

Press

March 2018

Musikmesse
International Trade Fair for Musical Instruments, Sheet Music,
Music Production and Music Business Connections
Frankfurt am Main, 11 to 14 April 2018

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PI12_MM_ESA_gb

Première of the European Songwriting Award at Musikmesse 2018

Yamaha, Messe Frankfurt and the organisers of the German Songwriting Awards have initiated a new award for the songwriter community: the European Songwriting Award (ESA). Thus, Europe's biggest fair for music making (11 to 14 April) is the setting for an equally international songwriting competition. "With the ESA, we are providing an additional opportunity for songwriters to demonstrate their skills to decision makers from the music industry", says the team of organisers. The jury will be made up of top personalities and A&Rs with an international network deciding who wins the singer-songwriter competition. And the prize is in a class of its own: after the fair, the winner will go straight into the studio to work on and record the song with a professional producer. Then, via a specially founded singer-songwriter label, the ESA song will be distributed worldwide and pushed with professional radio and online promotional activities. With Yamaha, the winner can also rely on a potent partner: the world's leading musical instrument manufacturer will accompany them on their way, help them, connect them and promote them whenever possible.

Live decision on 13 April 2018

The final round of the European Songwriting Award will be held at the Yamaha stand in the 'Portalhaus' building of Frankfurt Fair and Exhibition Centre on Friday, 13 April 2018. The five finalists must perform their song for the jury and the winner will be announced after a brief period for deliberation.

The ESA final will be supplemented by more great offers for songwriters and producers. "In cooperation with Musikmesse, we will draw attention to this target group with a multi-faceted programme at the Yamaha stand", say the team from Terminal 5, which is not only responsible for the German Songwriting Awards but also the Songs Con fair for songwriters and producers in Berlin. In planning are a panel discussion with A&Rs from labels and publishers followed by a question and answer session, an A&R pitch during which songwriters can play recordings of their songs and receive direct feedback, a songwriting masterclass in

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which successful professionals will pass on tips and tricks, and a demonstration stage that songwriters can use spontaneously to perform their songs live to the A&Rs.

ESA entry deadline is 10 April 2018

Songs for the European Songwriting Award can be submitted from Thursday, 1 March 2018, at www.europeansongwritingawards.net. The deadline is 10 April 2018. The five best singer-songwriters will be invited to play live for the award at the finale on 13 April 2018. Seats for the A&R pitch will be allocated at www.bsffestival.com. Yamaha and Musikmesse will give all ESA entrants an admission ticket to the fair so that, at all events, they can take advantage of the multi-faceted programme for songwriters and producers on 13 April 2018.

More information about Musikmesse at www.musikmesse.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de