipmentbranche

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

w3.somm.eu

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



E-mail: somm@somm.eu

MI Pop-Up Product Exhibition (Participants; as of 30.08.2021)

The following companies (manufacturers, distributors, publishers) have already confirmed their participation: Adam Hall GmbH, AUDIO PRO HEILBRONN Elektroakustik GmbH, Casio Europe GmbH, Cordial GmbH Sound & Audio Equipment, GEWA music GmbH, inMusic GmbH, KAWAI Europa GmbH, König & Meyer GmbH & Co. KG, Miyazawa Flutes Europe GmbH, MUSIK MEYER GmbH, NEUTRIK Vertriebs GmbH, Pro Arte Fine Acoustics GmbH, PEARL Music Europe BV, Reinhardt GmbH, Roland Meinl Musikinstrumente GmbH & Co. KG, SHURE Europe GmbH, Sound Service Musikanlagen-Vertriebsgesellschaft mbH, Trius GmbH & Co. KG, Voggenreiter Verlag GmbH, Yamaha Music Europe GmbH.

Further companies have expressed their clear interest and will be published after acceptance.

SOMM: Promoter of musical culture

