



**JAZZ AUS  
FINNLAND**  
JAZZAHEAD! 2017  
PARTNER COUNTRY

---

## Newsletter #01

jazzahead! 2017 > 27 – 30 April

### Topics

[New website](#)

[Partner Country Finland](#)

[Online registration 2017](#)

[Stand bookings](#)

[Showcase applications](#)

[Important deadlines](#)

[Travel & Accommodation](#)

[Warning Expo Guide](#)

### New website

Just in time for its 12<sup>th</sup> edition, jazzahead! has relaunched its website. As of now, even more services for participants and more info for visitors are available at [www.jazzahead.de](http://www.jazzahead.de) – for example, getting in contact with other participants is easier now and more information, music and videos of showcasing bands can be viewed beforehand.

### Partner Country Finland

“Aus Finnland” is the slogan under which Finland presents itself and its impressive jazz scene as jazzahead! partner country 2017. In addition, over the course of two weeks, concerts, theatre plays, readings, screenings and many more events in Bremen’s cultural institutions give a deep insight into the cultural scene of our partner country.

### Online registration for jazzahead! 2017

As of now, you can [register again online](#) for jazzahead! 2017 as an exhibitor, co-exhibitor, professional participant or media representative. All new [prices](#) for participation and [hall plans](#) are available online and can be downloaded. In order to make your online registration, you need to [create a user account](#) first or [login](#) with an existing account, update your data and password and can choose your participation afterwards. Please read the [terms and conditions](#) properly beforehand. Attention professional participants: Our **early bird rate for professional participants** is available until 14 October, 2016 for just **135 € plus 19% VAT** for all days of jazzahead!

### Stand booking options

Together with the start of online registrations, stand bookings are also possible. The registration for exhibitors needs to be made [online](#), too. All prices and booking options can be found [here](#). In case you wish to discuss larger stand bookings beforehand, please contact Maleni Piyasiri at +49 (0)421 3505 298.

### Call for showcase applications

**From now on, you can also apply for the showcase festival.** As in the previous years, exhibitors, co-exhibitors and also professional participants registered for all days, can hand in an application [online](#). **The deadline for band applications is October 31st, 2016.** You’ll find more info about the **terms and conditions** [online](#). **New** is, that applications are submitted via the jazzahead! website directly with our optimized applications system on the newly relaunched web page. Four international **juries** of experts from the jazz and music scene – one for each showcase module - will choose the bands that get to play one of the 40 showcases. The showcasing bands and artists will then be announced in the beginning of December. In 2016, 587 bands applied from 43 countries.

**New:** For the program in 2017, European Jazz Meeting will switch places with German Jazz Expo and Overseas Night. The Friday of jazzahead! will be dedicated to the European program, Saturday afternoon will present German bands and Saturday night belongs to the bands from Overseas.

### **Next year's showcase program consists of the following modules:**

Thursday, April 27th, 2017: The **Finnish Night** opens the showcase festival at 8 PM on two stages in Exhibition Hall 7 and at Kulturzentrum Schlachthof.

Friday, April 28th, 2017: From 2 PM and again from 8 PM, the **European Jazz Meeting** will take the stages in Exhibition Hall 7 and at Kulturzentrum Schlachthof

Saturday, April 23rd, 2016: The afternoon is dedicated to German bands, presenting eight bands in the **German Jazz Expo. Overseas Night** is the final item on the showcase agenda, taking place on Saturday night from 8PM, again in Exhibition Hall 7 and at Kulturzentrum Schlachthof.

### **Important deadlines**

In the following, you can find all important dates for the coming jazzahead! edition:

September 2016	online registration opens and showcase application phase starts
October 14 <sup>th</sup> , 2016	early bird rate for professional participant registration ends
October 31 <sup>st</sup> , 2016	showcase application deadline
December 2016	announcement of the showcasing artists
January 13th, 2017	second discounted rate for professional participant registration ends
March 17th, 2017	deadline for guide entry & deadline for stand bookings
March 24th, 2017	deadline for ordering extra stand material (service handbook)
April 12th, 2017	online registration will close / registration is possible on site

*(Subject to modification)*

### **Travel & Accommodation**

In cooperation with the Bremer Touristik-Zentrale (BTZ) we can once again offer reduced hotel rates to jazzahead! participants. BTZ will also gladly advise you about your travel options to jazzahead!. Further information and contact details can be found [here](#).

### **Warning concerning EXPO GUIDE S.C. Event Fairs, EHS and others**

In the past years, our exhibitors have repeatedly been contacted via mail by a company named **EXPO GUIDE S.C, Event Fair, FAIR Guide and others**. Please do **not answer** their data request! These companies send out this offer to a number of different events and the respective exhibitors. The offer consists of an entry in a low-quality online registry. However, the written consent in fact entails a hidden three-year payment obligation of more than **€3,000**. **We would like to point out that we are in no way affiliated with those companies. The brand name "jazzahead!" was used without our knowledge or consent for these mailings.** In case you receive mail from one of these companies, we advise you to disregard and discard it. If you have already signed the offer and by doing so have entered a contract, we strongly suggest that you contest the validity of the contract. [The information sheet](#) from the AUMA (Association of the German Trade Fair Industry) contains more information and a sample reply that you can use to respond to a letter such as that from **EXPO GUIDE S.C, Event Fair or FAIR Guide**.

**In addition, we want to warn you against EHS, Exhibitors Housing Services.** Our exhibitors have been contacted by EHS directly with special hotel deals, which are not proved by us. We are in no way in contact or affiliated with this company. If you want to book safely, please use the [approved hotel list](#) by jazzahead! and BTZ.

We're happy to answer any questions you might have regarding jazzahead! 2016. Please don't hesitate to contact us about the new registration and application procedure. Just send an e-mail to [piyasiri@jazzahead.de](mailto:piyasiri@jazzahead.de) or call +49 (0)421 3505 298.

**The jazzahead! team is looking forward to numerous registrations and is hoping for your participation!**

Personal data are stored, processed and, in so far as you have not objected to their use, earmarked by MESSE BREMEN & ÖVB-Arena in accordance with the Data Protection Act for exhibition-related advertising of MESSE BREMEN & ÖVB-Arena. If you do not want to receive this information/newsletter or do not agree to the storage of your personal data you can object to this at any time to take effect in the future either in writing by sending an e-mail to [info@jazzahead.de](mailto:info@jazzahead.de) or call +49 (0)421 3505 298.