



## Speakers' Opportunities within CeBIT Forums

Heart of the digital world

CeBIT

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## Welcome to CeBIT 2012

The leading event for the entire digital community once again offers you rich opportunities for reaching a choice audience – not only at your exhibition stand, but also in a strong lineup of forums covering a wide array of topics. Also good to know: Even non-exhibitors can book a slot in existing forums.

We invite you to leverage the scope and reach of CeBIT in order to give your customers even more of what they come to CeBIT for: added value by in-the-know experts! Interested in contributing to any of the forums presented below? Just give us a call and we'll be glad to help you with the details.

We look forward to having you on board for another win-win forum program!



### Professional Data Center

A combined expo and forum with daily expert lectures and roundtable sessions in English and German on topics such as data center cabling and infrastructure, IT and physical security, active components, virtualization and consolidation, power supplies, carriers and managed services.

Organizers: Deutsche Messe and the funkschau journal

For details, visit: [www.cebit.en/en/data-center](http://www.cebit.en/en/data-center)

Your contacts:

Marc Siemering, tel.: +49 511 89 33163, e-mail: [marc.siemering@messe.de](mailto:marc.siemering@messe.de)

Gunda Lippoldt, tel.: +49 511 89 33114, e-mail: [gunda.lippoldt@messe.de](mailto:gunda.lippoldt@messe.de)

### CeBIT Security Plaza

**Security is a big buzzword at CeBIT, and the CeBIT Security Plaza is where the action is!**

This dedicated showcase staged by Heise Events and Deutsche Messe is a one-stop source of all the very latest security approaches and know-how, featuring lots of big-name security providers with their products and solutions.

Your contacts:

Mike Bär, tel.: +49 511 89 33163, e-mail: [mike.baer@messe.de](mailto:mike.baer@messe.de)

Daniela Weir, tel.: +49 511 89 33129, e-mail: [daniela.weir@messe.de](mailto:daniela.weir@messe.de)

### Webciety Area Relaunch 2012: „Cross-linking live“

**CeBIT Webciety offers visitors a truly unique experience – a veritable “walk-in web”.** Located at the heart of CeBIT Pro, Webciety gives you a very attractive stage on which to present business web applications, efficient website approaches and web-based business models to a global audience of users and buyers from a wide range of branches. The easy-to-navigate displays are set up in such a way as to be suggestive of the interconnected, hive-like nature of the web, itself. Exhibitors occupy “home bases” each featuring an attention-getting tower which sports their company logo and space for digital projections.

**Everything is entirely plug & play.** We take care of planning, stand construction, all the organizational details and setting up the surrounding infrastructure. All you need to do to “plug in” to Webciety is walk up to your home base with your notebook, and off you go!

### Webciety Conference

**The crowd magnet at Webciety – live and on stage!**

The Webciety Conference features five exciting days of top-notch on-stage presentations by international contributors. Business talks, informal chats or start-up pitches – the business models of today and the developments of tomorrow are the name of the game here – often with audience participation encouraged!

Your contact:

Florian Eisenbach, tel.: +49 511 89 33158, e-mail: [florian.eisenbach@messe.de](mailto:florian.eisenbach@messe.de)



### eCommerce Park

#### The web commerce hot spot at CeBIT

Online business continues to boom, last year generating as much as € 23.7 bn of turnover in Germany, alone. The prime showcase for all related vendors and solution providers at CeBIT is the eCommerce Park, which features the same innovative, interconnected architecture as used for Webciety exhibitors, i.e. individual, plug & play “home bases” optimized for digital presentations and visitor cross-pollination.

### eCommerce Forum

#### Show off your eCommerce credentials in style

Tale center stage and spell out emerging eCommerce trends and approaches. Get the discussion going on topics such as mobile commerce, social commerce, couponing, TV shopping and hybrid TV, multi-channel-commerce, etc. Reach out to a choice audience and present your solutions and services in the best possible setting!

Your contact:

Florian Eisenbach, tel.: +49 511 89 33158, e-mail: [florian.eisenbach@messe.de](mailto:florian.eisenbach@messe.de)

### Expert Panel Smart Home, hall 19

This brand-new forum is dedicated to emerging smart-home market trends of special interest to retail trade professionals, installers, architects, construction experts, systems integrators, providers and – last but not least – techno-savvy consumers and prosumers. Get involved with a product presentation and underscore your credentials as a trendsetter!

For details, visit [www.cebit.de/en/smarthome](http://www.cebit.de/en/smarthome)

Your contact:

Florian Eisenbach tel.: +49 511 89 33158, e-mail: [florian.eisenbach@messe.de](mailto:florian.eisenbach@messe.de)

### CeBIT in Motion

#### Your Intelligent Telematics connection at CeBIT

The CeBIT in Motion forum puts a bright spotlight on the latest trends in smart telematics. The forum provides a sneak preview of innovative ITS applications and trendsetting products about to come around the bend in the course of the year ahead or even beyond the horizon line. Expert lectures, panel discussions and audience dialogue are the main ingredients of this top destination at CeBIT.

Your contacts:

Marc Siemering, tel.: +49 511 89 33163, e-mail: [marc.siemering@messe.de](mailto:marc.siemering@messe.de)

Gunda Lippoldt, tel.: +49 511 89 33114, e-mail: [gunda.lippoldt@messe.de](mailto:gunda.lippoldt@messe.de)



## **Broadband World**

### **A big bite of the gigabit future in Hall 13**

Broadband World is the place to be for everyone interested in what's taking shape throughout the broadband universe. True to its motto, "En route to the Gigabit Society", this dedicated showcase and forum features expert lectures and discussions on all the latest solutions, best-practice approaches, technologies and applications. Speaker slots are only available in combination with special package offerings.

Organizer: German Federal Association for Information Technology, Telecommunications and New Media (BITKOM)

Your contact:

Simone Richter, tel.: +49 511 89 33127, e-mail: [simone.richter@messe.de](mailto:simone.richter@messe.de)

## **Forum Health & Vitality**

### **A prime source of know-how and best-practice experience**

The extensive Health & Vitality conference program offers rich opportunities for interdisciplinary mindsharing and puts a spotlight on the very latest solutions and all the emerging trends about to shape the future of the healthcare industry.

Your contacts:

Daniela Weir, tel.: +49 511 89 33129, e-mail: [daniela.weir@messe.de](mailto:daniela.weir@messe.de)

Mike Bär, tel.: +49 511 89 33163, e-mail: [mike.baer@messe.de](mailto:mike.baer@messe.de)

## **CeBIT lab talk**

The CeBIT Lab forum features more than 100 lectures, conferences, live presentations, panel discussions and project demos as an excellent source of insight into state-of-the-art research and the technological standards that will determine the future of the ICT industry.

### **The topics in 2012:**

- 3D Technologies
- Cloud Computing
- Innovation Consulting
- Standardization
- Web 3.0
- Semantic Web
- Urban Management (Smart Cities)

Your contacts:

Diana Schreiber tel.: +49 511 89 33109, e-mail: [diana.schreiber@messe.de](mailto:diana.schreiber@messe.de)

Nicole Bauer tel.: +49 511 89 33198, e-mail: [nicole.bauer@messe.de](mailto:nicole.bauer@messe.de)

## **ERP-Forum Hall 5**

The ERP Forum, which forms the heart of the ERP Area in Hall 5 will feature a comprehensive program of presentations and panel discussions on hot ERP topics which are sure of attracting great interest on the part of trade visitors and the media alike. A limited number of speaker slots have been reserved for exhibitors. The forum program plus background information on the speakers and their presentations will be publicized on the CeBIT and Trovatit homepages, and distributed in hardcopy before and during the show.

Further information: [www.cebit.de/en/erp-area](http://www.cebit.de/en/erp-area)

Your contacts:

Britta Almstedt, Trovarit AG tel.: +49 241 40009 31, e-mail: [britta.almstedt@trovarit.com](mailto:britta.almstedt@trovarit.com)

Ines Engel-Orsini tel.: +49 511 89 33143, e-mail: [ines.engel-orsini@messe.de](mailto:ines.engel-orsini@messe.de)

### Public Sector Parc and forum

CeBIT and the Public Sector Parc are a prime annual hotspot for everyone interested in showcasing or sourcing innovative IT solutions for public administration. Top government policymakers are always in attendance, as well as IT managers serving every level of government and the public sector in general. They all get together to share know-how and talk shop on what is needed to get the job done the right way. IT industry vendors are on hand to show off both tried-and-tested solutions and the very latest innovations. This makes the Public Sector Parc and its daily forum program a must for all concerned.

Your contacts:

Gabriela Baulecke tel: +49 511 89 33339, e-mail: [gabriela.baulecke@messe.de](mailto:gabriela.baulecke@messe.de)

Martina Clausen tel: +49 511 89 33148, e-mail: [martina.clausen@messe.de](mailto:martina.clausen@messe.de)

### “KOMmune INNovativ” forum

As a play on words, the German name for the “KoMmune INNovativ” forum contains the words “come in” while at the same time making reference to municipal (“kommunale”) government. This is the place to present or source comprehensive solutions for today’s forward-looking municipalities. The forum features municipal IT at its best (e.g. for administrative and finance-related purposes) as well as targeted solutions for special cases (online procedures, motor vehicle administration, human resources, etc.). A daily series of presentations and talks offers lots of valuable know-how for civil servants from every level of government.

Your contacts:

Gabriela Baulecke tel: +49 511 89 33339, e-mail: [gabriela.baulecke@messe.de](mailto:gabriela.baulecke@messe.de)

Martina Clausen tel: +49 511 89 33148, e-mail: [martina.clausen@messe.de](mailto:martina.clausen@messe.de)

Your contacts:

Anke Vollmann  
Tel. +49 511 89-31257  
[Anke.Vollmann@messe.de](mailto:Anke.Vollmann@messe.de)

Sina Grotelüschen  
Tel. +49 511 89-34323  
[Sina.Grotelueschen@messe.de](mailto:Sina.Grotelueschen@messe.de)