



# BrauBeviale2020

Special Edition

Nürnberg, Germany | 10. - 12. November

Gute Gespräche.

Gute Geschäfte.

[braubeviale.de](http://braubeviale.de)  
Member of the **Beviale Family**



# Exhibition concept for the BrauBeviale Special Edition 2020







# **PARTNERSHIP BEYOND BUSINESS**

# Exhibition concept for the BrauBeviale Special Edition 2020

## Content

- General information
  - + Motivation of BrauBeviale
  - + Official regulations
  - + Basic premises for an exhibition
  
- ReStart Business (on-site and digital)
  - + BrauBeviale visitor survey: results
  - + Conditions of participation – risk minimization for exhibitors
  - + Hall concept
  - + Modular stands and stand construction
  - + Dialogue platform myBeviale.com
  - + FAQ for your participation
  
- Supporting programme
  - + European Beer Star
  - + Forum BrauBeviale – 2020: BrauBeviale@stage
  - + Craft Drinks Area – 2020: Craft Drinks Areas

## General information

### Motivation of BrauBeviale Special Edition 2020

**BrauBeviale2020**

Special Edition

The mission of BrauBeviale is different this year. It is about solidarity for an industry!

BrauBeviale as a trade fair for capital goods along the process chain of beverage production and marketing is an event with important qualities, confirmed by exhibitors and visitors alike, which are becoming even more important under the current conditions:

- BrauBeviale is solid, familiar and pragmatic
- BrauBeviale is connecting, open-minded and based on partnership
- BrauBeviale impulse-giving and inspiring

Especially in challenging times, these qualities are more in demand than ever and contribute to the support of an entire industry.

In many conversations with exhibitors, visitors and partners it was indicated how important the opportunity for a physical meeting in autumn is,

- as a possibility for personal exchange
- in order to work together to shape the future
- to encourage and show solidarity for the beverage industry

These are the reasons why the BrauBeviale will take place in November 2020 as a special edition!

## General information

### Official regulations

BrauBeviale2020

Special Edition

**Of course, the safety of our exhibitors and visitors is our top priority** and therefore everything is thought through and carefully planned. The basis for our actions are the official regulations. Here are a few key data:

- At the cabinet session 6 May, it was decided that trade fairs in Bavaria will be allowed to take place again from 1 September
- Approval of the hygiene and protection concept of the Bavarian state government on 23 June
- Final elaboration of the NürnbergMesse hygiene concept and thus the BrauBeviale Special Edition 2020
- Ongoing coordination with the authorities (Nuremberg Health Authority) regarding further measures, but also loosening measures

## General information

The 3 basic premises: distance, traceability, personal hand hygiene

BrauBeviale2020

Special Edition



# General information


## Health and Safety Rules at the Nuremberg exhibition centre

BrauBeviale2020


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The infographic is set against a red background with the 'NÜRNBERG MESSE' logo in the top right corner. It features 12 white icons arranged in a 3x4 grid, each with a corresponding text rule in German and English. The rules cover safety distance, registration, coughing/sneezing, contactless payment, hand hygiene, no handshakes/hugs, separate hygiene for food, elevator capacity, face mask requirements, and access denial for sick individuals.


**NÜRNBERG MESSE**

- 


1,5 Meter Sicherheitsabstand  
1.5 meter safety distance
- 


Vorregistrierungspflicht  
(zur Kontaktnachverfolgung)  
Mandatory pre-registration  
(for contact tracing)
- 


Registrierungspflicht  
(zur Kontaktnachverfolgung)  
Mandatory registration  
(for contact tracing)
- 


Husten- und Niesetikette einhalten  
Follow the rules for coughing and sneezing
- 


Möglichst kontaktlos bezahlen  
Use contactless payment whenever possible
- 


Handhygiene  
(waschen und desinfizieren)  
Hand hygiene  
(washing and disinfecting)
- 

Verzicht auf Händeschütteln  
und Umarmungen  
No shaking hands or hugging
- 

Separates Hygienekonzept für  
Gastronomie und Standcatering  
Different hygiene concepts for  
gastronomy and stand catering
- 

Max. 2 Personen im Fahrstuhl  
Max. 2 people in the elevator
- 

Mund-/Nasenschutz-Pflicht  
Mandatory mouth/nose protection
- 

In diesem Bereich keine Maske  
erforderlich  
No mask required in this area
- 

Zutrittsverbot bei Symptomen oder  
Kontakt zu Erkrankten  
Access denied in case of symptoms  
or contact with sick people





# Exhibition concept for the BrauBeviale Special Edition 2020

## Content

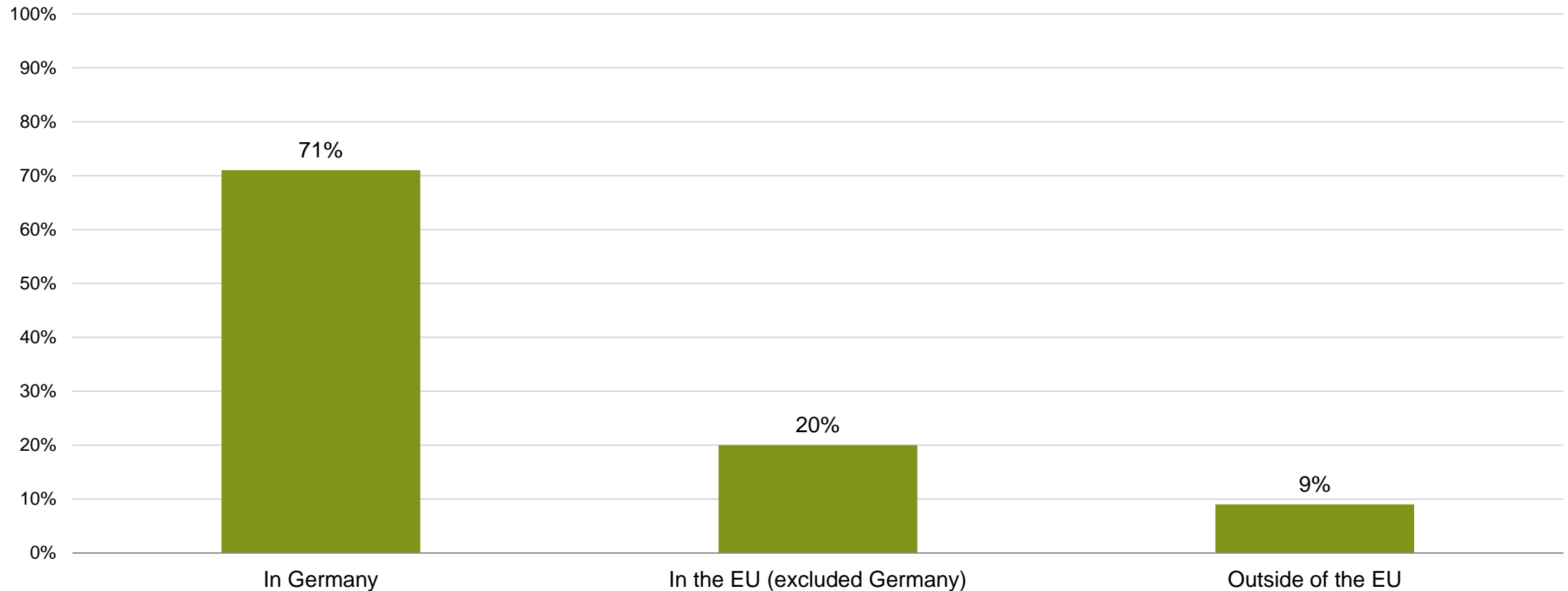
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  - + Craft Drinks Area – 2020: Craft Drinks Areas

## BrauBeviale visitor survey

- **Implementation of the visitor survey:** Duration from 30 June to 12 July 2020
- **Persons interviewed:** Visitors of the years 2018 and 2019
- **Survey language:** german and english
- **Number of participants :** 3.598 visitors participated in the survey

**Where is your permanent residence?**

Basis n=3.598; to all participants

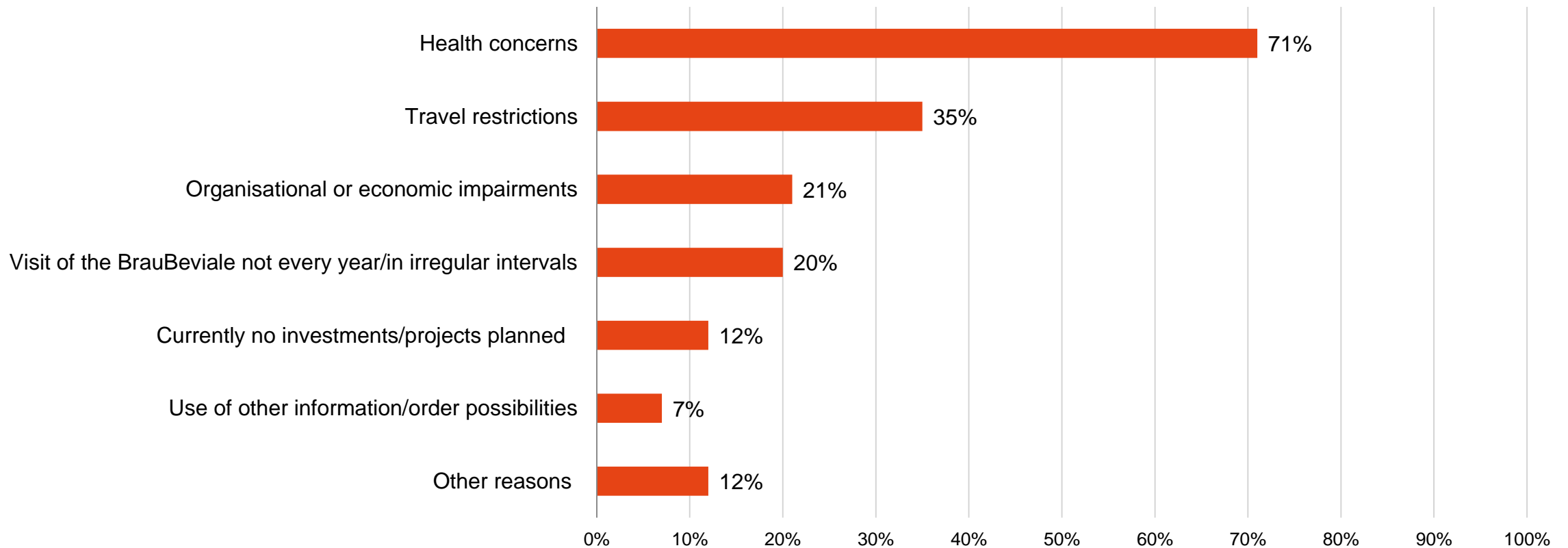




### For what reasons do you currently (rather) not plan to visit BrauBeviale 2020?

(Several answers are possible)

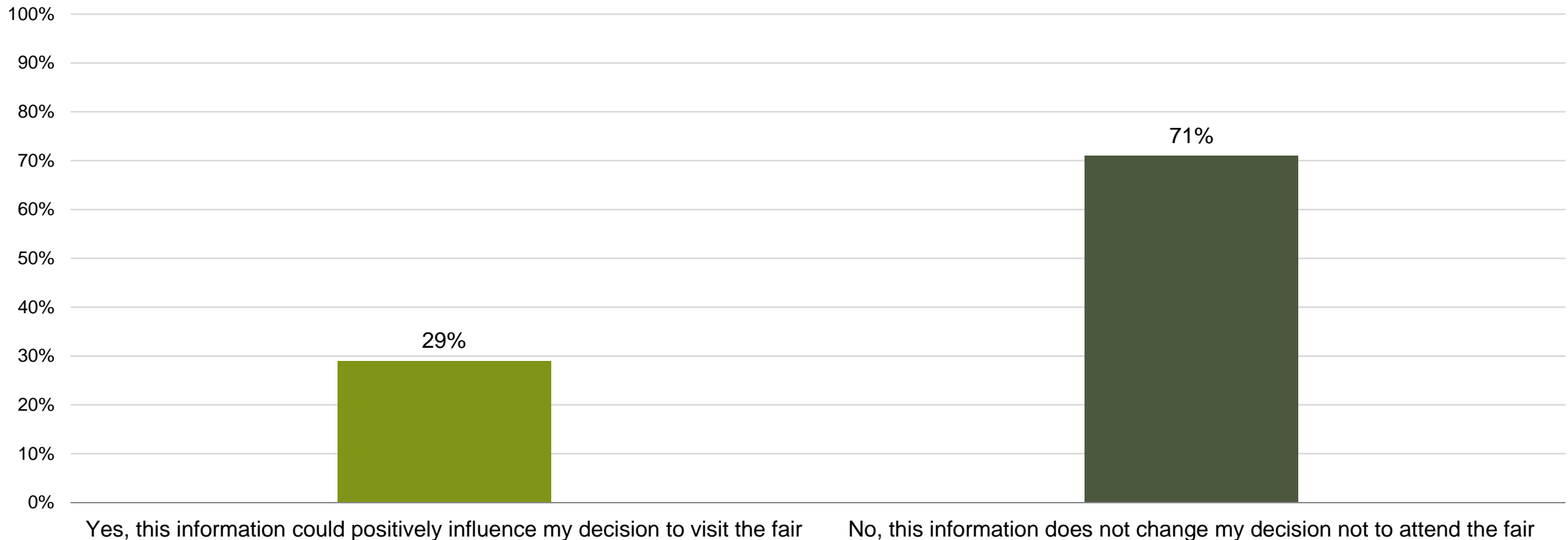
Basis: n=1.063; to participants, who (rather) not plan a visit.



Trade fairs like BrauBeviale will be different in autumn. Our top priority is the safety of our customers, visitors and exhibitors alike. NürnbergMesse will implement comprehensive safety and hygiene measures to protect everyone on site. All offers for visitors on site - exhibition stands and supporting programme items - will be designed with a view to compliance with the distance regulations and traceability of contacts.

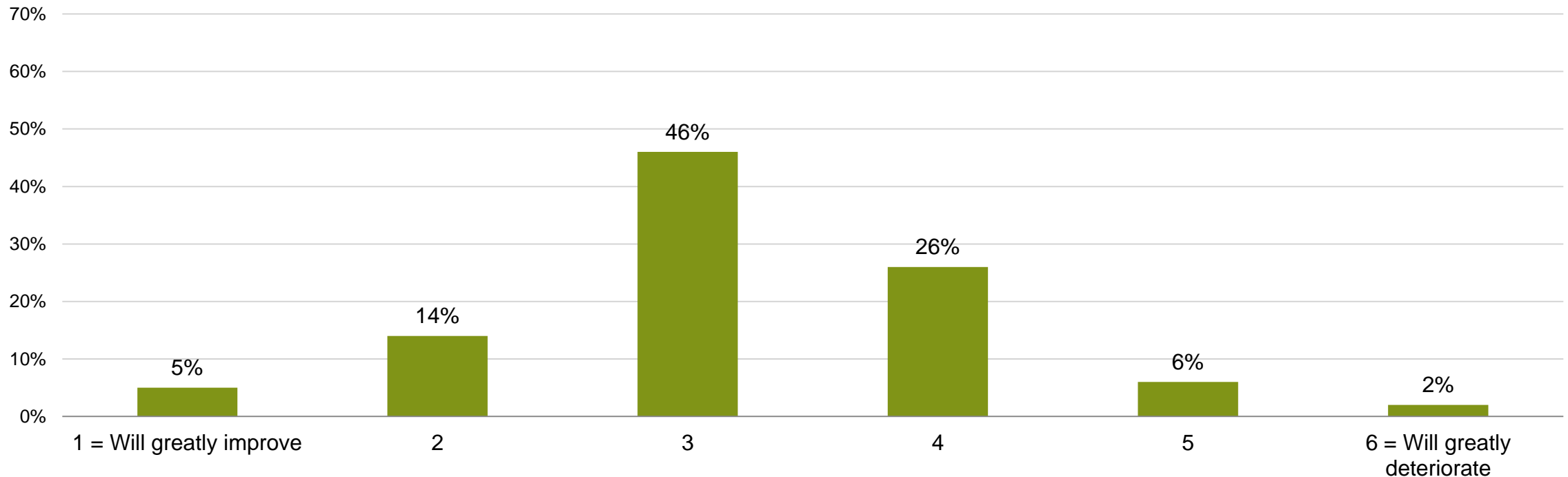
### Could this information positively influence your decision to visit the fair?

Basis n=747; to participants, who (rather) do not plan to visit because of health concerns



**How do you estimate the economic development in your industry  
in the next 12 months?**

Basis n=3.561; to all participants



Average: 3,4

## Conditions of participation – risk minimization for exhibitors

### Overview of important changes

**BrauBeviale2020**

Special Edition

### **Revised conditions of participation of the Special Edition:**

The stand space for Special Edition is offered in modules only - all obligatory services are included.

There are 2 module variants (4x4 and 5x5) with corresponding expansion options (entry module from € 2,900).

Cancellation deadline: 15th August 2020

- Extended cancellation possibility - due to important reason:
  - until 30 September 2020 free of charge
  - from 1 October 2020 only costs incurred will be charged
- Cancellation of the event due to an official order:
  - only costs incurred will be charged



# Hall concept

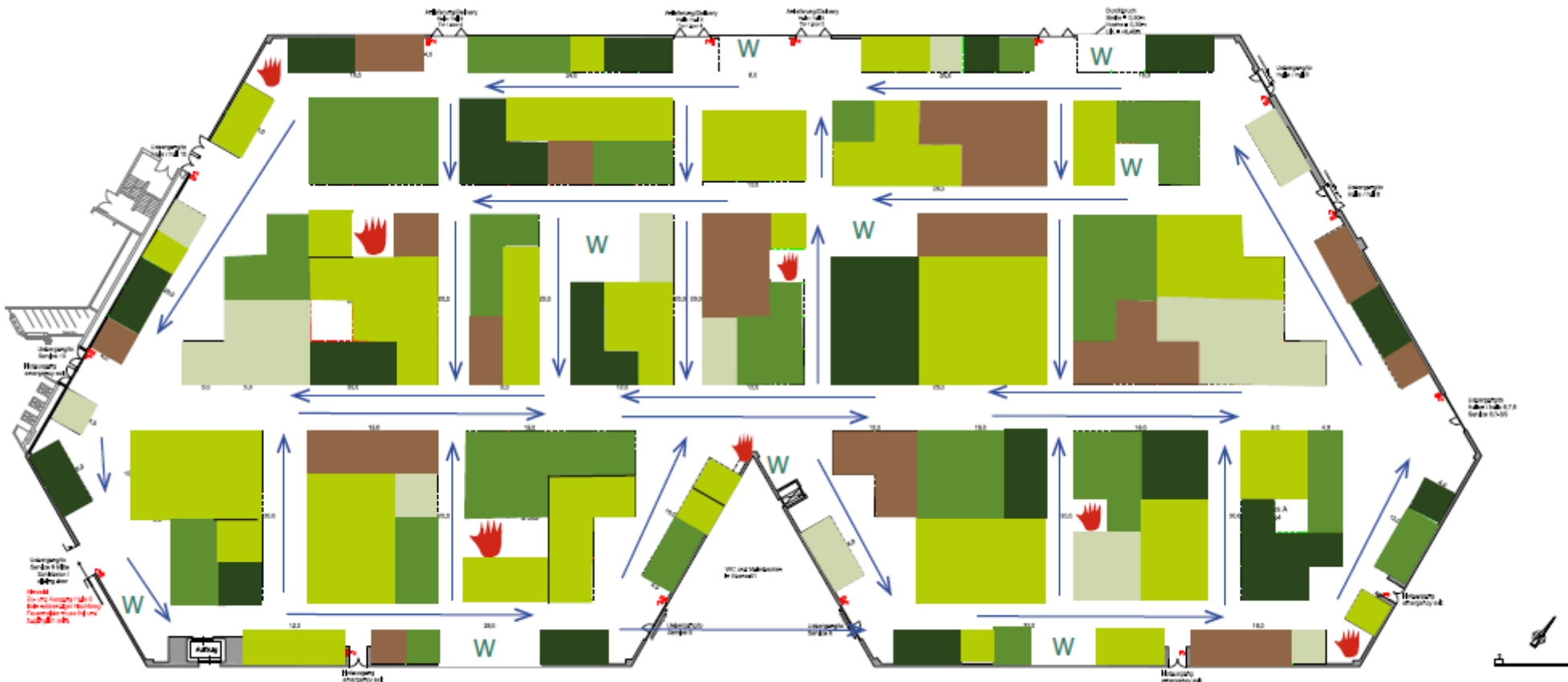


- Fachmesse | Exhibition
- Eingänge und Servicebereiche | Entrances and services

# Hall concept

Floor plan using Hall 9 as an example

- Rohstoffe / Raw materials
  - Verpackung / Packaging
  - Wasseraufbereitung - Analytik - Komponenten / Water treatment - analysis - components
- Technologie / Technologies
  - Zubehör und Vermarktung / Accessories and marketing
- Handwasch- & Desinfektionsfläche / Handwashing & disinfection
  - W Wartezone / Waiting area
  - vorgegebene Laufrichtung im Gang / predefined walking direction



## Modular stand and stand construction

- You can of course use your own stand construction.
- If you need stand construction, NürnbergMesse offers you modular stands adapted to current requirements:
  - + access to the stand - easy to control;
  - + use of spitting protection (where necessary/useful);
  - + extended cancellation possibilities;
  - + wardrobe integrated on the stand;
  - + cleaning during the event;

For details please have a look at the [form](#).



## Stand construction – general recommendations

- The **focus** for the Special Edition is on **presence** and less on stand construction and design;
- We recommend designing **open sides** of the stand space (e.g. using Tendiflex, half-high or high structures) so that **access** to the stand can be **controlled** by your employees;
- There is **no obligation to wear masks on the exhibition stands** as long as the distance of 1.5 m and traceability are guaranteed;
- **Traceability** made easy - via app - every stand is provided with an app with automatic connection to the NürnbergMesse visitor system. This ensures documentation and traceability of visitors to your stand and is easy to implement for you;
- **Catering, bar and beer/beverage tastings** at the stand are generally possible. The hygiene concept for gastronomy of the Bavarian State Government as a basis must be observed, as well as the generally applicable hygiene and HACCP guidelines. The catering company you trust can advise you here. Generally we recommend the following:
  - + Washing dishes by hand is not allowed. If you have any questions about this, please contact your event team at [braubeviale@nuernbergmesse.de](mailto:braubeviale@nuernbergmesse.de)
  - + attachment of spit protection measures to bar equipment (e.g. Plexiglas screen)
  - + if drinks are to be brought to customers using trays, cover them (e.g. with unused beer coasters) when service personnel have to pass through groups of people
  - + reduce the amount of liquids of alcoholic beverages served this year
  - + keep the alcohol level of beverages on the stand as low as possible
  - + do not offer other alcoholic beverages to alcoholised people.



# Traceability

Registration of visitors on all exhibitor stands – compliant with DSGVO



Kontaktlose Scans  
Contactless Scans



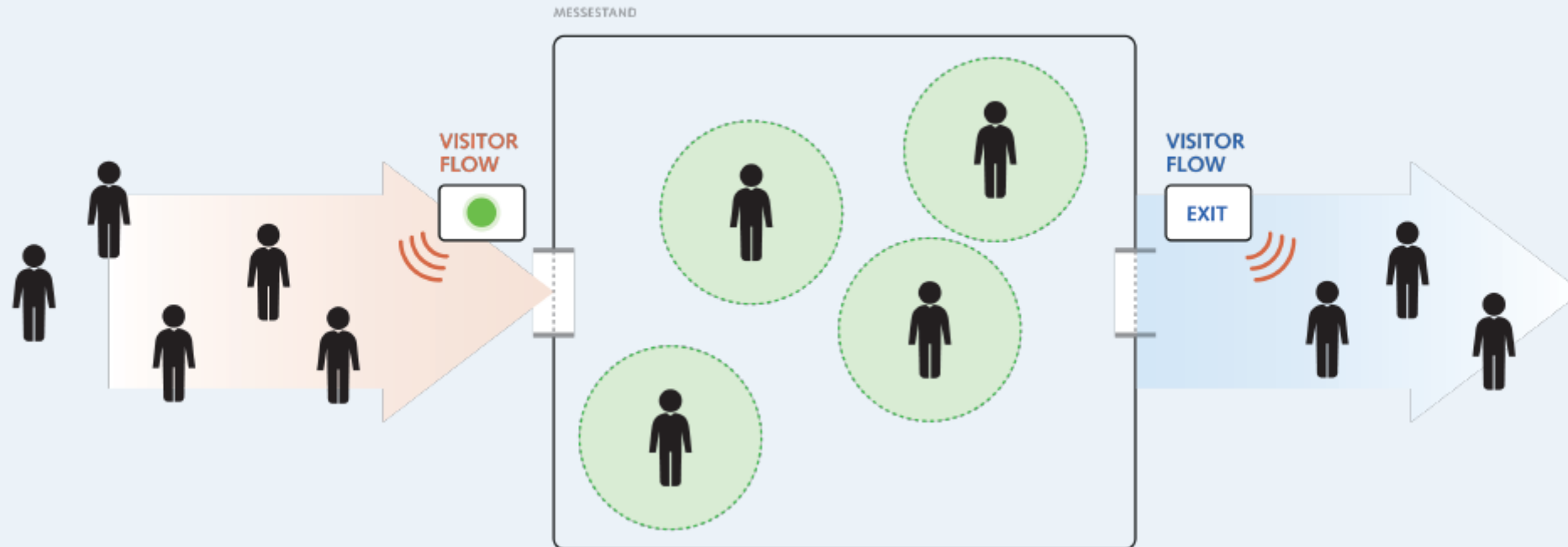
Zugangskontrolle  
Access Control



Verweildauer  
Duration of Stay



Kontakt-Protokoll  
Contact Protocol



### **The digital dialogue platform for the regulars' table of the beverage industry!**

With myBeviale.com we would like to combine the analogue and digital world, promote the exchange within the beverage industry and transfer the numerous information bundled into the digital world, whenever you need it: on site at the BrauBeviale in November and also online on the remaining 362 days of the year.

We look forward to welcoming you as an exhibitor live in Nürnberg at the BrauBeviale. However, if it is not possible for you to be physically present this year, the new platform offers you the opportunity to interact with customers, partners and friends, to expand your expertise, but also to share it.

myBeviale.com helps you to generate added value for your company, tailored to your individual goals:

- Visibility for your company and your products
- Reach your target group
- Qualified lead generation
- Extensive brand presence of your company

# Dialogue platform myBeviale.com

Starting Oktober 2020

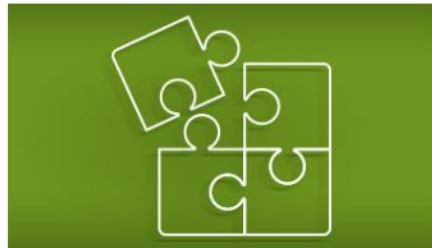
BrauBeviale2020

Special Edition

## The dialogue platform consists of the following core areas :

### Interaction & Knowledge

- Digital conference programme
- Product presentations of companies
- Possibility to get in contact with others at any time



### Products & Solutions

- Find from a comprehensive overview products & solutions you search & need.
- Find companies that fit your needs!

### News & Info

- Industry information at a glance: whether on raw materials, technology, marketing or entrepreneurship.
- Browse through our professional articles.



## Company & Product package

- ✓ **Company profile**  
Including logo, contact information & links (social media, website, etc.)
- ✓ **5 product profile pages**  
Products incl. product picture, product description, video, PDF files for download & news labelling
- ✓ **Interaction possibilities**  
Online appointment arrangement digital and on site, link to personal profiles of your Employees (prerequisite: registered users of the dialogue platform)

**EUR 490.-**

*For exhibitors of BrauBeviale  
Special Edition 2020 already  
included in module 1 and 2.*

## Image package

- ✓ **Company & Product package**
- ✓ **Logo and link to your company website in the newsletter**
- ✓ **1 Sponsored Article**  
Report with your own article from your success stories (innovations, background stories & best practice examples) in our news section.
- ✓ **1 banner on the dialogue platform**  
Subject to availability: Skyscraper, Fullsize or Halfsize in our news section.

**EUR 3,300**

## Lead package

- ✓ **Company & Product package**
- ✓ **20-minute video slot on the dialogue platform**  
Present your product or your services to a registered audience through our Web Conferencing Tool. Participants have subsequently the possibility to talk directly with you to make contact. Incl. contact list of participants, moderation- and technical support.
- ✓ **White Paper**  
Provide a white paper (including case study, user description, analysis, market research results) and convince the target group with your expertise. Including contact list of users.

**EUR 3,500**

Limited to 3 packages

## Sponsorship package

- ✓ **Company & Product package**
- ✓ **1 Superbanner on the Dialogue platform**
- ✓ **Commercial break before a video slot**  
Place a short commercial break before a video slot. To reach the target group, you can select the BrauBeviale@stage theme stage.
- ✓ **20-minute video slot at prime time on the dialogue platform**  
Present your product or services to a registered audience via our web conferencing tool. Participants will have the opportunity to contact you directly afterwards. Including contact list of participants, moderation and technical support.
- ✓ **Logo and link to your company website in the newsletter**

**EUR 7,500**

### Listen to our podcasts about the BrauBeviale Special Edition 2020

Available at: <https://www.braubeviale.de/de/messeinfo/podcast>



#1 | Talking to Andrea Kalrait, Executive Director BrauBeviale  
About the trade fair concept of the Special Edition 2020, the one-way street regulation and the chance in the crisis.



# 2 | Talking to Heinz Prießmann, Executive Director Logistics and safety management  
About safety and hygiene protection measures of NürnbergMesse, crowd management and contactless registration.



# 3 | Talking to Moritz Müller, Project Manager working group Stand construction and services  
About the special features of Special Edition 2020, sample stands, distance regulations and traceability via lead tracking.



# 4 | Talking to Yvonne Coulin, CEO Nuremberg Convention and Tourist Office  
About the current situation for guests in Nuremberg, Safe-Taxi, compulsory masks and table reservations.

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## European Beer Star



**BrauBeviale2020**

Special Edition

**Tuesday, 10 November 2020**

Tasting Consumers' Favourite

**Wednesday, 11 November 2020**

Award Ceremony - European Beer Star

Announcement: Winner of the Consumers' Favourite

# Forum BrauBeviale - 2020: BrauBeviale@stage

Supporting programme - on site and digital

- **Center Stage:**  
Speeches and discussions on current industry topics from the areas of marketing / innovation / packaging / logistics / technology
- **Exhibition Stage:**  
Exhibitor and product presentations
- **Craft Beverage und brau@home Stage:**  
Focus on Craft Beverages and the target group home and hobby brewers
- **Technology Stage:**  
Current technology topics
- **Special Interest Stage:**  
International topics, EXPORT Forum German Beverages etc.
- **Award Stage:**  
Honours, awards / prizes / award ceremonies

## BrauBeviale2020

Special Edition

**Would you like to hold a professional presentation with your company in the Forum?**

Please contact us:  
[braubeviale@nuernbergmesse.de](mailto:braubeviale@nuernbergmesse.de)

Some of our partners:



BUNDESVERBAND DES DEUTSCHEN  
GETRÄNKEFACHGROSSHANDELS E.V.



## Craft Drinks Areas

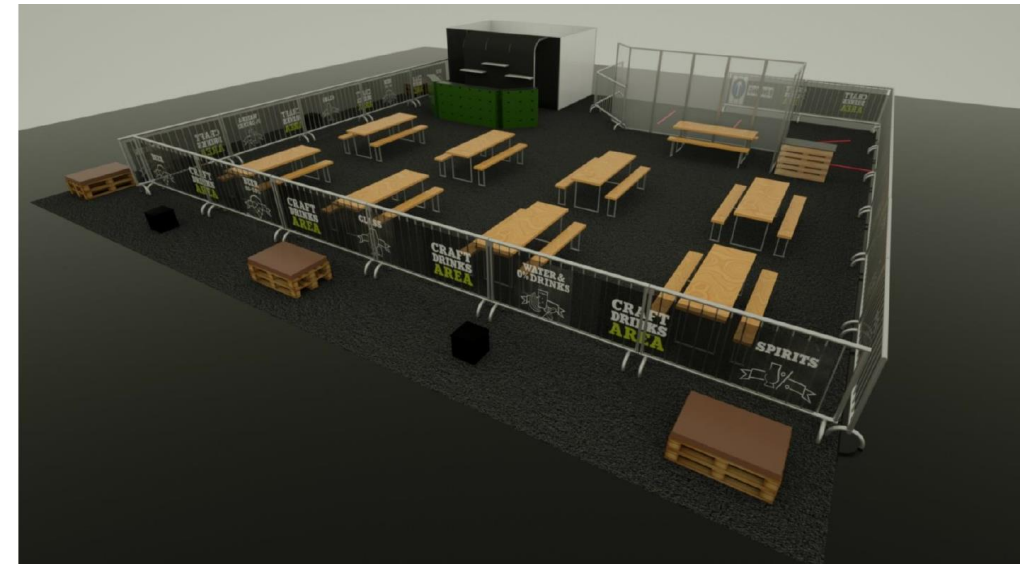
### Craft Drinks Area 2019:

3 days at the fair, 8 bars (beer, soft drinks and spirits tastings) on almost 600 m<sup>2</sup>, 9,345 participants

### Craft Drinks Areas 2020:

Special Edition: new concept

- in each exhibition hall one smaller Craft Drinks Area with bar
- cosy tasting atmosphere (beer, non-alcoholic beverage and spirits tastings)
- tasting procedure adapted to the current requirements
- digital tasting guides and product information on the participants' mobile phones



# The Team of BrauBeviale Special Edition 2020

We are happy to help you!

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braubeviale@nuernbergmesse.de

**BrauBeviale2020**

Special Edition



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Jannica Geißler

Andrea Kalrait  
Jasmin Tahayekt

Maren Erdl  
Ronny Sonnenschein

**Thank you**

