

Press

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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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Benefits programme for musical-instrument retailers: registration for 'Musikmesse Insider' now open

Specialists retailers of musical instruments, equipment and sheet music can now register for the 'Musikmesse Insider' benefits programme. Registered participants profit from free admission on all days of the fair (11 to 14 April 2018), on-site support, free cloakroom service and new services such as guided tours to selected exhibitors. On arrival, they will be welcomed at the Insider Counter in Hall 11.1 and be given their personal Insider bag with vouchers for snacks and drinks, information about the fair and other useful extras. Additionally, Insiders can take part in the Business Matchmaking programme, which brings them together with exhibitors of particular relevance to them.

The Musikmesse Insider benefits programme is aimed at retailers from all around the world with max. 50 employees. At Musikmesse, Europe's leading fair for musical instruments, sheet music, music production and music business connections, they have the opportunity to discover a huge range of new products from well-known and specialist manufacturing, to meet business acquaintances and to expand their professional network. With the 'Business Area' in Hall 11.1, Musikmesse offers room for trade and sales discussions in a peaceful atmosphere. This is also the setting for the 'Business Academy inspired by SOMM' lecture area, which offers a professional-development programme especially for professionals in the musical-instrument sector.

After successfully registering for the Musikmesse Insider benefits programme, participants will be sent their personal admission ticket, which also entitles them to visit Prolight + Sound on the overlapping days (10 to 13 April).

Registration is possible until 14 March. Further information and registration at www.musikmesse.com/insider.

Information about Musikmesse at www.musikmesse.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 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 figures for 2017

For more information, please visit our website at:

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