



FAQs

for the exhibiting partners

(in alphabetical order)

Your contact persons

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Accreditation

On-site accreditation is mandatory for all participants.

The accreditation is open from Friday, 27.10.2023, 15:00 and is located in the passage of the Estrel and is signposted.

Advertising banner

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Booking confirmation

The booking confirmation authorises the exhibiting companies to participate in SOMM DEALER DAYS. The booking confirmation was sent separately by e-mail to all participating companies and is the basis for the conditions of participation.

Cancellation of space and participation

After booking, each customer (partner) is liable for the space, tickets and rooms reserved but not used at the agreed space and room gross price. The spaces (showroom, pop-up and meet & greet as well as presentation spaces) and tickets can be cancelled free of charge up to 10 weeks before the start of the event. In the event of cancellation up to 4 weeks before the start of the event, we will charge 80 % of the agreed booking price for the spaces and tickets. In the event of later cancellation, shortened stay or no-show, we are entitled to charge cancellation costs amounting to 100% of the agreed booking, ticket and room price if the space, tickets and rooms are not re-purchased.

Candy Bar

The partners are permitted to set up, display and use a candy bar. This includes the display of sweets, savoury biscuits and give-aways that are not a meal.

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Cleaning

There is a rubbish bin in each showroom which is emptied once a day. Rooms are vacuumed once a day. This cleaning is included and will not be charged separately. Additional cleaning must be booked separately using the order form.

Delivery and pick-ups (goods/materials)

For deliveries of any kind, it is mandatory to commission a logistics company. Please commission one of the Estrel partner companies: Schenker Deutschland AG or Bischoff Event Service & Transport. Exhibition materials may only be delivered on the official set-up days (Friday, 27.10.2023) and must be brought directly to the booked stand area. This applies to contracted

logistics companies as well as courier companies. For further information, please refer to the guidelines in the download section of the [Estrel webshop](#).

Exhibition materials must be collected on the official dismantling days (Sunday, 29.10.2023; from 17:00). At the end of dismantling, all materials must be removed from the exhibition area. The Estrel accepts no liability for items left behind after this time! All costs incurred for the removal of these items shall be borne by the exhibitor. Storage of materials and empties is only possible via the logistics partner. The Estrel reserves the right to have goods left behind and not collected on time collected & stored by a logistics partner at a charge.

Displays and roll-ups (advertising banners)

The setting up of displays and advertising banners or roll-ups is not permitted on the entire exhibition grounds. They may only be set up in the partners' permanently allocated areas (stand area) or in the areas adjacent to the stand/showroom (access). Corridors, escape and rescue routes and doors must always be kept clear of displays and roll-ups.

Disposal

All outer packaging or materials left on the premises after the end of the event must be disposed of by the exhibitor.

Materials to be removed by the hotel and left behind will be invoiced.

Duration of exhibition

Saturday, 28.10.2023 (09:00 - 18:00 h) to Sunday, 29.10.2023 (09:00 - 17:00 h)

Electricity / Sockets

On-site ground tanks are available in some areas. Please clarify the situation with the project managers in advance to find out if you want/need to order additional electricity.

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Exhibitor ticket (combination ticket)

The exhibitor tickets are included in the respective combination package prices.

The exhibitor tickets (access authorisation to the event for all employees) must be ordered in advance of the event under this [link](#) and the employees must be registered. All employees on site must be registered. Persons who have not registered will not be admitted.

Additional tickets required for guests or staff will be charged separately. (SOMM members: 200,00 EUR/net; non-members: 220,00 EUR/net)

Exhibitor tickets include:

- **Participation SOMM DEALER DAYS**
(AAA - Access To All Areas, Sat., 28.10.2023 + Sun., 29.10.2023)
- **Participation in #MIBKON**
(MI Industry Congress, Sat., 28.10.2023 + Sun., 29.10.2023)
- **Participation in the SOMM GATHERING**
(exclusive evening event incl. catering Sat., 28.10.2023)

Tickets cannot be returned or passed on to third parties. The office must be informed in writing of any transfer of tickets to other persons up to 7 days before the event. Unused tickets included in the combined package price lose their validity at the start of the event and are non-refundable. In the event of cancellation or no-show, we are entitled to charge cancellation costs amounting to 100% of the agreed ticket price. Companies registering more than 15 employees for SOMM DEALER DAYS will receive 50% off each additional ticket from the 16th exhibitor ticket onwards.

Floor condition

The floors of all exhibition rooms have two different textures. All areas in the Estrel halls A - C as well as in the Lyon, Strasbourg or Paris rooms are carpeted. (colour: red) All areas located in the foyer have a parquet-carpet mix, the floors in the passage are stone floors.

Flyers / advertising materials

To promote SOMM DEALER DAYS, the organiser will provide flyers and a sample letter for addressing retailers free of charge. In addition, we offer ready-made "disruptors" for e-mailing and image postings (jpg. and png.) for social media. Both can be requested from the SOMM office by email at somm@somm.eu. The flyer can be made available to the trade, e.g. through the sales representatives of the respective exhibiting companies as well as through regular business correspondence.

Food and drinks

The organiser of SOMM DEALER DAYS (SOMM e.V.) will provide all partners and guests (trade visitors) with catering (coffee, tea, water, snacks as well as daily changing soups) free of charge.

Additional food and drinks for partners can only be obtained from the Estrel Congress Center. These can be ordered in the [webshop](#). (Note: The ordering of food and beverages requires a lead time. The hotel cannot guarantee that orders can be placed on short notice (staff deployment)).

Gathering

The exclusive gala evening for all exhibiting companies and their employees as well as trade visitors and guests will take place on Saturday evening, 28.10.2023, at 7:00 pm in Room I (Estrel Convention Center). (Admission: 6:30 pm).

General Terms and Conditions

The general terms and conditions of K.M.C. Kommunikations- und Medien-Center GmbH apply for the period of the SOMM DEALER DAYS event, which you can view online at any time at www.estrel.com under the term "AGB & Online AGB".

Hotel room

Please use the opportunity to stay at the event hotel of the SOMM DEALER DAYS - the ESTREL BERLIN (Sonnenallee 225, 12057 Berlin) - at the following conditions:

- Standard single room Euro 158.00 EUR room/night (excluding breakfast 25.00 EUR per person/day)
- Standard double room Euro 170,00 EUR room/night (excluding breakfast 25,00 EUR per person/day)
- Breakfast is optional and not obligatory.

The hotel room booking will be handled by the agency ACC Hotelbooking. Further information will be provided with the booking confirmation or can be requested from the SOMM office.

Lighting

All areas are illuminated with the existing lighting concept of the hall lighting. In addition, the foyer and passage areas have sufficient daylight. The Estrel Hall A - C also has daylight from the side windows.

List of partners

All exhibiting companies/partners can be found at www.somm-dealer-days.eu and on the information boards on the event location.

Noise level

As we are holding the event in a hotel, we are requested to avoid extreme volume development. It is advisable to reduce musical activities to a minimum and to operate at room volume.

Tape music can be played in the rooms.

Opening hours

The opening hours of the event are binding for all exhibitors:

Saturday, 28.10.2023 from 09:00 to 18:00 hrs

Sunday, 29.10.2023 from 09:00 to 17:00 hrs

They can only be changed in exceptional cases with the express consent of the organiser (SOMM e. V.).

Orders (furniture, catering, W-LAN, etc.) - subject to charges

To order furniture, technical equipment, etc., please use the webshop which can be accessed via this link.

Organiser

Organiser and economic sponsor: SOMM – Society Of Music Merchants e. V.

Hardenbergstr. 9a, 10623 Berlin

Tel.: +49 30 8574748 -0

www.somm.eu

Parking

The Estrel Berlin has its own underground car park with 450 parking spaces, which can be accessed from Ziegrastraße.

Cost per day/parking space: 22.00 EUR

Due to the low ceiling height (1.90 metres), it is not possible to park delivery vehicles in the underground car park.

Participation

If an exhibition that has already opened is cancelled or interrupted in whole or in part as a result of events beyond the control of the organiser (SOMM e. V.), withdrawal from the contract (booking confirmation) or the assertion of a claim for damages is excluded.

Pick-up or return of deliveries

Tba

Press kit / Communication

All partners can use graphics from the SDD press kit to promote the SOMM DEALER DAYS. The press kit is available at this [LINK](#).

In addition, the extensive social media campaign on Instagram, Facebook or LinkedIn (share, like). The event will be promoted using the following hashtags. #SommDealerDays, #SDD, #SDD23; #BranchLove on the following channels:

- facebook.com/MusicYourLife
- instagram.com/somm_music_your_life
- <https://de.linkedin.com/company/society-of-music-merchants>

For an overview of all Insta posts, click [here](#).

Program

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Registration (Partner)

A binding registration as an exhibitor/partner at the SOMM DEALER DAYS only exists if this has been made directly with the organiser (SOMM e. V.) and a booking confirmation has been received. The link to the registration and exhibitor tickets can be found [here](#).

Rooms / Areas

The hire charge includes air conditioning, daily cleaning and general lighting (excluding stage lighting).

Additional services, changes in the equipment of the rooms (e.g. removal and installation of furniture) will be charged separately. Set-up and dismantling days in the rooms are precisely defined at ⇒ **Set-up and Dismantling Times** and are included in the rental price. Any additional working time in the rented rooms will be charged at 50% of the rental price. From the 3rd day, 75% of the rental price will be charged.

The premises will be handed over to the exhibitor in a thoroughly cleaned condition. All exhibitors will be provided with their own key (when the premises are closed) to lock and unlock the exhibition spaces (show rooms). These keys (keycards) shall be handed over to the Exhibitor during set-up and shall be returned to the Organiser or the Hotel upon dismantling.

No technical equipment (other than exhibits) may be brought into the show rooms without the prior consent of the Exhibition Management.

An overview of all rooms and room sketches of the hotel can be found [here](#). The SOMM DEALER DAYS will take place in the following rooms

- Estrel Hall (A + B + C)
- Foyer Estrel Hall
- Passage
- Rooms in Lyon, Strasbourg and Paris.

Set-up and dismantling times

Start of set-up:

Friday, 27.10.2023 from 11:00 to 24:00. (regular)

End of set-up:

Saturday, 28.10.2023 from 00:00 hrs to 08:30 hrs.

Start and end of dismantling:

Sunday, 29.10.2023 from 17:00 to 24:00 hrs.

Storage (of packaging material / outer packaging) - subject to charge

Self-storage areas are available for the short-term storage of packaging material and outer packaging required for set-up and dismantling.

- The stage in the Estrel Hall is intended for partners and exhibitors in the Estrel Hall A - C (ES/C and Z) areas. Please note: The stage is not an enclosed area, but it is closed off from view by a curtain. Access is signposted.
- The Lyon Room is available for partners of the Passage and Foyer (P/ES).

No liability is accepted for any goods or products stored. The use of the storage areas will be charged at a flat rate of 50.00 euros plus VAT per partner.

Please note: The storage of goods and products in the "Stage" storage area is only possible via stairs. Both self-storage areas are locked at night.

Terms of payment

Payments are due within 7 days of receipt of invoice. If payment has not been credited to the business account of SOMM - Society Of Music Merchants e. V. before the start of SOMM DEALER DAYS (up to and including 27.10.2023), the organiser reserves the right to exclude the exhibitor from participation in SOMM DEALER DAYS.

Payments are to be made without deductions to the organiser (SOMM e. V.) to a bank account printed on the invoice.

Travel (car, train, bus, plane)

Further information can be found [here](#).

WiFi / WLAN

Free WiFi with a strength of 1 Mbit/s is available to all guests of the hotel. If you would like to use additional WIFI with a faster rate, e.g. for online product presentations or team calls, you should register this via the [web shop](#).

Workshop Area / Endorser Stage "Music Your Life" - fee required

There is a stage (2x2 metres) in the passage where exhibitors can integrate their endorsers and have them perform as well as organise workshops (product demonstrations). The backdrop of the stage (monitor) can be used for logos/presentations. Displays and roll-ups may be set up during the booked slot.

The maximum booking time per performer/day or workshop/day is 45 minutes.

The cost of one slot per artist per day or workshop per day is EUR 225.00.

The necessary equipment must be provided by the booking party. Storage on the stage is not possible.

Please note that noisy events are planned for Sunday 29.10.2023, as they can then also take place in the Strasbourg area.

The setting for artists only allows unplugged or unamplified acoustic sets. The volume should be kept to a minimum so as not to disturb the business atmosphere.

The stage can be used on pop-up days on Saturday from 10:00 to 18:00 and on Sunday from 10:00 to 15:00. Changeover times are 15 minutes. We would like to point out that a live set by an artist (endorser or similar) on the stand area is not possible due to hotel regulations.

If you are interested, please contact the project coordinator Maike Reinhardt (sdd@somm.eu). Slots will be allocated on a first-come, first-served basis. Artists must be [accredited](#). (The registration of artists is free of charge).