

# PRESS RELEASE

Association of the Musical Instrument and Music Equipment Industry

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## **The European Musical Instrument Dealer Award (EMIDA) 2019: The application period starts today**

*11.02.2019 Berlin* For the fourth year, EMIDA will be hosted by SOMM, the Society Of Music Merchants e. V. The aim of the awards, which awards 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 Tuesday (2 April 2019) in Frankfurt am Main.

“The special music retailer is and remains the gateway for the consumer and is therefore indispensable. The skills and passion with which specialist music retailers carry out their work and their contribution to an active music cultural landscape in Europe cannot be stressed enough. This vital commitment to the musical instrument branch is what we are honouring with EMIDA,” says Daniel Knöll, managing director of the industry association SOMM.

From 11 February, European top specialist music retailers can enter for the three categories via the website [www.emida-awards.eu](http://www.emida-awards.eu). Applications close on 11 March.

Category 1 | Special commitment to music mediation  
Category 2 | Best unique selling proposition  
Category 3 | Best store concept  
Special prize - Lifetime Achievement (can be awarded)

To make a nomination, send an online submission via the official website, [www.emida-awards.eu](http://www.emida-awards.eu), 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. It is not possible to apply for the Lifetime Achievement award. It will be selected by a jury.

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**

Eligible to apply for the award are all (irrespective of nationality) music specialist retailers of the top musical instrument dealers (irrespective of minimum turnover) who are at the time of application working in musical life and in the musical instrument industry.

Eligible to submit applications are 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.

#### **About SOMM e. V.:**

Der Verband SOMM – Society Of Music Merchants e. V. – Spitzenverband der Musikinstrumenten- und 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)