

SOOPERGrail& SUPERBOOTH21



The new year brings us the certainty that nothing is certain. It remains difficult to predict how the pandemic will develop. For this reason, the SOOPERGrail guitar trade fair and exhibition will not celebrate its premiere in April 2021. Under the given circumstances, the planning of the new fair is more complex than that of the established SUPERBOOTH21, and the organizers are also taking into account the cautious booking behavior of guitar builders and partners from the surrounding European countries. Andreas Schneider comments:

"It is with a heavy heart that we postpone our premiere for the World of Guitarists, probably until late summer. SUPERBOOTH21 in May still remains our goal and is in active preparation. If it is possible and justifiable, we will be hosting the event. The booking status for this year, with mainly European exhibitors, is already satisfactory. Any cancellations that are still expected will be quickly filled by new participants. For this, we would already like to expressly thank the established and new exhibitors for their constructive cooperation."

The robust concept of SUPERBOOTH21, as Safety First Edition at FEZ Berlin, with about 120 exhibitors, three stages and the spacious area around it, was adapted to the changing conditions over months. With this concept and a hoped-for improvement of the permission and the hygiene situation in Germany, the organizers can make a safe realization of SUPERBOOTH21 possible.

The planning includes, in addition to the development of large areas in the outdoor area and booking of new areas in the FEZ, also the semi-virtual integration of presentations of selected areas of the event via livestream. This will also include a daily talk concert by a selected manufacturer from overseas - on a projection screen in front of an audience.

Andreas Schneider pleads for a pragmatic handling of the extraordinary situation and in case of a postponement of both events:

"If a cancellation of the event in May is unavoidable, the Board has decided to take an alternative date for SUPERBOOTH21 in the summer. For this purpose, we will be happy to welcome all the exhibitors already booked, as well as some of the corresponding artists of

SOOPERGrail, as our guests at SUPERBOOTH21. This can then be seen as a first step of synergy between these two worlds, for which we are personally enthusiastic."

Despite all the uncertainty, one thing remains certain: Andreas Schneider and his team will remain busy. With this in mind, they would like to point out two current dates:

- NAMM 2021: As part of a virtual version of the American trade show tonight, Andre Kaufmann and Andreas Schneider, as organizers of SUPERBOOTH, introduce themselves to the mostly American audience and answer questions in the livestream.
- SOOPERRadio: For the first time SOOPERRadio will be broadcast on the terrestrial frequency 88.4 in Berlin and Potsdam for 2 hours on 11.2.2021 from 5 pm. Of course, it is the subject SUPERBOOTH21, but also about the music and its instruments. Andre Kaufmann and Mareen Nagel, who is responsible for booking the artists for SUPERBOOTH21, will moderate.

Watch the video for the Safety First Edition [here](#).

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