



PRESS RELEASE

Verband der Musikinstrumenten-
und Musikequipmentbranche

SOMM DEALER DAYS: Debut event of the MI industry on 28 and 29. October in Berlin - Advance ticket sales for music retailers started

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Berlin 08.09.2021 To a reunion in the MI industry! On 28 and 29 October, the debut of the SOMM DEALER DAYS will take place in Berlin: the first comprehensive gathering of the musical instrument and music equipment industry (MI industry) with an integrated pop-up product exhibition and business congress. The event is organised by the industry association SOMM - Society Of Music Merchants e. V..

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With the SOMM DEALER DAYS, the industry association invites you to the first event - in 18 months of prescribed time-out - in which all industry players can participate together again. The aim of the event is to bring the industry and music retailers together again at the same time, in one place, under one roof. The SOMM DEALER DAYS offer the perfect platform to combine business and industry get-together. For specialist music and music supplies dealers, the event opens up the opportunity to visit Europe's top brands in one fell swoop, to experience them in person and to do business with them. Everything under one roof, compact and with short distances. The SOMM DEALER DAYS will be flanked by a congress specially designed for industry participants with exclusive lectures and information as well as a first-class evening event for all exhibiting companies, trade visitors and guests.

"We are particularly looking forward to a personal reunion in and with the industry. With the SOMM DEALER DAYS, there is finally a suitable platform again for industry and trade to find out about new products and bestsellers before the Christmas business and to do business. The bundling of all exhibitors under one roof saves both manufacturers and music retailers ways, time and effort. The SOMM DEALER DAYS combine MI pop-up product exhibition with exclusive know-how transfer and industry meeting. More is not possible!" says SOMM Managing Director Daniel Knöll.

Ticket sales for music retailers and music dealers have already started. Tickets for the SOMM DEALER DAYS can now be ordered via the association's website: <https://www.somm.eu/somm-leistungen/somm-dealer-days>.

The total cost for participation in the two-day SOMM DEALER DAYS is **79.00 EUR** plus VAT. The ticket costs include:

- Participation in SOMM DEALER DAYS (AADA - Access To All Dealer Areas, Thursday, 28.10.2021 + Friday, 29.10.2021)



- Participation in #MIBKON (MI Industry Congress, Thursday, 28.10.2021; 14:00 - 18:30)
- Participation in the SOMM GATHERING (exclusive evening event incl. catering, Thursday, 28.10.2021; 20:00 h - 24:00 h)

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, **PEARL** Music Europe BV, **Pro Arte Fine Acoustics** GmbH, **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 information on the SOMM DEALER DAYS:

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