



CONVENTA 2021

PROTOCOL FOR RESPONSIBLE
EVENT REALISATION IN 2021

IN LINE WITH COVID-19 RESTRICTIONS



We have made a promise to connect the regional meetings industry even in times when we all have to conform to new circumstances and adapt our way of life and business. Conventa is brave, persistent and pledged to its mission. We still firmly believe in the power of live events, unfortunately, the current situation has forced us to find alternative solutions. We have already proven that events can be safely and successfully carried out in the midst of an epidemic with the first hybrid Conventa Crossover conference and over fifteen online editions of Conventa Trend Bars.



As meeting planners, our key responsibility is following necessary safety measures to prevent the spread of COVID-19 at our events. The organisers of Conventa Trade Show, Toleranca Marketing have received the "Safe & Healthy Meetings" certification from the Slovenian Convention Bureau, ensuring health and safety of attendees and supporting staff will be taken care of.

Moreover, our responsibility is clear, transparent and prompt communication. For this purpose, we are sending you an updated protocol for carrying out the trade show in line with current conditions. Conventa is moving forward in one of the three forms listed below. **We have always kept our promise and that will not change!**

PROTOCOL FOR RESPONSIBLE EVENT REALISATION IN 2021

PLAN A

Conventa Hybrid in January

Date: 20-21 January 2021

We will carry out the hybrid edition of Conventa if the following conditions are met:

- **70% of countries where exhibitors** are coming from are on Slovenia's GREEN or ORANGE list by 20 November 2020 (18 countries)
- **70% of countries where hosted buyers** are coming from are on Slovenia's GREEN or ORANGE list by 20 November 2020 (35 countries)

If these conditions are not met, we will reschedule the event according to PLAN B.

PLAN B

Conventa Hybrid in August

Date: 25-26 August 2021

We will carry out Conventa Trade Show together with the Conventa Crossover conference. We believe the synergy is logical and could create a lot of added value.

ADDITIONALLY

Online edition of Conventa Trend Bar 2021

Date: 20 - 21 January 2021



If the event is rescheduled to August, the original date (20 - 21 January 2021) will serve as an opportunity to carry out a **2-day online Conventa Trend Bar workshop**. It will be dedicated entirely to preparing attendees for the new normal after coronavirus. Special emphasis will be put on marketing and sales with the help of top-notch speakers. The purpose of the online workshop will not be B2B meetings, but education.

PLAN C

Conventa Trade Show in 2022

Date: 26 - 27 January 2020

Solely if Europe goes into lockdown again by 31 July 2020 will the trade show be rescheduled to 2022. In that case, we would be giving exhibitors vouchers for 2022.

CLASSIFICATION OF EPIDEMIOLOGICAL LISTS

Criteria for classifying epidemiological lists (updated: 29 October 2020)

GREEN EU LIST

max. 25 new cases / 100.000 inhabitants

ORANGE EU LIST

25 - 40 new cases / 100.000 inhabitants

RED EU LIST

more than 40 new cases / 100.000 inhabitants

A PEOPLE2PEOPLE EVENT

SINCE 2007

We believe that authentic human connections are irreplaceable. Awakening all five human senses through an unforgettable experience is etched deeply into Conventa's DNA. After all, Conventa is a PEOPLE2PEOPLE event at its core.

With that said, events will have to adapt to the new pandemic reality and not the other way around. Conventa 2021 will provide flexibility for everyone, who won't be able to travel to Slovenia due to new restrictions through a new matchmaking platform.



**POWER TO
THE MEETINGS**

The event will be carried out in line with the **Power to the Meetings** methodology, a concept that advocates more quality and greater responsibility; to the attendees, environment and ourselves.