

## SHORT PROFILE

LEIPZIG (POP UP 2010)  
MAY 7 AND 8, LEIPZIG, GERMANY

# (POP UP

**Leipzig (Pop Up** is an annual music trade fair for the independent music scene. Our definition of 'independent' is creative working in the various fields of music and pop culture and thus putting the music first and not the money.

Leipzig (Pop Up is not only a trade fair, but also offers panels and workshops as well as a music festival in various clubs in Leipzig, Germany.

### LEIPZIG (POP UP CONSISTS OF:

#### Trade Fair

Our fair attracts labels, media representatives, agencies, promoters, artists and other pop culture activists. There are numerous stands to visit and showcases to enjoy.

#### Panels

We offer panels on various current and basic subjects touching questions of pop culture, politics, aesthetics etc. Furthermore we offer workshops on practical issues from the creative process up to music business matters.

#### Music

Around the tradeshow we organize a festival where we present live shows of up-and-coming talents from all kinds of musical shores.

A trademark of **Leipzig (Pop Up** is its strict low-price policy for exhibitors and visitors alike. Also **Leipzig (Pop Up** is renowned for its unique atmosphere of a family-like get together of the independent music scene. This makes **Leipzig (Pop Up** an exciting alternative to the traditional music fairs.

### FACTS

**When:** annually in May (Fri, Sat); next run: 7 to 8 May 2009

**Where:** trade fair: Werk II, Kochstr. 132, 04277 Leipzig, Germany;  
festival: various clubs in Leipzig (see programme for addresses)  
everything takes place in close connection to Leipzig's "scene quarter"

**Who:** labels, distributors, media representatives, promoters, agencies, merchandise sellers, fans etc. within the independent music scene

**Number of exhibitors:** at the moment limited to approx. 100

**Registration period for exhibitors:** Dec 2009 - Feb 2009

**Stand fee for exhibitors:** 90 € (basic fee 2010)

**Registration fee for professionals:** 15 € (trade fair only) 45 € (trade fair & festival)

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