



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

Newsletter #04

jazzahead! 2017 > 27 – 30 April

Topics

- [Partner country Finland](#)
- [Official opening ceremony](#)
- [Trade fair: important deadlines & guide entry](#)
- [German Jazz Expo](#)
- [Advertisements](#)
- [Matchmaking](#)
- [Symposium](#)
- [Live from jazzahead!](#)
- [Ticket presale](#)
- [Travel & Accommodation](#)
- [Attention: Expo Guide, EHS, Fair Point](#)

Partner country Finland

jazzahead!'s partner country 2017 is Finland. Under the motto **JAZZ AUS FINNLAND** (from Finland) the Finnish jazz scene will be highlighted, starting on the opening night of the jazzahead! trade fair with the Finnish Night and followed by an after party. **On Friday, April 28th**, Iiro Rantala and Die Deutsche Kammerphilharmonie Bremen will share the stage of **Die Glocke**.

At the trade fair, the Partner Country Lounge and the Finnish umbrella stand are the places to get informed and in touch with the Finnish jazz scene. In addition to this, the partner country will be celebrated at a Finnish Food Garden and sauna in front of Kulturzentrum Schlachthof, presenting Finnish street food and award winning gin from Finland.

During the two weeks prior to the jazzahead! trade fair, you can discover Finnish arts and culture during the jazzahead! festival. **The kick-off at Theater Bremen on April 15th** will present three acts from Finland: Johanna Juhola Reaktori are in the centre of the opening show, which also presents performances by beatboxer Felix Zenger and the circus performance accompanied by singer songwriter music "Yablochkov Candle". And that is just the beginning of the two week festival with exhibitions, movies, readings and much more. The full program can be found [on our website](#).

Official opening ceremony of jazzahead!

The 12th edition of jazzahead! will be officially opened during a ceremony on **April 27th at 5 PM in Hall 7.1**. Confirmed are the following speakers: Dr. Carsten Sieling, (Mayor and Senator for Culture of the Hanseatic City of Bremen) and Hans Peter Schneider (CEO of MESSE BREMEN & ÖVB-Arena). The Finnish band Elifantree will be playing throughout the ceremony.

Trade fair: important deadlines & guide entry

If you're interested in booking a trade fair stand at jazzahead!, you best act quickly, as there are only few spaces still available. Information regarding spaces, package prices and the registration forms can be found [here](#). **The deadline for exhibitor registrations is March 17th, 2017**. In the following, you can find the last important dates for the upcoming jazzahead! edition:

March 17th, 2017	deadline 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

Please note: All walk up registrations will be charged with an additional fee of 20€ + 19% VAT / Access to the trade fair only for registered participants

Since 2016 jazzahead! has implemented a clear separation between registered participants and festival visitor in its ticket system. The tickets for the showcases no longer include the access to the trade fair. Professional participants, exhibitors and co-exhibitors with corresponding registration still have access to the trade fair in hall 6 and to the showcase concerts.

German Jazz Expo again with Prize for German Jazz Journalism

The German Jazz Expo, as a platform for the German scene and as export platform has been a key component at jazzahead! for years. The project German Jazz Expo not only consists of the eight showcase concerts, which will take place in 2017 on Saturday afternoon at jazzahead!, **April 29th**, but also includes the umbrella stand German Market, where artists, their representations and other important players of the German scene are registered.

Another element for the support of "jazz made in Germany" at jazzahead! is the **Prize for German Jazz Journalism**. Once again, this prize, endowed with 5.000€, is supported by the Hamburg-based foundation Dr. E.A. Langner-Stiftung. This year's awardee will be announced during the award ceremony on Saturday, **April 29th, at 6:45 PM**.

Advertisements and other promotional opportunities

Looking for great visibility with old and new customers at jazzahead!? Make use of our many different promotional opportunities for jazzahead! 2017 and book your ideal presentation space! We offer print ads in the guide, banners on the website, bag inserts, and lots more. Click [here](#) for detailed info or send your individual requests to Ms. Insa Stanke: stanke@jazzahead.de.

Matchmaking at jazzahead! Register now!

jazzahead! has partnered with the Enterprise Europe Network Bremen to offer the jazzahead! matchmaking service to all professional participants and exhibitors.

What is B2B Matchmaking?

- Bilateral meetings (matchmaking) are a quick and easy way to meet new potential customers, service providers and cooperation partners
- Attendees meet and greet in 20-minute intervals, then the bell rings and the next discussion begins
- Instead of arranging business meetings by chance, our B2B sessions guarantee fixed reserved tables for every meeting

More information on the service and registration you can find on the [website](#). For any further questions regarding the matchmaking service, do not hesitate to contact [Ellen Horstmann](#).

Extended professional program with symposium and topics for the scene

During the symposium "**Improvisation and Jazz for Children**", for the first time, the mediation of jazz for children in nursery and primary school age in Germany will be illuminated and discussed intensively on April 27th from 10 AM to 5 PM. A registration to the symposium is not included in the registration to the trade fair and must be ordered separately. More information is available [here](#).

The symposium complements the professional program of the trade fair, which in 2017, amongst others, once again includes the topic „digitization“: Digital based services that every artist, manager, or industry person should know of and use in the jazz world. From fundraising platforms to new and emerging sales channels. Especially for musicians from Germany an information session about support opportunities outside of Germany will be held by the Goethe Institute, the Initiative Musik gGmbH and Musikfonds e.V..

Live from jazzahead! - broadcasts, live recordings and streamings

Once again Radio Bremen will be audio recording all of the jazzahead! showcase concerts for ARD and then making them available within the European Broadcasting Union for broadcasting throughout Europe. In addition, professional live videos will be produced, on the one hand, partly for live streaming via ARTE Concert and, on the other, for viewing in the jazzahead! media library the next day. Numerous radio broadcasts will be transmitted from the Radio Bremen /ARD live studio on e.g. Nordwestradio and Deutschlandradio Kultur.

Ticket presale is on!

Visitor tickets for the **showcase concerts** at Finnish Night, European Jazz Meeting, German Jazz Expo and Overseas Night, **gala concert** and **jazzahead! clubnight** are available on presale at Nordwest Ticket via the jazzahead! [webshop](#), its advance booking points and under +49 421 36 36 36. In addition, the tickets can be purchased at the ticket service at the Glocke +49 421 33 66 99, at the WESER-KURIER Pressehaus, all regional newspaper publishing houses or online at www.jazzahead.de and weser-kurier.de/ticket.

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, Fair Point 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 or Fair Point. 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! 2017. Please don't hesitate to contact us about the new registration procedure. Just send an e-mail to piyasiri@jazzahead.de or call +49 421 3505 298.

The jazzahead! team is looking forward to numerous registrations and 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 or call +49 (0)421 3505 298.