



Aardbeidendag | 6 januari 2021

International Soft Fruit Conference  
Thursday 7 January 2021

### **International Soft Fruit Conference and Dutch Strawberry Day: spacious and insightful**

As a guideline for safe meeting, 1931 counts 10m<sup>2</sup> per visitor. With this setup we come to 15m<sup>2</sup> per visitor and the upcoming edition is still possible to receive 500+ people per day!

#### Safe meeting

The floor space of this edition has been doubled compared to previous editions. This year the presentations will be held in the new hall of the Brabanthallen, Main Stage. Main Stage offers space for up to 600 people at a distance of 1.5 meters and has been approved by the Noord-Brabant security region. Partly based on the protocol of the security region, we will use a different, larger entrance, expand sanitary facilities and the routing is determined and displayed on the floor of the lecture hall and exhibition floor.

In order to guarantee the flow of visitors, two large catering plazas will be set up where visitors and exhibitors can network.

#### New exhibition floor

This edition the exhibition floor has been redesigned. As a result, this year there will be fewer, but larger stands to meet the visitors safely. The walkways have been widened to a width of 5 meters to provide ample space for the visitors to a stand with also the flow of other visitors in their tour of the stands. Stands are redesigned so that they have more sides open to create an in and out route even in a stand.

#### Custom program

The program is divided into 2 sessions. A morning and an afternoon session. Within one session there is a distinction in themes. The themes in the program alternate the target groups during the day, creating a natural progression between the exhibition floor and Main Stage.

Summarized:

- trade floor redesigned
- wide walkways
- 15m<sup>2</sup> per visitor (regulations require 10m<sup>2</sup>)
- mainstage, seating allowed up to 600 listeners
- speaker program in sessions
- visitor route
- flow of visitors via program sections
- meeting squares
- secure networking with 500+ sector peers
- larger, different entrance
- extension sanitary facilities
- online registration