

20 Years of SUPERbooth - Time for something new



The successful SUPERBOOTH21 has shown how musical instrument trade fairs can work even during a pandemic. Due to the circumstances, the plan to establish a new guitar fair has been put on hold so far. This September, a handful of guitar makers have already presented themselves at SUPERBOOTH21. Next year, the time has finally come and SOOPERgrail22 will be organized as its own event, with separate access and also at the FEZ-Berlin.

The idea of „Superbooth“ was already born 20 years ago and was cultivated in the first years in Frankfurt, with always new ideas, to an extraordinary, unusual trade fair concept. Six years have passed since the realization of an independent event in Berlin. During this time, a very personal and individual fair format has been established in the FEZ-Berlin. This development and the 20th anniversary will be celebrated on the eve of SUPERBOOTH22 with an exclusive evening event for our companions of the last 20 years.

As a special welcome for the new exhibitors from the guitar sector, a collective get-together for exhibitors and invited guests will be offered on the evening of 12. May - an opportunity to get to know each other, exchange ideas and meet again.

2G instead of 3G*

The planning of SUPERBOOTH22 and SOOPERgrail22 is based on the current status of the official Covid regulations. For this reason, the organizers already point out that access to SUPERBOOTH22 and SOOPERgrail22 will most likely be bound to the 2G regulations.

This will allow for more indoor guests, the removal of time restrictions on indoor areas, and the prospect of possible reductions in mask requirements and minimum distances. A large number of exhibitors and visitors were already vaccinated or recovered this year (2G). In order not to exclude anyone completely, it is expected that non-2G compatible visitors will still be allowed to attend with a daily PCR test.

*The so-called 3G rule (public spaces are only open to those that are vaccinated, recovered, or tested – in German: geimpft, genesen, getestet)

Here are the dates for SUPERBOOTH22 and SOOPERgrail22:

- SUPERBOOTH22: 12. - 14. May 2022
- SOOPERgrail22: 13. - 14. May 2022

That is the short view into the future. But after 20 years of „Superbooth“, it's also worth taking a look back.

Looking Back

In 2002, during the Musikmesse in Frankfurt, a „Superbooth“ took place for the first time as an ambitious group exhibition and with its own concert event. This was the starting point for everything that followed. Again and again we hear how people involved at that time become enthusiastic when they think back to the first Superbooth stands. The Superbooth concept stood out from the normal trade fair routine even back then, just like the Superbooth events today in Berlin.

HerrSchneider: „Many of the current participants such as Doepfer, (Bob) Moog, Elektron, Vermona, as well as currently involved artists like Monolake, Toktok and others are still connected to our events and activities and certainly like to celebrate with us. We are looking forward to the opportunity to celebrate such a long-lasting development with each other once again!“

To take Herr Schneider at his word, the Superbooth Berlin GmbH celebrates the round anniversary with a special event in the context of SUPERBOOTH22. On the eve of SUPERBOOTH22 - on 11.5.2022 from 7 pm - the organizers will hold an exclusive anniversary celebration with exhibitors and invited guests. All this will of course take place at FEZ-Berlin.

Preview

For the first time, SOOPERgrail22 will take place as a separately bookable, casual event for electric guitar manufacturers at FEZ-Berlin. The new event will be presented by Superbooth Berlin GmbH on two days, 13.-14. May 2022, as part of SUPERBOOTH22.

Exhibitors will showcase a selection of custom-made European electric and bass guitars in a separate area of the building around the K1 concert hall, in nearby rooms, on the Cinema presentation stage and in the open meeting areas. A variety

of presentations and concerts await guests at SUPERBOOTH22 and SOOPERgrail22 on several stages, as well as a large, shared outdoor area for both events with the popular catering options.

SUPERBOOTH22 will again be an open and broad experience at FEZ-Berlin. There will be up to 200 exhibitors and plenty of space and fresh air around the Seaside Stage (Seebühne) and in the park. The Hüttendorf and the Fuchsbau will also be integrated into the program again. Both are in close distance and offer a very unique atmosphere due to their location, which complement the event perfectly. Concerts and performances will take place on a total of four stages indoors and outdoors. Those who want to do more than just look and try things out can create something of their own in different DIY-workshops and take it home with them. School classes and other children can try out the numerous, age-appropriate workshops and approach the topics of music creation and sound exploration with some guidance. The exhibition can be visited daily from 10 a.m. to 7 p.m., and the stage program continues into the evening. All those at home can keep their eyes and ears glued to the livestream and the trade fair radio.

The Tickets

SUPERBOOTH22:

- 1-day ticket* - 35 EUR (discounted 25 EUR)
 - 3-day ticket* (THU, FRI, SAT) 90 EUR (discounted 70 EUR)
- * SUPERBOOTH22 tickets are valid for everything and everywhere, including the SOOPERgrail22 area.

SOOPERgrail22:

- 1-day tickets* 18 EUR (discounted 15 EUR)
 - 2-day ticket* (FRI, SAT) 30 EUR (discounted 25 EUR)
- * SOOPERgrail tickets do not entitle the holder to access SUPERBOOTH22.

The discounted prices apply to the unemployed, students, pupils, physically or mentally impaired

Ticket sales will take place only in advance and online until further notice. All tickets will be personal and subject to compliance with the applicable regulations

www.superbooth.com
www.soopergrail.com