

Sponsoring the CeBIT Global Conferences 2012

With an audience of 3,200 professionals from over 100 nations and promotional coverage of more than a million contacts, the CeBIT Global Conferences represent an ideal opportunity for companies to target their main target groups: CIOs, decision-makers and opinion-leaders from the ICT sector.

In just four short days, the CeBIT Global Conferences (CGC) provide a panoramic view of the digital world's mainstay markets: IT, Telecommunications, Digital Media and Consumer Electronics. In a hand-picked series of keynotes, talks and panels, top experts from around the globe get together to address hot trends across sector borders and spotlight promising innovations and how they are likely to affect the working world and society at large.

Why become a sponsor?

- CeBIT Global Conferences (CGC) offer you an exclusive target group consisting of executives from the top corporate echelons for high-quality exposure of your innovations and solutions.
- Grab the attention of an global audience of professionals at the very center of CeBIT.
- Take advantage of the opportunity for global networking with decision-makers from ICT user enterprises.
- Gain the attention of over 2,000 media representatives from across the globe.
- Meet decision-makers and opinion-leaders.
- Benefit from the communicative synergies at the world's biggest exhibition for ICT solutions, featuring over 4,200 exhibitors and close to 339,000 visitors.
- Promote brand and awareness by making an impressive appearance at the center of CeBIT.
- Offer your customers and prospects a unique encounter with your enterprise.

Your options

1. Sponsorship modules

Needless to say, a targeted conference also offers targeted sponsorship options – at CGC, in the form of individual modules. Choose from these modules to create the package best suited to reaching your company's specific target groups, with zero waste coverage. Combining these modules allows you to reach over a million valuable business contacts. Please indicate the modules you wish to reserve on the enclosed sponsorship form and fax this to the number given. Take advantage of our early-bird discount of **15% for orders received by 30 September 2011**.

2. Sponsorship with a difference!

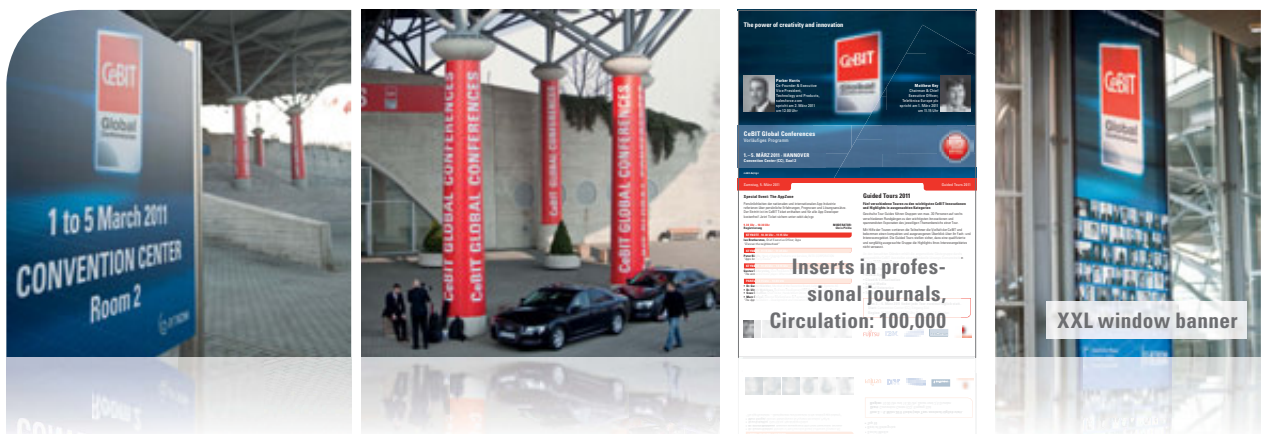
Your chance to stand out at the CeBIT Global Conferences (CGC): For example, have your own branded chocolate bar served to attendees with their morning coffee. Clever ideas can be used to great effect to position your company in the minds of your target audience. Just tell us what you'd like to do and we'll make it happen.

3. "What's next in tech" – First announcement

The CeBIT Global Conferences give participants a golden opportunity to unveil exciting new products and pioneering technologies. You're eligible to reserve a 10-minute slot for your presentation, within the context of the overall conference program. These slots are limited to two per day.

Applications for presentation slots are initially free of charge. We will evaluate all applications received – the charge for a confirmed slot is **EUR 7,000 plus VAT**.

You can submit your online application for a presentation slot at www.cebit.de/en/cgc_nextintech



Facts & figures that speak for themselves

Venue

Hannover Exhibition Grounds (Germany), Convention Center (CC), Room 2

Date & time

6 – 9 March 2012, daily from 10 a.m. to 1 p.m.

Conference language

English (German simultaneous translation)



www.cebit.de/en/cgc

Concept

Discussion forum dedicated to innovations and cutting-edge solutions from the fields of IT, Telecommunications, Digital Media and Consumer Electronics. CGC puts leading vendors and solution providers in close touch with the user community, setting the stage for superlative matchmaking.

Target groups

The CeBIT Global Conferences are targeted at decision makers from industry, the IT and telecommunications sector as well as at entrepreneurs and interested decision-makers and opinion leaders.

Attendance

2008 1,900 attendees

2009 3,133 attendees + 2,135 live streams

2010 3,852 attendees + 3,949 live streams

2011 3,205 attendees + 21,558 live streams

Past speakers (representative list):

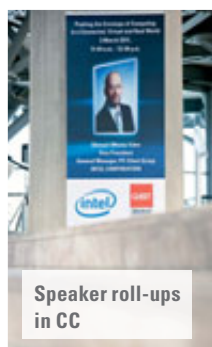
Arnold Schwarzenegger (former Governor of California), **Hamid Akhavan** (CEO, Siemens Enterprise Communications), **Stewart Butterfield** (Co-Founder, Flickr.com), **Paul Hermelin** (CEO, Capgemini), **Ben Verwaayen** (CEO, Alcatel-Lucent), **Léo Apotheker** (former CEO, SAP AG), **Michael Jones** (Founder, Google Earth), **Reid Hoffmann** (CEO, LinkedIn), **B. Kevin Turner** (COO, Microsoft Corporation), **Dr. Werner Vogels** (CTO, Amazon), **Parker Harris** (Co-Founder, Salesforce), **Neelie Kroes** (EU Commissioner for the Digital Agenda), **Alan Mulally** (President & CEO, Ford Motor Company)

A wide array of promotional opportunities for partners and sponsors

- Thematic and dialogue-oriented targeting of our globally unique CIO database
- Over 140,000 printed mail shots
- One million interactive electronic mail shots
- High-profile website attracting nearly 300,000 visitors
- Ads and supplements in the relevant trade journals
- More than 128,000 Google hits
- Extensive use of social media tools, such as Twitter and Facebook
- Steady stream of press releases, distributed to over 10,000 journalists
- Intensive promotion of CGC at the showgrounds and along public transport routes leading to the showgrounds



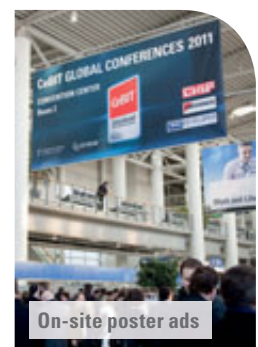
Distribution of promotional aids
Circulation: 140,000



Speaker roll-ups
in CC



Stage branding



On-site poster ads

Speakers 2011

15% early-bird discount

on all sponsorship modules
booked by 30 September 2011



Suhas Gopinath, President & Chief Executive Officer, **Globals Inc.** · Jean-Philippe Courtois, President **Microsoft International** · Matthew Key, Chairman & Chief Executive Officer, **Telefónica Europe plc** · Neelie Kroes, EU-Commissioner for the Digital Agenda, Vice-President of the **European Commission** · Paul Hermelin, Chief Executive Officer **Capgemini** · Alan Mulally, President & CEO **Ford Motor Company** · Dr. Chang-Gyu Hwang, Secretary General, IEEE Fellow, PhD, **Office of Strategic R&D Planning Ministry of Knowledge Economy Republic of Korea** · Sanjay Patel, CTO Wireline Networks, **Alcatel-Lucent** · Hamid Akhavan, Chief Executive Officer, **Siemens Enterprise Communications** · Martin Gutberlet, (Moderation) Regional Vice President, Country Manager & Head of Sales Germany, **Gartner** · Natalya Kaspersky, Infowatch Chief Executive, Chairperson of the Board of Directors **Kaspersky Lab** · Richard Marko, Chief Executive Officer, **ESET** · Dr. Georg Rau, Executive Vice President MAIL Product & Operations E-Postbrief, **Deutsche Post AG** · Dr. Joachim Schaper, Vice President Research **AGT Germany** · Eddy Willems, Global Security Officer & Security Evangelist, **G Data Software AG** · Volker Smid, Managing Director, **Hewlett Packard Germany** · Parker Harris, Co-Founder & Executive Vice President, Technology and Products, **salesforce.com** · Prof. Dieter Kempf (Moderation), Chairman of the Executive Board **DATEV eG** · Michael Diemer, Chief Executive Officer, **IBM Deutschland GmbH** · Andre Kiehne, Vice President Services, **Fujitsu Technology Solutions GmbH** · Sébastien Marotte, Vice President Enterprise EMEA, **Google** · Christian Morales, Vice President General Manager, **EMEA INTEL CORPORATION** · Paul Strong, Chief Technology Officer, EMEA, **VMware** · Ronald Raffensperger, Director, Core Network Marketing, **Huawei** · John Matheny, Senior Vice President Communications & Communities, **Yahoo!** · Paul Henri Ferrand, Chief Marketing Officer, Global Consumer and SMB, **Dell** · Jon von Tetzchner, Co-founder, **Opera Software ASA** · Shmuel (Mooly) Eden, Vice President, General Manager, PC Client Group, **INTEL CORPORATION** · Jeremy Irish, President and CEO, **geocaching.com**, **Groundspeak** · Gary Kovacs, Chief Executive Officer **Mozilla** · Noel Lee, Chief Executive Officer, **Monster Cable** · Dr. Stefan Groß-Selbeck, Chief Executive Officer **XING AG** · Chris Pirillo, Internet Celebrity & Founder, **Lockergnome.com** · Peter Sunde Kolmisoppi, Co-Founder, **Flatlr** · Cary Rosenzweig, Chief Executive Officer, **IMVU Inc.** · Dr. Gunter Kuchler, Member of the Executive Board, **Lufthansa Systems AG**

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