



# PRESS RELEASE

Society of Musical Instrument  
and Music Equipment Merchants

Hardenbergstraße 9a  
10623 Berlin, Germany  
Telephone: +49 30 8574748-0  
Fax: +49 30 8574748-55  
Email: [somm@somm.eu](mailto:somm@somm.eu)

[w<sup>3</sup>.somm.eu](http://w3.somm.eu)

## **EMIDA 2018: On 19 February applications open for the third European Musical Instrument Dealer Awards. The award ceremony will take place at the music fare**

*Berlin 19.02.2018* For the third year, EMIDA will be hosted by SOMM, the Society Of Music Merchants e. V. The aim of the awards, which has a total of 15,000 Euro in prizes, is to honour the outstanding achievements of European companies in the musical instrument industry. Awards are given for four categories. The award ceremony will be part of the music trade fair Executive Night, on Wednesday 11.04.2018 in Frankfurt am Main.

“Never before has it been so important to highlight the central contribution of European top specialist music retailers to the creative musical instrument industry than in these times of increasing market concentration. Due to the high level of consultation required for musical instruments, bricks&mortar music shops remain an indispensable service for consumers. “The contribution to an active music cultural landscape in Europe of the skills and passion with which specialist music retailers carry out their work cannot be underestimated” says Daniel Knöll, Director of the industry association SOMM – Society Of Music Merchants e. V.

European top specialist music retailers can apply between 19 February and 19 March via the website [www.emida-awards.eu](http://www.emida-awards.eu) in three categories:

Category 1: Special commitment to music communication/education

Category 2: Best unique selling point

Category 3: Best store concept

Special prize: Lifetime Achievement (chosen by jury)

To make a nomination, you need to send an online submission via the official website, a short application text (maximum 10 lines) explaining why they should be nominated for an award in one of the three categories and why they are worthy of the award, a reference letter from a manufacturer or distributor, as well as a review or press article which supports and justifies the nomination in one of the three categories. Every submission can be entered into a number of different categories if there is sufficient reason. For nomination, the logo (figurative word mark) of the company is required in jpeg format and a copy of the trade register extract. The winner of the Lifetime Achievement award will be selected by a jury, rather than from nominations.

The regulations for nominations are available on the website in English, German, French, Spanish and Italian.

For information about EMIDA, visit our website: [www.emida-awards.eu](http://www.emida-awards.eu)

### **Background and registration procedure**

All music specialist retailers of the top musical instrument dealers (irrespective of minimum turnover) who are working in musical life and in the musical instrument industry, irrespective of their nationality, at the time of submission are eligible for awards.

All music specialist retailers who sell musical instruments and music equipment continually on trade (in shops and online) in the European market and own the relevant distribution rights to musical instruments or equipment are entitled to make a submission.

#### About SOMM V.:

The Society Of Music Merchants e. V. – the central association for the musical instruments and equipment industry in Germany- represents the interests of 60 companies in the areas of manufacturing, distribution, trade and media from the musical instrument sector, which comprise about two thirds of the German musical instrument market.

The association represents the commercial interests of the musical instrument and music equipment sector nationally and Europe-wide with the aim of strengthening the competitive capacity of the sector in all market areas, shaping the political and legal framework conditions in accordance with the requirements of the industry, defining market standards and providing services for members, promoting current musical further training, as well as encouraging active music making and musical skills in society. More information: [www.somm.eu](http://www.somm.eu)