

PRESS RELEASE

Society of Musical Instrument
and Music Equipment Merchants

European Musical Instrument Dealer Awards (EMIDA) 2020: The application period starts today, Monday 2 December 2019

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Berlin 02.12.2019 For the fifth year, SOMM - Society Of Music Merchants is hosting the European Musical Instrument Dealer Awards (EMIDA). Music merchants from throughout Europe can apply from today, Monday 2 December 2019 until 1 March 2020 online at www.emida-awards.eu.

The aim of the awards is to honour the outstanding achievements of European specialist retailers in the musical instrument industry. The awards ceremony will be held on Wednesday 1 April as part of the music trade fair in Frankfurt am Main.

"With EMIDA we want to honour the vital commitment of music retailers to an active musical cultural landscape. Musical specialist retailers are currently facing huge challenges, not least due to the greatly increasing market concentration. So it is even more important to appreciate the skills and passion that music retailers put into their work," says Daniel Knöll, Managing Director of the SOMM industry association.

The awards are presented in three categories each with prize money of 3000,00 Euros.

Retailers are honoured in the following categories:

Category 1: for their special commitment to music education

Category 2: for the best unique selling point

Category 3: for the best store concept

The jury can also decide to award a Lifetime Achievement prize.

All music specialist retailers who sell musical instruments and music equipment continually through trade (in shops and online) in the European market and own the relevant distribution rights to musical instruments or equipment are eligible to apply.

The winners will be chosen by a jury of renowned musical instrument industry experts. As well as honoring the recipients, the prize aims to promote the music trade both in shops and online.

For information about EMIDA and images, visit our website: www.emida-awards.eu

About SOMM – Society Of Music Merchants e. V.:

The Society Of Music Merchants e. V. – the central association for the musical instruments and equipment industry in Germany- represents the interests of 50 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