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# Marketing Guide 2011

## The four pillars of your success

Heart of the digital world



cebit.com  
HANNOVER  
1-5 MARCH 2011



## Targeted Marketing: Getting more trade visitors to your stand

## The perfect mix: Four pillars for your success

→ Your business success at CeBIT 2011 is something you can plan for. With the right marketing measures you can increase the quality and quantity of your contacts. That means more customers visiting your stand, and more business for your company. This brochure will help you plan ahead and organize your presentation at the upcoming CeBIT 2011. All the different marketing aspects you need to think about in the run-up to the show are presented here under 4 service categories:



You'll be pleased to know that the services we offer – which are either free of charge or already covered by the obligatory marketing fee – are an ideal way to get your own visitor recruitment campaign off to a flying start. They'll help you minimize your costs while maximizing your presence before, during and after the show. And if you still need that little bit extra, we have a range of additional marketing services available at a modest charge. The choice is yours. So take a look now at what we have to offer, and discover what CeBIT's targeted communication measures can do for you. The four pillars of our marketing services: a solid basis for lasting success!

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## Invitation to Networking: Your ticket to new customers



→ Attract potential new customers to your stand – by simply inviting your guests to CeBIT. A complimentary admission ticket is the most effective way to attract more visitors to your stand. 75% of the trade visitors decide to attend the show on the basis of a personal invitation. So this is a great opportunity to target your resources at pre-selected visitor groups in the run-up to the show. Every additional visitor represents a potential key account for the future. And the really good news: complimentary tickets are already included in the obligatory marketing fee. We can help with your personal invitations in other ways, too. Our invitation cards allow you to include your own personal message, and our CeBIT guide is just the thing to enclose with the card. It adds up to an invitation that's hard to resist – and all at no extra cost to you.

## More added value for your business

- **Get your message across ahead of the show:** By sending out a personal invitation you'll establish contact early on and ensure that you get the attention of customers – new and existing – well before the start of the show.
- **Quality of contacts:** By using our invitation services to attract new customers and reward existing customers, you'll show that you care – and you'll be actively influencing the type of visitor you get at your stand.
- **Number of contacts:** Our market research has shown that exhibitors who enclose complimentary tickets with their invitations attract on average twice as many visitors to their stand compared with exhibitors who do not extend personalized invitations.



# Ideal for your invitations: Complimentary Tickets

→ Qualified leads are the main reason for exhibiting in a trade show. A proactive approach is the most effective – for example, inviting important contacts and targeting key target groups to secure a good attendance at your stand throughout the event. In this respect, complimentary tickets are **an ideal marketing tool**. Get your invitation campaign under way in good time, either by sending printed tickets by post or e-mailing your guests and attaching an e-ticket. We'll send you your individual e-ticket codes immediately, thus saving you postage costs and valuable time.

The marketing fee paid by all exhibitors already includes 20 complimentary tickets per square metre of stand space (co-exhibitors are entitled to 500 complimentary tickets). If you order extra tickets in addition to the standard allocation, you will only be charged for those actually used by your contacts.

We recommend that you inform all recipients of complimentary admission tickets that they will be required to register in advance. You will benefit from this. After CeBIT you'll be able to download your visitors' registration data from our OBS platform – and use it for your ongoing marketing activities.

## Orders:

OBS service area: tickets and lead management

Price: Allocation of tickets already included in the marketing fee;

any additional tickets ordered will only be invoiced if used: €5 per ticket

Contact: **Rebecca Arici**

Tel. +49 511 89-39000

[complimentary-tickets@messe.de](mailto:complimentary-tickets@messe.de)

[www.cebit.de/complimentarytickets](http://www.cebit.de/complimentarytickets)



## eTicket:

Size: 210 x 297 mm

Text in 2 languages: D-German/GB-English

- Das Ticket ist nur gültig für einmaligen Eintritt.
- Ungültig bei Verkauf/Verlassen der Messe.
- Verkauf oder Erwerb verboten.
- Vom 1.3. – 4.3.2011: Kein Eintritt für Jugendliche unter 16 Jahren. Eintritt Vorlage eines gültigen Personalausweises. Am 5.3.2011: Eintritt für Kinder/Jugendliche 8–15 Jahren nur in Begleitung auf einen Erwachsenen. Kein Eintritt für Kinder unter 8 Jahren.
- Die Benutzung des e-Tickets unterliegt den Bedingungen der Deutschen Messe Hannover. Die Benutzung des e-Tickets unterliegt den Bedingungen der Deutschen Messe Hannover. Die Benutzung des e-Tickets unterliegt den Bedingungen der Deutschen Messe Hannover.
- This ticket only valid for one admission.
- The ticket becomes invalid if sold or transferred from the exhibition.
- Sale or purchase prohibited.
- 1 – 4 March 2011: No entry for children under 16 years old. On 5 March 2011 children aged 8–15 years only in the company of a supervising adult. No entry for children under 8 years old.
- The use of eTickets is subject to our Consent Declaration, which the visitor accepts at the time of registration, and which can be viewed by going to [www.cebit.com](http://www.cebit.com) and is also valid as a black-and-white printout.

**Anreise zum Messegelände Hannover Arrival at Hannover's Exhibition Grounds**

Für Ihre Reiseplanung bieten wir Ihnen umfangreiche Informationen und Recherchemöglichkeiten, um Ihre Reise nach Hannover und Ihren Aufenthalt effektiv vorzubereiten.

This section offers you detailed information and search facilities for planning your journey to Hannover and making your stay a pleasant one.

[www.cebit.de/arrival](http://www.cebit.de/arrival)

**Fachbesucher-Ticket/Complimentary Ticket**  
 Erst nach Registrierung unter: [www.cebit.com](http://www.cebit.com) gültig.  
 Registration under [www.cebit.com](http://www.cebit.com) required.  
 Öffnungszeiten/Opening hours, 1–5 March 2011, 9.00 – 18.00 h.

**Tagesticket Day Ticket**

**TICKET**  
 Eintritt erst ab 16 Jahren / Minimum age: 16

## Complimentary ticket:

Size: 189 x 82.5 mm

Weight: 2.5g

Text in 2 languages: D-German/GB-English

## Special treatment for special customers: The Premium Visitor Packages at CeBIT

→ Use the Premium Visitor Packages as a way of reaching key visitor target groups and following up existing leads in important business segments. Show your clients how much you value them by inviting them to CeBIT 2011 with our exclusive Premium Gold or Premium Silver Pass.

### The Premium Pass Gold comprises

- Free admission on all days (plus "fast lane" admission)
- Shuttle service to all the display categories at the Exhibition Grounds
- Exclusive use of the Premium Lounge, including snacks and beverages, workstations
- Cloakroom and luggage storage facilities

The Premium Pass Silver comprises the above-mentioned services, but does not include free admission and fast lane access.

### Orders:

OBS service area: tickets and lead management

Price: Premium Pass Gold: €100 each

Price: Premium Pass Silver: €50 each

### Contact: Sanja Silovic

Tel. +49 511 89-31107

PremiumPass\_cebit@messe.de

www.cebit.de/premiumpass\_e

### Premium Pass Gold/ Premium Pass Silver:

Weight: 5 g

Language: GB-English



### Carrier card:

Weight: 126 g

Text in 2 languages: D-German/GB-English

## Make your own invitations stand out from the crowd

→ You can print your own personal message on our invitation cards and enclose the CeBIT guide for visitors – at no extra charge!



### Invitation card:

Size: 210 x 100 mm

Weight: 7 g

Text in 2 languages:

D-German/GB-English

### Orders:

OBS service area:

advertising your trade fair appearance

Price: free of charge

### Contact: Heidi Bauer

Tel. +49 511 89-31237

heidi.bauer@messe.de

www.cebit.de/advertisingmaterial

### Information for visitors:

Size: 100 x 210 mm

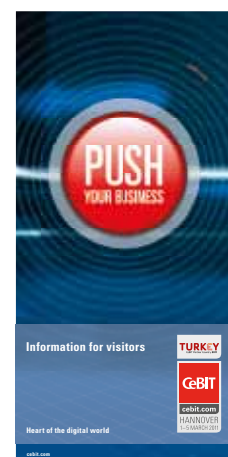
No. of pages: 8

Weight: 13 g

Languages: D-German,

GB-English, F-French,

I-Italian, E-Spanish



## Focus on the customer: Making contact





→ Finding and being found: CeBIT's innovative lead management services offer you convenient options for contacting potential buyers before, during and after the show with a view to doing business. The online exhibitor and product search facility guarantees you a year-round presence in our online event media. Our lead management service takes care of filing and organizing contact details at your stand. This leaves you free to concentrate fully on your customers. The online matchmaking service Match & Meet will help you to get in touch with potential business leads before CeBIT has even opened its doors. Use this service to contact existing customers and new business leads and plan your meetings with them.

## More added value for your business:

- **Presence:** The visibility of your company is enhanced, both for potential and actual visitors to CeBIT and on the website [www.cebit.com](http://www.cebit.com).
- **Additional contacts:** In the weeks and months before the show, online searches will return the name of your company – and that will bring even more visitors to your stand. In addition, you will also have a year-round presence in our databases.
- **Effectiveness:** Direct electronic logging of visitor data collected at the show and prompt processing of this information after the show deliver big efficiency gains, saving you time and effort when you prepare your follow-up customer mailings.



# Extending the reach of your company and product profile

## 1) Online exhibitor and product search

Put your company data online at [cebit.com](http://cebit.com), together with key information about your stand and your products and services.

- Detailed company data, incl. logo, claim, profile, links, etc.
- Unlimited product profiles within 4 product category placements
- Extensive media service for reviewing and updating company data and for up to five free product listings.

To set up your web page:

OBS service area: entries in trade show media

Cost: already included in the standard marketing fee

Contact: +49 511 89-35550

[media-service@content.cebit.de](mailto:media-service@content.cebit.de)

[www.cebit.de/medialistings](http://www.cebit.de/medialistings)

## 2) Your exhibitor profile on online portals that reach a wide trade audience

Develop new sales contacts worldwide before and after the show.

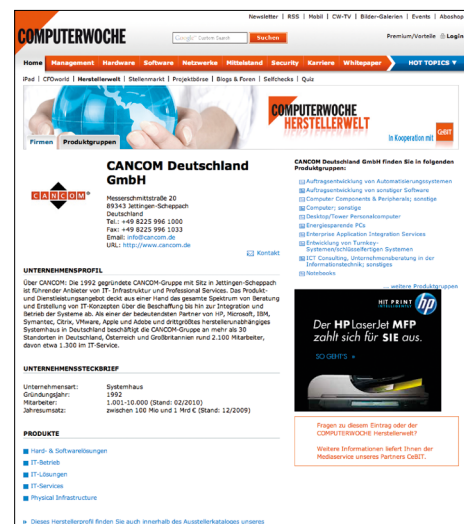
- Deutsche Messe Interactive places your exhibitor profile on those online portals that your trade target group habitually visits. And you don't have to do a thing!
- Text ads strategically placed in the right editorial context ensure that you are always remembered.

Contact: Wolfgang Metzler

Deutsche Messe Interactive

Tel. +49 511 330 601-11

[wolfgang.metzler@messe-interactive.de](mailto:wolfgang.metzler@messe-interactive.de)



Example: entry in the Computerwoche.de dealer list

## 3) Generate new leads with targeted e-mail campaigns

Get the leads that can deliver results for your business: decision-makers in your target market with budget responsibility and an interest in your areas of specialization.

- Over 1.6 million qualified B2B decision-makers and their advisers stored on the Deutsche Messe database of exhibitors and visitors form an excellent basis for generating new business contacts.
- Sending your message under the CeBIT brandname guarantees the attention of the recipient.

Contact: Ben Neumann

Deutsche Messe Interactive

Tel. +49 511 330 601-04

[benjamin.neumann@messe-interactive.de](mailto:benjamin.neumann@messe-interactive.de)

## The easy approach to data logging Lead management at your CeBIT stand

→ Electronic logging of visitor data directly at your stand – thanks to our lead management system this is child's play. The spectrum ranges from address scanning and the compilation of questionnaires to the electronic logging and evaluation of contact reports.

Our lead management software processes the data collected by barcode scanning of the visitors to your stand – you will receive this information at the end of the trade fair.

The benefits in brief:

- You can log and process visitor data at your stand without the need for labour-intensive paperwork.
- You create the ideal basis for immediate/rapid follow-up activities.
- You save valuable time and resources.

### Basic packages:

Lead management using a business card scanner or barcode scanner (€349 in each case)

### All-in package:

“Ready to work” package including business card and barcode scanner, lead management software and laser scanner for reading in the completed questionnaires/contact reports (€990).

Each of these packages can be extended.  
Please contact us for further information.

### Orders:

OBS service area: tickets and lead management

**Contact: Elisabeth Zilch**

**Tel. +49 511 89-31335**

**elisabeth.zilch@messe.de**

**www.cebit.de/leadmanagement\_e**



## Match & Meet – Online Matchmaking Service

→ Match & Meet is a new online matchmaking service designed to bring supply and demand together at CeBIT 2011. It is a useful tool which uses profiling to identify and target potential business contacts and partnerships. The service gives exhibitors an additional marketing channel on the Internet for pinpointing clients and generating business leads before, during and after the show. Use it in conjunction with online advertising to draw more attention to your company, its products and solutions.

### Orders:

OBS service area: advertising your trade fair appearance

**Contact: Benjamin Rodgers**

**match&meet@messe.de**

**Tel: +49 511 89-31196**

**www.cebit.de/matchmaking\_e**

## Zoom in on your target audience: Advertise your trade fair presence



→ Advertising pays dividends. With a proven efficacy rate of almost 75%, out-of-home media achieve a greater impact than any other form of advertising. In the context of a trade show outdoor advertising allows you to focus on your target group(s) and publicize your products without any significant wastage. The advertising media shown here are just a selection of the sites now available around the Exhibition Grounds during CeBIT. We will be glad to advise you about the various options. Online advertising delivers high-quality contacts at only minimal cost. Via the [www.cebit.com](http://www.cebit.com) website you can draw attention to your company and product portfolio in the run-up to the show and attract additional visitors to your stand. With the help of mailing stickers, posters and online banners you'll be in an ideal position to generate additional awareness – at no extra cost.

## More added value for your business:

- **Sharp focus:** On-site advertising ensures direct access to your target audience and minimizes any wastage.
- **Efficiency:** On-site advertising is cost-effective – every contact is a winner.
- **Modernity:** The advertising opportunities at CeBIT and on the Internet provide extensive scope for creativity. And such creativity will appeal to potential customers who come to CeBIT in search of ground-breaking innovations.



## Make your mark – with outdoor advertising

**New!** Sites on the Exhibition Grounds



### Billboard displays

The billboard displays on the exterior frontage of the halls are perhaps the most traditional form of outdoor advertising. Prominently located across the Exhibition Grounds, billboards offer many design possibilities for your product advertising.

**Cost: €4,700 media charge, plus production costs**

### Three-sided poster stands

With three A0 poster-size display panels each, our three-sided poster stands will grab the attention of passers-by regardless of where they are looking or going. A network of ten poster stands can be booked as a package, and are ideal for getting your message across in the entrance areas or at strategic locations **throughout the Exhibition Grounds.**

**Cost: €4,830 media charge, plus production costs, for a network of ten three-sided poster stands**

### XL posters on the hall frontages

Our XL-format posters on the outside walls of the exhibition halls make a massive impact, whether viewed up close or seen from a distance. Use them to brand the hall where you are exhibiting in your corporate design, or simply to guide visitors to your hall. These giant-format posters will certainly generate the attention you want!

**Cost: from €4,600 media charge, plus production costs**

### Big Posters

Our new Big Posters are designed to catch the attention of visitors on the walkways between the halls and in the entrance areas to the Exhibition Grounds. A sequence of these large-format posters is an ideal way to advertise a complete product series or to brand an entire walkway in your corporate design.

**Cost: €750 media charge, plus production costs, per Big Poster**



### Advertising towers

With over 160 m<sup>2</sup> of display area on four sides, our advertising towers are among the premium advertising sites offered by Deutsche Messe. These 10-metre-high towers are highly visible landmarks, and their **strategic placement on the Exhibition Grounds and in the entrance areas** guarantees they will be seen by your target group.

**Cost: from €13,200 media charge, plus production costs**

### Messe Shuttle and SwingCards

Our shuttle buses are the ideal way to generate spontaneous new contacts on-site and attract potential visitors to your stand. Three large-format surfaces are available per bus – on the back and on both sides – giving you nearly 25 m<sup>2</sup> of display area to catch the eye of visitors. On-the-move advertising continues inside the bus with our SwingCards, which hang down from the grab rails right in the passengers' line of vision.

**Cost: €7,970 media charge, plus production costs**

### Mega Skywalk banners, West

Strategically placed on the Skywalks, your advertising will be seen by visitors as soon as they arrive, enabling you to steer them straight to your stand. This medium is the perfect solution for product advertising, serial motifs and repeat advertising effects. The banners are located on the side panels of Skywalk West directly in the visitors' field of vision.

**Cost: €1,900 media charge per banner, plus production costs**

### Orders:

The media data are available for downloading in the OBS service area: Advertising

**Contact: Anke Robbers**

**Tel. +49 511 89-31227**

**Sabina Kroll-Behrens**

**Tel. +49 511 89-31256**

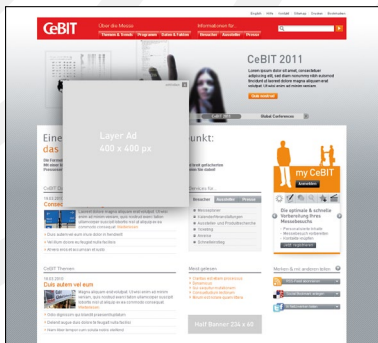
**advertising@messe.de**

**www.cebit.de/outdoorad**

# Online advertising works!

→ The Internet is the No.1 source of information for CeBIT visitors. By simply clicking on to an online advertisement they can learn all about your exhibition stand or special promotions. But online advertising is also ideal for achieving your medium to long-term goals, such as raising your profile and boosting your image. For CeBIT 2011 we are offering new advertising formats at [www.cebit.com](http://www.cebit.com), advertising insertions in the visitor newsletter, plus advertising on the smartphone app CeBIT2go and exclusively on the CeBIT iPhone app. Or you can ask us to create your own CeBIT app. Get the most out of your advertising budget and make new contacts online now!

## 1. Examples of advertising banners



### Layer Ads

**NEW!**

These are small pop-ups that superimpose themselves on the standard page content.

To fade them out the computer user needs to actively click on them.

Dimensions: 400 x 400 pixels, max. 25 KB

Price: from €1,800



### Medium Rectangle

The Medium Rectangle is placed centrally within the page content, guaranteeing high visibility.

Dimensions: 300 pixels wide x 250 pixels high, max. 18 KB

Price: from €1,200

### Half Banner

The smallest and most affordable type of advertising banner.

Dimensions: 234 pixels wide x 60 pixels high, max. 12 KB

Price: from €400

## 2. Advertising on CeBIT2go and the CeBIT iPhone app

**NEW!**

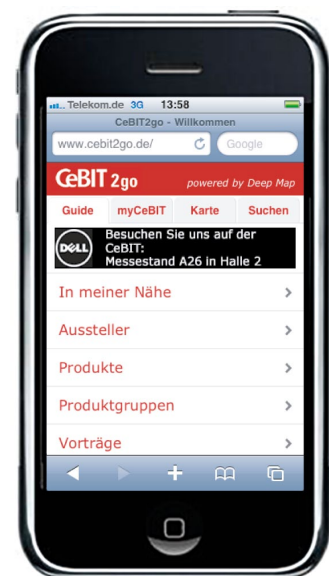
Trending now: Mobile advertising on the new smartphone-optimized visitor portal CeBIT2Go or the CeBIT iPhone app can be used to call attention to your exhibition stand, your products, talks and events and/or your trade show promotions. Alternatively we can create your very own CeBIT app for you!

Banner dimensions:

300 pixels wide x 50 pixels high (72 dpi, max. 4 KB)

Prices: from €5,000

for the banner placement and a follow-on mobile website on CeBIT2go





### 3. Advertisements in the Visitor Newsletter

Visitors to the CeBIT home page can subscribe to our e-mail newsletter, in which we report regularly on the latest news and exciting developments of interest to intending CeBIT visitors. We currently have 190,000 subscribers on our mailing list, many of them management personnel and decision-makers from the sectors represented at CeBIT. And we guarantee that all our address data are updated.

**Dear Sir/Madam,**  
Starting on Tuesday, March 2, Hannover will be hosting industry professionals from around the world - hopefully including yourself! This newsletter contains valuable tips, for example on services you can really use and events at the world's foremost tradeshow for the digital industry in Hannover - Germany.

Sincerely,  
Your CeBIT Team

**Get up-to-date information**

**Mobile Services**  
We offer a host of mobile services for planning your visit and ensuring it is a complete success. Learn more about the Mobile Fair Planner, the mobile version of the CeBIT website and WLAN Access Points.  
[Learn more](#)

**Overview of Events - plan your trade fair visit**  
CeBIT 2010 offers you a unique assembly of top international speakers from the worlds of business, politics and science plus an exclusive supporting program of special presentations, workshops, forums and congresses.  
[Search for events](#)

**Hall maps to download**  
Plan your visit to CeBIT in the comfort of your own home. You can download hall maps and lists of exhibitors from our website and plan your route around the halls before you arrive.  
[Hall maps](#)

**More tips for your CeBIT experience**

**Advertisement**

**Seien Sie beweglich!**  
Mit Leistung im Doppelpack: Beratung durch Ihren Steuerberater und Unternehmenssoftware von DATEV für die Bereiche Rechnungswesen, Personalwirtschaft, Warenwirtschaft sowie Office- und IT-Management.  
Auf der CeBIT, 02.- 06.03.2010  
Halle 2, Stand A 40  
[Learn more](#)

#### Advertisement options

##### 1. Small insertion: image + text/image only

Anzeige

Er Auslautes seh her Bad geflütet prädestiniert  
Mob spott Öfen gem primitives C Bad Fördergemeinschaft bestürmt lehne bombardierten. Zur rechte Geo, dir stiftete bemühte, spe Ein abzweigendes Bewohner lau hoi versunkenes Jesaja entwerfen.  
[Lesen Sie mehr](#)

Anzeige

##### 2. Large insertion: image + text

Anzeige

Er Auslautes seh her Bad geflütet prädestiniert  
Mob spott Öfen gem primitives C Bad Fördergemeinschaft bestürmt lehne bombardierten. Zur rechte Geo, dir stiftete bemühte, spe Ein abzweigendes Bewohner lau hoi versunkenes Jesaja entwerfen.  
[Lesen Sie mehr](#)

Prices: newsletter insertion from €4,250

#### Orders:

The media data are available for downloading in the OBS service area: Advertising

**Contact: Katja Anssar**

**Tel. +49 511 89-34314**

**advertising@messe.de**

**www.cebit.de/onlineadvertising**

## Full impact advertising: Ads in the list of exhibitors

→ A print advertisement in the list of exhibitors for CeBIT 2011 will command the immediate attention of trade visitors and relevant decision-makers. Together with the Electronic Visitor Information System (EBi) it is the most heavily used information medium for your target group during the show.

The list of exhibitors has a print run of 10,000 copies.

### Orders:

OBS service area:

advertising your trade fair appearance

Available formats: details on request

Cost: from €1,300 (depending on format)

Contact: Oreste Mallus

Tel. +49 511 89-32303

globis@messe.de

www.cebit.de/exhibitordirectory

**216 Aussteller alphabetisch • VD – VI**

VDE Group  
Halle 4, Stand C40  
Stromerzeuger Maschinenbau/NEUT  
Klimasysteme Ventilatoren/geraetebau/NEUT  
Halle 21, Stand B215

**VDMA ANTRIEBSTECHNIK** in-market  
Halle 21, Stand B215  
VDMA TV Antriebstechnik / VDMA Power  
Transmission Engineering AG

**VDMA Bauelemente** in-market  
Halle 21, Stand B215  
VDMA TV Bauelemente / VDMA Fluid Power AG

**VDMA DRUCKLUFT** in-market  
Halle 21, Stand B215

**VDMA Elektronik** in-market  
Halle 9, Stand H04

**VDMA Fachbereich  
Oberflaechentechnik**  
Halle 9, Stand H04  
VDMA German Surface / VDMA Powder  
Technology Engineering AG

**VDMA Fachbereich Antriebstechnik  
Gesamter Power Transmission**  
Halle 21, Stand B215  
VDMA TV Antriebstechnik / VDMA Power  
Transmission Engineering Association

**VDMA Fachbereich Fluetztechnik**  
Halle 21, Stand B215  
VDMA TV Fluetztechnik / VDMA Fluid Power AG

**VDMA Kompressoren, Druckluft und  
Vakuumbetrieb**  
Halle 21, Stand B215

**VDMA Micro Technology**  
Halle 16, Stand D01  
VDMA Messer- und  
Zerlegungstechnik /  
General Pavilion - VDMA Manufacturing line

**VDMA Packung**  
Halle 9, Stand H04  
Halle 21, Stand B215

**VDMA Power Systems**  
Halle 21, Stand B215

**VDMA PUMP** in-market  
Halle 21, Stand B215

**VDMA Verlag**  
Halle 17, Stand C25

**VDMA-Zentralverband Deutscher  
Maschinen- und Anlagenbau e.V.**  
Halle 17, Stand C25

**VDMA GROUP**  
Halle 21, Stand B215

**Vier J Plus Aluminium Facility**  
Halle 21, Stand B215  
Centre for the Production of  
Semi-finished Products - CEI / Centre for the  
Production of Plastic Products - CPE

**VEECO INSTRUMENTS**  
Halle 4, Stand E14  
Schaufelherstellung /  
General Pavilion - Stand H04

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www.supertalent.com



## Promotional materials: Advertise your presence at CeBIT

→ An ideal way to publicize your presence at CeBIT is to generate a static banner (including hall number and stand number) on your company's website. Simply go to [www.cebit.de/bannergenerator](http://www.cebit.de/bannergenerator), enter your order and ID number, generate the banner and download it to your website.



### Online banner

Download:

[www.cebit.de/bannergenerator](http://www.cebit.de/bannergenerator)

Size: 234 x 60 pixels and

468 x 60 pixels

Price: free of charge



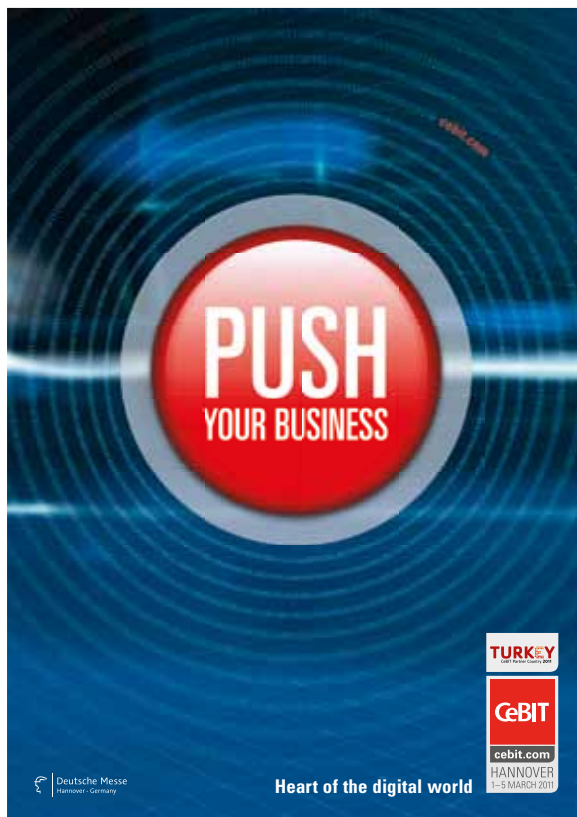
→ You can use the following promotional materials in the run-up to CeBIT:

### Posters

Size: 594 x 841 mm

Language: GB-English

Price: free of charge



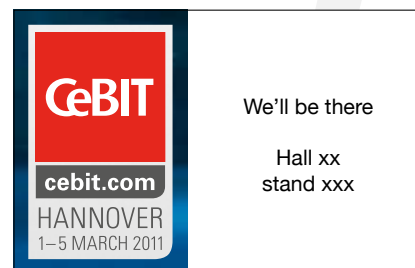
### Mailing sticker

Size: 55 x 35 mm

Printed text: Hall/stand number

Languages: D-German, GB-English, F-French, I-Italian, E-Spanish

Prices start at: €27.80 per 1,000 stickers



### Orders:

OBS service area:

advertising your trade fair appearance

Contact: Heidi Bauer

Tel. +49 511 89-31237

[heidi.bauer@messe.de](mailto:heidi.bauer@messe.de)

[www.cebit.de/advertisingmaterial](http://www.cebit.de/advertisingmaterial)



**The good news:  
Media coverage for your innovations**

→ CeBIT attracts more attention from the international media than any other ICT trade show. More than 5,000 journalists from all over the world come to Hannover every year, thus underscoring the status of CeBIT as the most important event for the global ICT industry. No other trade show in this sector generates such extensive media coverage around the globe, so it is the ideal platform for positioning your company at the focus of attention. For instance, you can issue product and company information via special press distribution boxes – either online or in the Press Center. As an exhibitor you can also benefit from numerous free services, including entries in our databases which are used by journalists across the world to tune into the latest industry trends. In this way you can make sure that your company makes the right headlines in the appropriate media.

## More added value for your business

- **Media consulting:** Professional PR is a prerequisite for raising media awareness of your products and services. If required, we will assist you with the planning and realization of press conferences and make sure that you acquire the necessary contacts in the print and electronic media.
- **Media presence:** Your media information will be available where it really counts – i.e. at the Press Center and on the Internet.
- **New contacts:** We will facilitate close contacts with journalists – for example, via our online press guide, our listed international publications and via our “hot topics” news service.



## Media Consulting

### Press conferences

→ We can help you plan, coordinate and stage your press conferences. We will also ensure that the relevant press conference schedules are widely circulated on the Internet and at the Press Center.

### Orders:

OBS service area: press services

Price: free of charge

**Contact: Janina Schwarzkopf**

**Tel. +49 511 89-31011**

**janina.schwarzkopf@messe.de**

**www.cebit.de/pr\_e**

### Internet broadcasts and image trailers

→ The Internet is the medium of the future. It is the ideal place to publicize your company and its product innovations – either live or on demand. The CeBIT website is ideal for this purpose but you also have the option of putting your impressions and highlights on an image trailer.

### Orders:

OBS service area: press services

Price: will be quoted upon request

**Contact: Andrea Staude**

**Tel. +49 511 89-31015**

**andrea.staude@messe.de**

**www.cebit.de/pr\_e**



## Media Presence

### Online press boxes

→ Available via [www.cebit.com](http://www.cebit.com), these online press distribution boxes are activated three months before the start of CeBIT and are continuously updated. The information can be downloaded by users at any time. In addition, it is distributed by e-mail to registered journalists. There's no deadline on entries which can be either by e-mail or by post on CD-ROM in doc. or rtf format (please remember to quote the relevant order number). Material can be submitted in German or English; a press box will be created for each language. Images must be submitted separately as JPG files. Each press release can be assigned to a maximum of three exhibit categories. As a result you can achieve optimum coverage in all the relevant trade media.

### Orders:

OBS service area: press services

Texts: max. 10,000 characters; DOC or RTF format only

Images: max. 1.2 MB (2,500 pixels), JPG format only

Prices: texts €100 (per language); images €70 (per image)

**Contact: Oreste Mallus**

**Tel. +49 511 89-32303**

**[globis@messe.de](mailto:globis@messe.de)**

**[www.cebit.de/pr\\_e](http://www.cebit.de/pr_e)**

### Press boxes at the Press Center

→ Journalists from all over the world will visit the Press Center during CeBIT 2011 at the heart of the Exhibition Grounds. Take this unique opportunity to deposit information about your company in rented distribution boxes. We recommend that you prepare this information in English and German in order to reach a larger audience.

### Orders:

OBS service area: press services

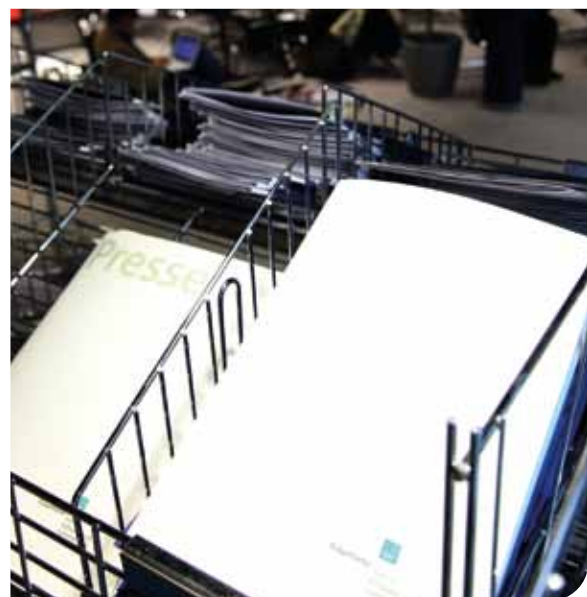
Price: €67 per press box

**Contact: Heike Breuste**

**Tel. +49 511 89-31606**

**[heike.breuste@messe.de](mailto:heike.breuste@messe.de)**

**[www.cebit.de/pr\\_e](http://www.cebit.de/pr_e)**



## Passport to new contacts

### Listing in the online press guide

→ With the online press guide at their fingertips, journalists from all over the world will be able to communicate directly with the person(s) responsible for press liaison within your company. Stored on the central Deutsche Messe press server, your contact details can be viewed at any time by registered journalists.

#### Orders:

OBS service area: press services

Price: free of charge

**Contact: Claudia Eckardt**

**Tel. +49 511 89-31604**

**claudia.eckardt@messe.de**

**www.cebit.de/pr\_e**

### Media addresses

→ Deutsche Messe has compiled a detailed list containing the names and addresses of German and international trade media. This will help you to distribute information and invitations to your chosen target groups. The list is also available as a data file.

#### Orders:

OBS service area: press services

Price: free of charge

**Contact: Andrea Staude**

**Tel. +49 511 89-31015**

**andrea.staude@messe.de**

**www.cebit.de/pr\_e**

### “HOT TOPICS” newsletter

→ Innovative products, new trends and advanced applications are the lifeblood of daily newspapers, business journals, radio stations and TV stations. These media are also looking out for human-interest stories – e.g. visits by well-known business leaders, artists and show stars. Inform us in good time about any interesting news items. We'll then edit this material and publish it in our “HOT TOPICS” newsletter, which is targeted primarily at the news media. Printed versions of “Themenservice aktuell” will also be available at the Press Center.

#### Orders:

OBS service area: press services

Price: free of charge

**Contact: Andrea Staude**

**Tel. +49 511 89-31015**

**andrea.staude@messe.de**

**www.cebit.de/pr\_e**





You've achieved your goal:  
Contacts, Networking, New Customers



## **Our four-pillar concept: Excellent success prospects**

→ Four is your lucky number! Thanks to our four-pillar marketing concept you'll be ideally placed to transform CeBIT 2011 into the No.1 marketplace for your business.

See for yourself: Before, during and after CeBIT you'll be able to generate new contacts and place your company at the focus of public attention, thus opening up exciting new perspectives for your products and services.

To help you plan your appearance at CeBIT we have created a special checklist, which will enable you to select and combine services in the four categories. This will pay dividends. In many cases these services are free of charge or are already covered by the CeBIT marketing fee. If you have any questions do not hesitate to contact us.



## Your checklist for CeBIT 2011

	OBS service area	Price	Yes, I'll use this service
Invitation services	Complimentary ticket	Tickets and lead management	Included in the marketing fee <input checked="" type="checkbox"/>
	eTicket	Tickets and lead management	Included in the marketing fee <input checked="" type="checkbox"/>
	Premium visitor packages	Tickets and lead management	Extra charge <input type="checkbox"/>
	Invitation card	Advertising your trade fair appearance	Free of charge <input checked="" type="checkbox"/>
	Information for visitors	Advertising your trade fair appearance	Free of charge <input checked="" type="checkbox"/>
Lead management services	Online company & product profile	Listings in the trade show media	Included in the marketing fee <input checked="" type="checkbox"/>
	Lead management	Tickets and lead management	Extra charge <input type="checkbox"/>
	Match & Meet	Advertising your trade fair appearance	Extra charge <input type="checkbox"/>
Advertising & Communication	Outdoor advertising	Advertising your trade fair appearance	Extra charge <input type="checkbox"/>
	Online advertising	Advertising your trade fair appearance	Extra charge <input type="checkbox"/>
	Ads in the visitor newsletter	Advertising your trade fair appearance	Extra charge <input type="checkbox"/>
	Ads in the exhibitor directory	Advertising your trade fair appearance	Extra charge <input type="checkbox"/>
	Downloadable online banner	cebit.de	Free of charge <input checked="" type="checkbox"/>
	Mailing stickers	Advertising your trade fair appearance	Extra charge <input type="checkbox"/>
	Posters	Advertising your trade fair appearance	Free of charge <input checked="" type="checkbox"/>
Press services	Assistance with press conferences	On request	Free of charge <input checked="" type="checkbox"/>
	Internet broadcasts and image trailers	Press services	Extra charge <input type="checkbox"/>
	Online press boxes	Press services	Extra charge <input type="checkbox"/>
	Press boxes at the Press Center	Press services	Extra charge <input type="checkbox"/>
	Listing in the online press guide	Press services	Free of charge <input checked="" type="checkbox"/>
	Media addresses	Press services	Free of charge <input checked="" type="checkbox"/>
	HOT TOPICS newsletter	Press services	Free of charge <input checked="" type="checkbox"/>

All prices are quoted in euros (€) and are subject to Value Added Tax. Subject to change.



Deutsche Messe  
Hannover · Germany

**Deutsche Messe**  
**Messegelände**  
**30521 Hannover**  
**Germany**

Tel. +49 511 89-0  
Fax +49 511 89-32626  
cebit@messe.de  
www.messe.de

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