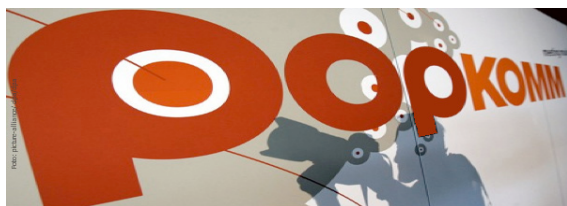


Popkomm Live



Popkomm's live showcase event will be based in Berlin's legendary Kulturbrauerei venue complex and at the Tempelhof Popkomm Centre on 08-10 September, with Berlin Festival taking place at Tempelhof on 10-11 September. Both Popkomm and Berlin Festival come under the new umbrella of Berlin Music Week. BMW takes place 06-12 September. Every event taking place in Berlin within that week will be coordinated through BMW and included in any official BMW marketing.

Popkomm will book between 60-80 artists for the showcases (a lot fewer than in previous years), as well as being able to place "Popkomm recommended" artists on the Berlin Festival line-up. There will be Day Stages at Popkomm's Tempelhof location where exhibitors can showcase their priority artists to the rest of the Popkomm delegates. The evening showcases will take place mainly at Kulturbrauerei.

Popkomm festival aims to present a selection of high quality new artists who are on the verge of breaking through in the German market and who may have already got at least one German album release in place and already some exposure in the German media. We hope to present artists who the German media and industry will pick up and we will hear a lot about between now and this time next year.

Rather than a series of national presentations by the respective music export offices, where possible, there will be a collection of genre-led showcases, mixing artists from all participating countries, and securing an appropriate media partner for each show. This may mean fewer slots available but should lead to higher quality line-ups and better promoted and attended showcases.

The criteria for selected artists is for them to have the support of their export office (where applicable) and their label/representative, and to preferably have at least one German partner already in place who is prepared to contribute towards the promotion of their artist's performance (this should be an effective local label, distributor, publisher, agent, manager, PR).

Other important criteria for the artist to be aware of:

- artists must be supported by a company affiliated with an exhibitor/co-exhibitor of Popkomm (export office etc).
- Generally, Popkomm pays no fees or expenses to artists.
- artists' representative companies/organisations must cover any additional venue costs of artists' appearances.

The deadline for artist submissions is the 14th May 2010. All submissions should be made through Sonicbids at <http://www.sonicbids.com/popkomm2010>

All artists will be informed of their final status by 30th June 2010

All other enquiries regarding the Popkomm live music programme should be addressed to the Festival Coordinator, Paul Cheetham, at festival@popkomm.com

Follow the Popkomm Live blog at <http://popkommlive.com> and on twitter at <http://twitter.com/popkommlive>

Popkomm 2010



After a year of reinvigoration and collection of hot new contacts, Popkomm is making a comeback in 2010 with new dates, strong partners and THE new location.

Popkomm 2010 - consisting of marketplace, festival, conference and a BRAND NEW B2C area - will be an integral part of the new umbrella brand '[Berlin Music Week](#)', and will take place 8 - 10 September. The event will introduce all facets of the capital's music industry and culture to international visitors and music business professionals.

Popkomm 2010 will land at THE extraordinary location - Airport Berlin Tempelhof. The international trade show will take place in this very historical building, often referred to as the 'mother of all airports', and still today's third largest integrated building in the world (after Peking airport and the Pentagon). Popkomm will provide several networking possibilities and meeting options within its market place.

The conference part is organised by our partner a2n and will also take place at Airport Tempelhof. From now on all Slots are open: Labels, management teams, publishers and artists can now apply to take part in this prestigious showcase festival (deadline for applications is 14 May), book their lounge (Early Bird till 31 May, deadline for applications is 15 July) and register as a trade visitor.

<http://www.popkomm.com>

For prices and more information about attending Popkomm as a delegate and exhibitor or to hold your own reception contact Tendayi Mwase at mwase@messe-berlin.de

Berlin Music Week



Berlin Music Week is the newly introduced umbrella which houses all the key music events taking place in Berlin between 06-12 September. Popkomm Festival and Berlin Festival are two events which take place under the Berlin Music Week umbrella. Berlin Music Week does not organize or book its own events but it does coordinate events and assists in overall marketing.

<http://berlin-music-week.de/en>

For more information about Berlin Music Week contact Patricia Stohmann at p.stohmann@Kulturprojekte-Berlin.de

Berlin Festival



Popkomm will partner with the festival makers of the [Berlin Festival](#) which will take place for the sixth time in the hangars and on the airfield of the Airport Berlin Tempelhof on the 10th and 11th September and expects more than 15,000 music lovers to attend daily. Popkomm will be able to place a few selected artists as "Popkomm recommended" artists on the Berlin Festival line-up.

<http://www.berlinfestival.de/?lang=en>

For more information regarding Berlin Festival contact Paul Cheetham at festival@popkomm.com