

Press Release

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Saturday rocks with Musikmesse Plaza: pop-up market with direct sales and events

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For the highlight of a week full of music, Frankfurt will move all faders to full blast with new *Musikmesse Plaza* – an innovative event concept aimed at musicians and music lovers.

It will be held for the first time in the eastern section of Frankfurt Fair and Exhibition Centre on Saturday, 6 April 2019 – immediately after *Musikmesse* and *Prolight + Sound* (2 to 5 April 2019).

Together with partners from the creative business, Messe Frankfurt is planning a pop-up market with a variety of thematic worlds: from vintage instruments, via sound-recording media, to merchandising. Companies can present their products in this attractive setting and sell them directly to consumers. These presentations will be rounded off by a brim-full programme of musical events, workshops and educational events, as well as highlights of the *Musikmesse Festival* in Frankfurt's clubs.

While the spotlight is on professional encounters from Tuesday to Friday – during *Musikmesse* and *Prolight + Sound* – the Saturday will be particularly varied, creative and resonant at *Musikmesse Plaza*. "We are lifting the experiential factor to a new level with *Musikmesse Plaza*, a concentrated platform covering not only musical instruments but also many other aspects of the creative business", says Michael Biber, Group Show Director of the 'Entertainment, Media & Creative Industries' Business Unit of Messe Frankfurt Exhibition GmbH. "Simultaneously, we are refining the B2B and B2P focus at *Musikmesse* during the week. Thus, exhibitors can reach all relevant target groups effectively within 5 days."

Between cult guitars and vinyl culture

The foundation of *Musikmesse Plaza* comprises five thematic worlds, the heart of which is the **Instrument Market** where manufacturers and dealers have the chance to sell their products directly to consumers. There are special stand-rental prices for exhibitors taking part in *Musikmesse* from Tuesday to Friday. Another focal point is **Vintage Instruments**. In cooperation with No. 1 Guitar Center Hamburg, the "Vintage Guitar Show" will be organised where everyone can buy, sell and trade their instruments. Additionally, visitors will find a selection of vintage drums, electric organs and other collectors' pieces for ambitious musicians. Moreover, they can gain insights into the history of PA systems.

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In the **Sound Recording Media + Labels** segment, vinyl fans will find a CD and record exchange open to both private and commercial dealers. Record labels and other music-industry companies have the opportunity to make presentations at *Musikmesse Plaza*. The **Accessories + Lifestyle** segment brings together a broad spectrum of products. There, visitors will find everything from instrument equipment, via fashion and merchandising articles, to consumer electronics, jukeboxes and arcade machines. Moreover, segments such as books, posters and photography now also have their place in the event.

The highlights of the **Events + Education** section include workshops by top musicians, showcases by artists of various genres, autograph sessions and 'meet & greets'. The successful 'Discover Music' project for young people, which sends kindergarten and school children on a musical journey of discovery, is being extended to include the Saturday. There, young newcomers to the world of music can take their first steps with musical instruments while even experienced musicians can expand their horizons.

There will also be lots to do and see in Frankfurt in the evening. The *Musikmesse Festival* provides the framework for concerts in the city's clubs – from the start of *Musikmesse* on the Tuesday to the end of *Musikmesse Plaza* on the Saturday. Additionally, *Musikmesse Plaza* visitors can look forward to a grand closing concert in the 'Festhalle Frankfurt'.

Triumvirate on the entertainment firmament

With the addition of the new *Musikmesse Plaza* concept on the Saturday, Messe Frankfurt now operates a three-pronged brand structure for its events in a musical context:

- *Musikmesse*, Europe's biggest trade fair for the music industry, Tuesday to Friday, 2 to 5 April 2019
- *Musikmesse Plaza*, Pop-up Market – Gear. Vintage. Lifestyle, Saturday, 6 April 2019
- *Musikmesse Festival*, culture and concert highlights throughout Frankfurt, Tuesday to Saturday, 2 to 6 April 2019

Further information at:

www.musikmesse.com

www.musikmesse-plaza.com

www.musikmesse-festival.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 over 2,400 employees at 30 locations, the company generates annual sales of around €669 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.

Musikmesse
International Trade Fair for Musical
Instruments, Sheet Music, Music Production
and Music Business Connections
Frankfurt am Main, 2 to 5 April 2019

Musikplaza – Pop-up Market: Gear,
Vintage, Lifestyle
Frankfurt am Main, 6 April 2019

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).

For more information, please visit our website at:

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

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