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| **Press Release** | October 2019 |
| Musikmesse 2020: multiple participation options, great content and lower stand-rental prices for the 40th birthday edition | Johannes Weber  Tel. +49 69 7575-6866  johannes.weber@messefrankfurt.com  www.messefrankfurt.com  www.musikmesse.com |
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**Musikmesse celebrates its 40th birthday from 1 to 4 April 2020 when it will once again be an international get-together characterised by business, emotion and inspiration. The next edition of Europe’s biggest trade fair for the music sector will employ an optimised sequence of days (Wednesday to Saturday), a variety of options for a perfect trade-fair presentation and special offers for both trade and private visitors. Thus, companies will have the opportunity to reach all relevant customer target groups. Moreover, Messe Frankfurt is taking account of the needs of the industry with lower prices for exhibition space.**

As in the past, the 2020 edition of Musikmesse will create the best circumstances for a professional exchange of ideas and information. Accordingly, the focus of the first two days (Wednesday and Thursday, 1 and 2 April) is on trade visitors. On the Friday and Saturday, the emphasis shifts and there will be special tickets for private visitors. On these two days, there will also be the second **Musikmesse Plaza,** a pop-up market as a supplementary attraction where music lovers can not only buy instruments, records and lifestyle products but also enjoy a brim-full programme of entertainment. The Friday and Saturday will also see the première of the ‘Home of Drums’ community hub at Frankfurt Fair and Exhibition Centre. This event brings together product presentations by key players from the percussion sector with knowledge transfer, networking and performances by well-known drummers. Now in its fifth year, the **Musikmesse Festival** is also celebrating a minor anniversary and, from 31 March to 4 April, will provide the framework for top concerts at the Exhibition Centre and throughout Frankfurt, as well as give companies the opportunities to present their artists and brands at these events.

“Musikmesse’s 40th birthday stands for four decades of partnership between Messe Frankfurt and the international music sector. And 2020 marks an important evolutionary step for the fair. We are creating a holistic event that is set to activate all participants in the value chain – from musical-instrument manufacturers to concert promoters, as well as from retailers to music lovers, and from highly experienced experts to newcomers. More than ever before, we are banking on great content, which is being compiled in cooperation with our exhibitors, organisers from the fields of education and research, think tanks and innovation leaders”, says Michael Biwer, Group Show Director of the ‘Entertainment, Media & Creative Industries’ Business Unit of Messe Frankfurt Exhibition GmbH.

One of the main aims of the 2020 Musikmesse concept is to ensure companies of all sizes and from all segments have a place at the fair. The spectrum of companies that have already registered to exhibit at Musikmesse ranges from international key players to small manufacturers and hidden champions. They include Adams Paukenfabrik, AER Music, APC Instrumentos, Aquila Corde, Arnold Stölzel, Beltuna, Bosporus Cymbals, C.A. Götz, Cooperfisa, D’Addario, Dörfler, Enrique Keller, Franz Sandner, Godin, Hal Leonard, Kawai, Miraphone, Music Distribution Services, Musictech, PetzKolphonium, Pirastro, Saga Musical Instruments, Schilke, Suzuki and Thomastik Infeld. Additionally, numerous important brands from the percussion sector, such as DW, GEWA, Gibraltar, Gretsch, Latin Percussion, Mapex, Millenium, Natal, Paiste, PDP, Pearl, Protection Racket, Remo, Roland, Sabian, Sonor, Toca Percussion, Vic Firth, Yamaha, Zildjian and Zultan, will be taking part in the special ‘Home of Drums’ event.

**Musikmesse: Europe’s biggest trade fair for the music industry,   
1 to 4 April 2020**

As in the past, the coming Musikmesse will be held on the eastern section of Frankfurt Fair and Exhibition Centre with Hall 3 as the pivotal point of the fair. Hall 3.0 presents new products in the fields of pianos, keyboards, drums, percussion, electric guitars and basses and woodwind and brass instruments. Hall 3.1 is home to acoustic guitars, string and harmonica instruments, as well as publishers and associations. Additionally, the introduction of the ‘Networking & Education Area’ in this hall will create a central platform for encounters and further education with several lecture stages and offer a stylish lounge for the exchange of professional information with business partners, speakers and experts. Companies wanting to take part within this framework and not present any products can be represented with a reduced exhibition-stand package in the ‘Networking & Education Area’. Additionally, Messe Frankfurt offers a variety of all-inclusive packages for fully equipped exhibition stands in the halls so that small companies and start-ups can take part in the fair with low costs and minimal organisational effort.

With the ‘Circle Stages’, Messe Frankfurt is continuing another successful innovation launched at Musikmesse 2019. On all four days, visitors can experience a brim-full programme with workshops, product demonstrations and live performances arranged in cooperation with the exhibitors. The round stages are equipped with ultra-modern event technology and to be found in the immediate vicinity of the exhibition areas in Halls 3.0 and 3.1. Exhibitors are also invited to contribute to the programme in and around the Festival Arena on the outdoor exhibition area and put the spotlight directly on their brands.

In recent years, Musikmesse has been receptive to many new thematic fields, and will continue to forge ahead on this track in 2020. In addition to the presentation of new products, the mainstays of the event include music teaching, therapy and marketing. Among the highlights of the coming Musikmesse will be:

* **German Musical Instrument Award** with presentation ceremony
* **European Songwriting Awards:** the finale live at Musikmesse
* **‘Music in Class’ conference:** lectures especially for music teachers
* **Frankfurt Music Prize** for outstanding personalities from the world of music
* **International Vintage Show:** guitars with tradition and history
* **Music Tech Fest:** Innovation Lab for creative developers
* **Music4Kids:** promotional area to help young people take their first musical steps
* **Musikmesse Campus:** experts coach tomorrow’s professionals
* **Musikmesse International Press Award** for the best products of the year
* **SchoolJam:** Musikmesse is looking for ‘Germany’s best school band’
* **SongsCon Frankfurt:** songwriters meet label decision makers
* **‘New Therapy Instruments’ competition** for international musical instrument makers, therapists and artists

**Musikmesse Plaza: pop-up market on 3 and 4 April 2020**

Messe Frankfurt concentrates content for an experience-oriented B2C target group, e.g., musicians of all standards, collectors, instrument lovers, fans and newcomers to the music scene, under the heading Musikmesse Plaza. Following a successful launch as a stand-alone event in 2019, the next edition of Musikmesse Plaza will be held on two days concurrently with the rest of the fair.

The heart of Musikmesse Plaza is a pop-up market in Hall 4.1 where suppliers can sell their products directly to consumers. Additionally, visitors can look forward to an expanded programme of events characterised by a festive atmosphere on the outdoor area.

Among the highlights visitors can look forward to are:

* **Vinyl and CD Exchange:** an Eldorado for record collectors – there, music lovers can discover a host of treasures.
* **Home of Drums:** the international drum industry is initiating an innovative meet-up concept for drummers with workshops, personalities and top brands. The Home of Drums will be held during Musikmesse Plaza in Forum.1.
* **International Vintage Show:** the special show on Friday and Saturday with an expanded programme of events, including Fender- and Gibson workshops and a Vintage Guitar Party with star guitarist Thomas Blug as Musical Director
* **Music4Kids:** during the Plaza, the area will be open to families with children and all visitors interested in the subject
* **Sinfonima Cuvée Darling:** master bows and string instruments will be available for testing and purchasing

**Musikmesse Festival: culture and concert highlights throughout Frankfurt, 31 March to 4 April 2020**

Following the record set by the 2019 edition with over 100 concerts in around 60 locations, the fifth Musikmesse Festival will be something to really look forward to. This year, too, it will offer a variety of great concerts in the city and unique highlights at Frankfurt Fair and Exhibition Centre.

This means companies have a virtually unlimited range of opportunities to reach an urban, music-affine target group and to promote their brands. Messe Frankfurt will be pleased to help them organise an event at the Exhibition Centre or in one of the participating clubs, or to put them in touch with a local organiser. Naturally, companies can also appear as sponsors of the events and stages.

Musikmesse visitors receive a wristband for the Festival, which enables them to attend all events either free of charge or at a reduced price.

**Press releases & images:**

www.musikmesse.com/press

**Social media:**

www.facebook.com/musikmesse I www.twitter.com/musikmesse

www.instagram.com/musikmesse

**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 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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