

PRESS RELEASE

MUSIC DEALER DAYS by SOMM: Europe's largest B2B trade fair for the musical instrument industry launches the official sale for exhibiting partners

Berlin 11-06-2024 Sale for participation at the MUSIC DEALER DAYS on 6th and 7th March 2025 in Bonn starts today. Numerous companies have already expressed their interest in a renewed partnership with MUSIC DEALER DAYS at the new location, even before the official start of the sale.

Booking is now open for the presentation and exhibition space at Europe's largest B2B event for the musical instrument and music equipment industry. The new venue at the Maritim Hotel in Bonn offers all exhibiting partners the opportunity to present their goods and products on more than 2,500 m². On two levels (Maritim Hall and Gallery), manufacturers, distributors and publishers will have plenty of space to welcome European trade visitors.

Exhibition space in the Maritim Hall is limited. Space for a 6 m² stand can be booked from €1,200.00. The complete package includes furniture, electricity, carpeting, catering, an exclusive evening event, participation in the industry congress #MIBKON. Storage space, WiFi, media services, access to a European dealer network and much more. This year, the host and organiser is offering many integrated 'quick 'n' easy' services to make participation as easy as possible for partners. Additional services can also be booked individually. This year, all partners and trade visitors will again benefit from a VIP offer, which includes catering during the day and at the official evening events, as well as a shuttle service for trade visitors from the transport hubs (airport and railway station).

In addition to the business platform and exhibition areas, the MI industry networking event also offers a training programme and an evening event. This time the B2B industry event and trade fair will focus on the business hub with the #MIBKON industry congress and the opportunity to book one of the limited "Meet&Greet Corners" (from EUR 1,200.00). This central element is intended to enable all industry players and industry partners to offer a low-threshold branded presence and contact point for specialist retailers at MUSIC DEALER DAYS.

The renamed MUSIC DEALER DAYS (formerly SOMM DEALER DAYS) will remain true to its guiding theme of "One Voice" and will once again place the importance of a European industry network at the heart of the event. "The industry needs to network more closely in the future and use the platform to better adapt to changes in the internationally competitive market. It is important that all market players come together in one place. It's all about cooperation and the future of the industry," says Daniel Knöll, Managing Director of the association. "With its triad of product exhibition, industry congress and networking event, the MUSIC DEALER DAYS by SOMM offers the perfect symbiosis to bring all European market participants together in the centrally located city of Bonn," Knöll continues.

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Registration for participating partner companies and exhibitors from the MI sector is now possible via the website www.somm-dealer-days.eu and after individual consultation (see offer).

About MUSIC DEALER DAYS by SOMM

MUSIC DEALER DAYS by SOMM (formerly SOMM DEALER DAYS) will take place for the first time in 2021. The aim of the event is to bring the industry and music retailers together at the same time, in the same place and under the same roof. The concept of combining the in-house shows of various manufacturers and distributors 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 specially organised congress for industry professionals with exclusive presentations and information, as well as a first-class evening event for all exhibitors, trade visitors and guests.

MUSIC  DEALER DAYS
by SOMM – 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 more than 210 companies from manufacturing, distribution, trade and media from the musical instrument industry representing 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.

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