

Press Release

Berlin, October 2020



SUPERBOOTH21 & SOOPERgrail

Here we go again, for real, seriously. From **5th to 8th of May 2021** a fulminant [SUPERBOOTH21](#) will take place in the FEZ Berlin again. The trade fair for electronic musical instruments and music will then again present itself as a real event with a modern concept adapted to the new times, with attending guests and attractive exhibitors, almost as usual – with an additional day of events.

AS A SELECTIVE INTERNATIONAL REPRESENTATION OF A SPECIAL INDUSTRY FOR CREATIVE TOOLS, SUPERBOOTH BERLIN GMBH WILL PRESENT FOR THE FIRST TIME IN 2021 A SECOND EVENT WITH SIMILAR AMBITIONS.

From **April 30th to May 2nd, 2021** the FEZ Berlin will host [SOOPERgrail](#), an international conference, trade fair and exhibition for guitar builders, luthiers, craftsmen and other innovative manufacturers. For several years now, guitar builders and synthesizer manufacturers from all over Europe have been meeting regularly at their own events in Berlin. Events where people exchange ideas about craftsmanship, discuss remarkable products, present them, or sell them. Long before both events had to be reduced to the virtual world in 2020, the idea of a common, larger platform for musical instruments and their users was already under discussion.

HERE IS THE OFFICIAL SOOPERGRAIL LOGO:



HERRSCHNEIDER: "WE AS ORGANIZERS (SUPERBOOTH BERLIN GMBH) ARE LOOKING FORWARD TO THE COMING YEAR. WE SEE THE CURRENT SITUATION AS A CHALLENGE AND CHANCE. WITH THE FRIENDLY SUPPORT OF THE EUROPEAN GUITAR BUILDERS E.V., WE NOW SEE THE UNIQUE OPPORTUNITY TO PROVE THAT FOR A SUCCESSFUL TRADE SHOW IT HAS TO BE ABOUT QUALITY NOT QUANTITY."

Exhibitor and visitor numbers for the two events are strictly limited due to the changed circumstances. The well-known high quality of the discussions, meetings, concerts, demonstrations and workshops can only benefit from this. The calmer environment should also improve the situation when testing and exploring the exhibited products. For absent manufacturers, special concepts for digital and interactive integration into the event are in the works.

Up to 150 exhibitors at **SUPERBOOTH21** and 90 at **SOOPERgrail** meet a maximum of 500 visitors simultaneously in the building. Through a smart swap system, this number is doubled daily, allowing a total number of visitors of 4000 for **SUPERBOOTH21** and 1000 for **SOOPERgrail**.

The hygiene concept for both events is already in the approval process. There are additional event areas in the green, further buildings around the FEZ Berlin and a space concept with tours and one-way routes through the exhibitions located in the buildings. This will ensure the most generous distribution of visitors on the exhibition grounds.

An additional exhibition day reserved only for the professional visitors of **SUPERBOOTH21**, as well as the Labour Day as conference afternoon, exclusively for exhibitors and invited guests of **SOOPERgrail**, support thereby the special character as a unique meeting and experience space for all participants.

What remains to be said

This year, many of the previous exhibitors have helped **SUPERBOOTH21** to stay within the realm of possibility, for which the Superbooth Team would like to express their most sincere thanks once again. All in all, **SUPERBOOTH21** will be able to present itself internationally again, with a flexible and sustainable concept the organizers can react to changing circumstances.

We are slowly internalizing, individually and as a society, the routines that enable us to find a way to deal with the global pandemic. Concrete hygiene concepts are being tested, we are getting used to the changed way of dealing with each other and we now know better than in May 2020 how to behave in order to enable a safe social interaction. Until spring 2021 we will continue to learn and new insights will be incorporated into the planning of **SUPERBOOTH21** and **SOOPERgrail** - for two safe and unforgettable events.

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