

AWARENESS CONCEPT [as of April 15th 2025]



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1. Introduction: What does Awareness mean?

Awareness means being mindful of the experiences, needs, and boundaries of others, creating an atmosphere where everyone feels safe and respected. We want everyone to peacefully pursue their interest in electronic instruments and sounds, enjoying the event without being disturbed or discriminated against. Through clear guidelines and an accessible awareness team, we aim to prevent conflicts, mediate when necessary, and encourage participants to speak up if they feel uncomfortable or inappropriately treated.

2. The atmosphere we aim for

SUPERBOOTH is more than just a trade fair and festival for electronic musical instruments - it is a symbiosis of innovation, creativity and community. We strive to create an atmosphere that embodies this ethos by maintaining a friendly, open, and vibrant space where all participants feel encouraged to engage, explore, and express themselves. Our vision for SUPERBOOTH includes an atmosphere where:

- **Creativity and collaboration:** participants should feel inspired to exchange ideas, explore new musical horizons, and collaborate with others in a positive, supportive environment.
- **Inclusivity and diversity:** participants and exhibitors from all backgrounds and experiences are warmly welcomed. All forms of diversity—including gender and gender identity, ethnicity, religion, origin, skin color, belief, sexuality, gender identity, socioeconomic class, disability, or age—are respected.
- **Respect for boundaries:** interactions at SUPERBOOTH should always be consensual and respectful. Whether discussing musical instruments, networking, or attending performances, all participants should respect personal boundaries and space.

This welcoming atmosphere is a core element of SUPERBOOTH, and it is crucial that participants help to maintain and support it.

3. Our Code of Conduct

SUPERBOOTH is committed to doing our best of ensuring that all individuals during the event adhere to a clear code of conduct that helps create a positive and respectful environment. This code of conduct serves as a framework for behavior during the event.

- **Respect and dignity:** Treat everyone with respect, dignity, and kindness, regardless of their background, appearance, orientation, beliefs, or abilities.
- **Consent is key:** Always seek consent before engaging in physical contact or discussing sensitive topics. Pay attention to body language and verbal cues.
- **Respect personal boundaries:** Respect personal space and boundaries. This applies to physical proximity as well as conversations. If someone feels uncomfortable, stop the interaction immediately.
- **Inclusive language:** Use language that is inclusive and welcoming. Avoid making assumptions about people based on their appearance, gender identity, or background.
- **Responsibility:** Everyone can contribute to creating a respectful atmosphere – by taking responsibility for their own behavior and how they interact with others. If you offend someone, take responsibility: apologize, reflect on why your behavior was hurtful, and make a conscious effort to learn how to avoid repeating this mistake in the future.
- **Support a safer environment:** Help maintain a safer environment for everyone by reporting any incidents of harassment, inappropriate behavior, or anything that makes you or others feel uncomfortable.

If situations arise where the Code of Conduct is not respected, we will assess each case individually and decide what steps are appropriate and necessary. In some cases, this may include exclusion from the event or a permanent ban from future SUPERBOOTH events.

4. The Awareness Team

The awareness team plays a central role in ensuring that SUPERBOOTH remains a safer and positive environment for all participants. This team is specially trained to handle situations where participants feel uncomfortable, unsafe, or disrespected, offering support, mediation, and assistance when needed. Their duties include:

- **Visible presence:** The awareness team consists of two two-person teams working in shifts to be available throughout the entire event. They will roam the premises and are easily recognizable by their vests labeled "Awareness Team."
- **Conflict mediation:** If conflicts or misunderstandings arise between participants, the awareness team will step in to resolve the situation peacefully and respectfully.
- **Providing support:** If a visitor feels uncomfortable, threatened, or disrespected, they can immediately approach a member of the awareness team. Whether it's offering a safer space to talk, addressing an issue with another participant, or simply providing information, the team is there to help.
- **Incident reporting:** The awareness team receives reports of code of conduct violations and ensures that appropriate actions are taken. This includes discreet follow-up on incidents and professional handling of reported issues.
- **Accessibility:** The awareness team is available throughout the event and can be reached at any time via a special phone number and messaging service, which will be posted around the event area.

The awareness team is not only there to resolve problems but also to contribute to the overall positive atmosphere of the event. The team is approachable, friendly, and ready to help participants have the best possible experience.

5. Conclusion

SUPERBOOTH believes in the value of a unified global community in the world of electronic musical instruments and sound innovation, advocating for a diverse, inclusive, and forward-thinking industry based on creative experimentation, mutual respect, freedom of expression, and innovation. We aim to create an environment where everyone can pursue their interests in electronic instruments and sounds without disturbance or discrimination. By implementing this awareness concept at SUPERBOOTH, we are actively taking steps to do our best to create a space where all attendees can enjoy, explore and actively engage without feeling fear, discrimination or discomfort.

If you experience or witness anything that contradicts this belief and would like to let us know, please contact us at: [awareness\[at\]superbooth.com](mailto:awareness[at]superbooth.com).