

PRESS RELEASE

5 October 2020

BrauBeviale 2020 Special Edition: Tips for a safe and successful trade fair visit

- Practical forward planning of visit
- Comprehensive safety and hygiene measures
- NürnbergMesse and City of Nuremberg look forward to their guests

The BrauBeviale 2020 Special Edition is set to open its doors from 10 to 12 November. In this exceptional year, the anticipation for the beverage industry's regular gathering is greater than ever. Both NürnbergMesse and the City of Nuremberg are ready to welcome their guests: Comprehensive and carefully devised safety and hygiene plans will ensure a relaxing journey and a successful, pleasant and at the same time safe participation in the consistently high-quality business platform at the venue. BrauBeviale is offering its guests numerous tools and tips that will allow them to plan their visit efficiently.

“The first in-person events have been taking place again since September, and we are incredibly pleased that the special edition of BrauBeviale 2020 is set to join their ranks. We have carefully implemented all measures necessary to ensure stringent hygiene standards, social distancing and contact tracing. We aim to create an environment in which our participants can feel positive about networking and doing business again face-to-face,” says Andrea Kalrait, Executive Director BrauBeviale at NürnbergMesse. “It is possible that a live visit this year will require a little more planning in advance, but we are providing plenty of information and practical tips on our website to help participants do this.”

Member of the **Beviale Family**

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BrauBeviale2020

Special Edition

Nürnberg, Germany

10. - 12. November

Easy and relaxed planning of your trade fair visit

This year, ticket sales and voucher redemption will be exclusively online. Tickets for BrauBeviale can be downloaded on your smartphone and allow contactless entry to the event. This means that trade fair participants have already been registered in advance and therefore have direct access. The major advantage on site is that all visitors can enter the venue easily without queuing. There are plenty of cloakroom facilities located in the two entrance areas NCC Mitte and NCC Ost. cashless payment of cloakroom charges can be made by EC card. www.braubeviale.de/en/visitors/tickets

The BrauBeviale 2020 Special Edition will take place in the exhibition halls 7, 7A and 9. The hall configuration used in recent years is not possible this year for safety and social distancing reasons. The special visitor flow routing system, hygiene stations and waiting areas have been incorporated into the floor plan for the Special Edition. We recommend working out your route through the exhibition in advance. It is also advisable to make appointments with exhibitors ahead of time to avoid unwelcome waiting times. A detailed floor plan and the latest exhibitor list is available online on our website at:

www.braubeviale.de/floorplan

www.braubeviale.de/exhibitor-list

This year's supporting programme (BrauBeviale@stage) will take place on a total of six themed stages distributed over three halls. In front of each stage, i.e. Center Stage, Exhibition Stage, Craft Beverage and brau@home Stage, Technology Stage, Special Interest Stage or Award Stage, the chairs will be well spaced out so that visitors can relax and enjoy the show. This year, the Craft Drinks Area will also be decentralised, with one in each hall offering tastings from all three beverage segments, i.e. beer, spirits and alcohol-free drinks. Tasting notes and other information will be provided in digital form. It is not necessary to register for presentations and tastings, so there may be a short wait depending on the number of visitors attending them. For details of the supporting programme please visit the BrauBeviale website: www.braubeviale.de/programme

You can find out about the specific measures NürnbergMesse has taken in respect of safety, hygiene and crowd management, and how these will be specifically implemented at BrauBeviale, in our specially produced podcasts at: www.braubeviale.de/en/podcast

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A warm welcome to Nuremberg from our hotels and restaurants!

Whether you are using your own car or public transport, travelling to Nuremberg and the Exhibition Centre is easy, even in these challenging times. If you wish to park your car on the exhibition grounds you can use contactless payment. On public transport the usual rules about distancing and mandatory masks apply. The wide range of restaurants and other catering establishments in Nuremberg remain at your service. Our hotels have always followed extremely strict cleanliness and hygiene rules, but these have been revised yet again to ensure even better adherence. Many hotels have published their hygiene plans on their websites. BrauBeviale visitors will find more information about accommodation and stays in Nuremberg at www.braubeviale.de/staying. Another interesting tip: In one of our podcasts, Yvonne Coulin, Managing Director of the Nuremberg Convention and Tourist Office (CTZ), talks about what visitors can see and do in Nuremberg outside of their trade fair visit. Listen now at: www.braubeviale.de/podcast

Dialogue platform extends programme to the digital space

BrauBeviale has committed to also enable those trade visitors and companies that cannot come to Nuremberg in person to take part in the Special Edition. Alongside the implementation of the modified event concept in the Exhibition Centre, preparations for the digital dialogue platform "myBeviale.com" are in full swing (www.mybeviale.com). This digital platform will connect the analogue and digital environments and will continue to be available to the BrauBeviale community the whole year round even after the trade fair is over. During the exhibition, for example, it will transfer the BrauBeviale@stage programme to the digital space.

For the latest information on the BrauBeviale Special Edition, please go to: www.braubeviale.de

Save the date: BrauBeviale 2022 – 2024

Note the dates of the next BrauBeviale three-year cycle now:

BrauBeviale 2022: 8 to 10 November 2022

BrauBeviale 2023: 14 to 16 November 2023

BrauBeviale 2024: 12 to 14 November 2024

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For all press releases, further information, photos and videos, see the Newsroom at: www.braubeviale.de/en/news

Further services for journalists and media contacts:
www.braubeviale.de/press

More than a single event – the Beviale Family:
www.beviale-family.com