



Your market:
the future

Solutions for a digital world.

HANNOVER
9-15.3.2006

The world's leading ICT event.

www.cebit.com



CeBIT
Get the spirit
of tomorrow

In demand: your business

CeBIT: renowned, international, unique. These adjectives aptly describe the world's leading trade show for IT solutions, products and services. Every year in March around half a million visitors from all over the globe head straight for Hanover/Germany. The majority of these attendees are IT specialists and decision-makers with specific investment intentions.

Efficiency, networking and access to prospective customers from all over the globe – these are the defining characteristics of CeBIT Hannover. The ICT sector is expected to grow by 4.2% in the coming year.

Against this background **CeBIT 2006** will provide the perfect stage for presenting your products and services. This is your chance to demonstrate your technical expertise and future potential to a broad international audience.

CeBIT is the ideal platform for initiating new business and for maintaining existing contacts. Use this international summit meeting to weave new global networks. In all cases you'll benefit directly from the high-quality audience, worldwide media coverage – and from our international service support.



>> CeBIT lived up to its reputation as the world's leading ICT event. The diverse line-up of exhibitors marks CeBIT's transition from a 'products-only' show to a show for solution providers. <<
Jörg Peters, Marketing Director, IBM Deutschland



Arguments for CeBIT:

- **The entire digital world:**
Only **CeBIT** brings together all segments of the ICT industry at a single venue.
- **Access to target groups:**
Establish links with an international audience that has the power to make investment decisions.
- **More than just a trade show:**
Thanks to the extensive supporting program, **CeBIT** ranks as the world's largest ICT congress.
- **Live on stage:**
More than 10,000 journalists from all over the globe will be on hand to report on your company and its product portfolio.
- **Money makes the world go round:**
Costs versus contacts? **CeBIT** offers excellent value for money compared with other trade shows.
- **The one and only:**
Visitors from all over the world travel to **CeBIT** to experience the fascinating interplay of smart digital products and applications.

CeBIT
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of tomorrow

Your business platforms at CeBIT

- Business Processes
- Communications
- Digital Equipment & Systems
- Banking & Finance
- Public Sector Parc
- future parc



Optimized: your contacts

CeBIT is the premier ICT event – worldwide. By focusing on cross-industry solutions and end-to-end processing chains CeBIT generates countless synergies and attracts the “right” people.

Around 88 % of the attendees at **CeBIT 2005** were business professionals – including top managers and decision-makers from all sectors of industry. Our customers have confirmed that the decision to target SMEs has led to a perceptible surge in visitor attendance.

Exhibitors from Germany and abroad value **CeBIT** as a sure-fire indication of where they stand at present – and as a gateway to new regions, countries and continents. In short, an opportunity you can't afford to miss!

>> Visitor attendance – by distributors as well as consumers – outstripped the previous year's level. The best CeBIT ever. <<
Alain Tiquet, Marketing Director EMEA, Nvidia



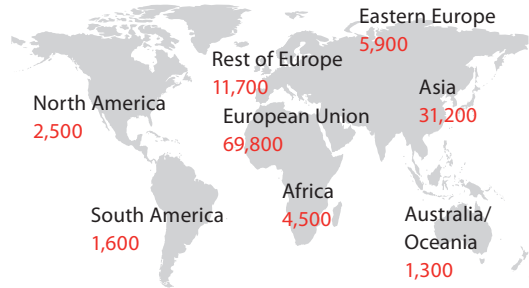
Facts

- Projected growth of the ICT industry in the current year: 4.2 %
- Change in the number of exhibitors: + 2.24 %*
- Average time spent at CeBIT: 1.9 days (+ 0.1)*
- Number of stands visited by the average professional attendee: 24.4 (+ 3.7)*

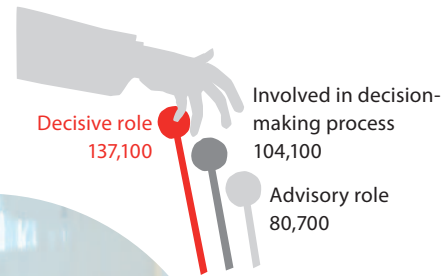
* Compared with the previous year.



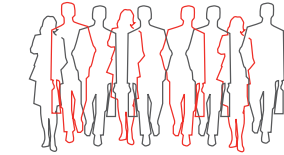
Breakdown of foreign visitors



Decision-making authority of professional visitors



Visits to other ICT trade shows



Only CeBIT/no other trade show
52.8%

CEBIT IN FIGURES

Professional visitors according to business sector



Manufacturing industry	50,200
Manufacturers of ICT end-user equipment	66,500
Manufacturers of OEM products	8,400
Skilled trades	4,600
Wholesale/retail trade	40,600
Software companies/IT consultants	27,600
Services, self-employed professionals	85,700
Telecommunications	39,700
Banks, insurance companies	13,000
Public authorities	53,100



Facts:

Number of visitors
474,100

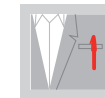
Professional visitors
418,100



Visitors from Germany
345,600

Visitors from other countries
128,500

Areas of responsibility of professional visitors



Senior management	69,800
Data processing/IT management	130,400
Telecommunications	32,600
Sales/marketing/PR	63,600
Research/development/design	36,000
Planning/work scheduling	10,000
Manufacturing	11,300
Materials handling/logistics/transport	5,400
Purchasing/procurement	7,500
Finance/accounting/controlling	12,500
Administration/organization/human resources/social services	23,800

"Must-see" display categories (professional visitors)

Digital Equipment & Systems	240,000
Communications	254,000
Business Processes	168,000
Human Resources, Automatic Data Capture	44,300
Security	105,800
Banking Technology & Card Technology	43,500
future parc	81,500
Public Sector Parc	44,300
CeBIT Job & Career Market	43,100

Definite investment plans in conjunction with CeBIT visit



Yes
48.1%

Visit to next year's CeBIT



Firmly planned:
68.7%

Networked: your business

Today's companies depend more and more on sophisticated solutions and service-oriented architecture in order to manage their IT-based workflows. **CeBIT** is the only trade show worldwide that presents a complete picture of the business process market. This is the ideal setting in which to showcase your products and services. No fewer than 40.3 % of the visitors to **CeBIT 2005** attended the Business Processes display. Exploit this unique opportunity to reach out to new customers.

solutions

>> We were very satisfied with the outcome of CeBIT 2005. Increasingly this show is becoming a communication platform for decision-makers and professionals who are well-prepared and have specific information needs. <<
Dr. Ralf Strauß, Head of Marketing, SAP AG, Germany



Facts

- Total number of professional visitors: 168,500
- International appeal: professional visitors from 83 countries
- Number of professional visitors from small and medium-sized enterprises: 110,200



BUSINESS PROCESSES

System Management Solutions (Hall 3)

- System Software
- Networks Management
- DB Software
- Middleware
- Development Tools
- Operating Systems
- Administration Systems
- IT Services

Innovative Technologies & Solutions (Halls 1, 3)

- Enterprise Application Integration (EAI)
- Information Lifecycle Management
- Document Management Solutions
- Storage Solutions
- Business Intelligence/Knowledge Management
- Content Management
- Business Content & Electronic Publishing

Security (Hall 7)

- Security Tools & Services
- Security Software & Hardware
- Secure Communications
- Biometrics
- Consulting & Planning



Forums and special presentations

- SME Forum, Hall 6
- DMS Forum, Hall 1
- Business Intelligence & Enterprise Information Integration Forum, Hall 3
- Business Content & Electronic Publishing Forum (COMiNFO), Hall 3
- Enterprise Applications Forum, Hall 5
- Human Resource Competence Center (HR CC), Hall 6
- eWorld (work, learning and performance), Hall 6
- CeBIT JOB & CAREER MARKET, Hall 6
- World of Solutions, Hall 6
- Marketing Solutions Area, Hall 6
- CefIS – Center for Information Security, Hall 7
- Security Software Area, Hall 7
- IT Outsourcing Solutions Forum, Hall 8
- International CeBIT Forum, Hall 8

Enterprise Applications (Halls 4–6)

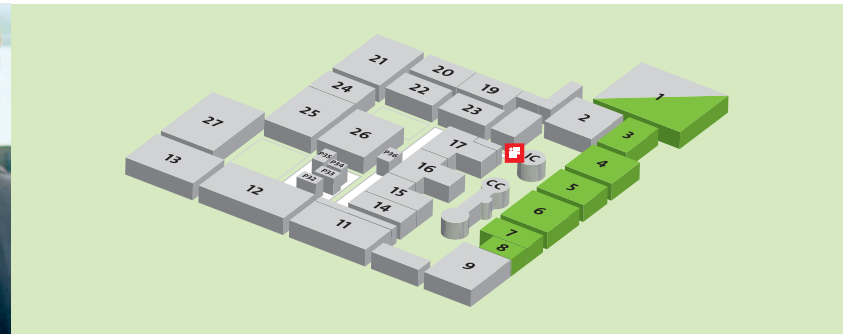
- Application Software
- Enterprise Resource Planning (ERP)
- Customer Relationship Management (CRM)
- Supply Chain Management (SCM)
- Manufacturing Execution Systems (MES)
- Production Data Management
- Auto ID Technologies
- Card Technology

IT Outsourcing Services (Hall 8)

- Business Process Outsourcing (BPO)
- IT Outsourcing (ITO)
- Consulting for IT Outsourcing
- Offshore Services

Human Resource Management (Hall 6)

- HR Software & Services
- Time & Access Control
- Personnel Deployment Planning
- Learning Technologies



Decisive: your communications ideas

Modern communications technology is revolutionizing the way we live and work.

Technologies such as UMTS, GPRS, WLAN and VOIP enable us to communicate and transport large quantities of data, regardless of our current location. To survive and prosper in the marketplace companies have no option but to keep pace with these developments. For this reason the communications market continues to offer enormous potential for future growth.

CeBIT is the ideal place to present your cutting-edge solutions to potential users from all over the globe. Exploit this unique opportunity to establish new contacts and unlock new sources of business potential.

>> CeBIT is the flagship fair for the ICT industry – an industry that is growing faster than any other in Germany. Here you can see what's going to be commonplace tomorrow – products that will awaken our emotions and make our lives easier. <<

Uwe Bergheim, CEO, E-Plus



Facts

- Total number of professional visitors: 254,500
- Number of professional visitors from all sectors of the trade: 41,000*
- International appeal: professional visitors from 87 countries
- Number of professional visitors from small and medium-sized enterprises: 156,200

* Including more than one reply by individual respondents



Fixed Line (Halls 12, 13)

- Switching Systems for Fixed-Line Networks
- Private Branch Exchanges
- Phones
- Fax Equipment and Fax Systems
- Modems, Switching-on Equipment and Converters
- ISDN
- DSL
- WLAN
- Intercom and Calling Systems
- Voice over IP & Computer Telephony

**Mobile Communications, Broadcasting
(Halls 11, 12, 26, Pavilions 32–36,
Open-air Site)**

- Mobile Communication Infrastructure
- Digital Cell Phones
- Periphery for Cell Phones
- Pagers and Paging Technology
- GSM, GPRS, UMTS
- Satellite Communications
- Digital Audio and Video Broadcasting
- Internet Broadcasting



Communications and Internet Services

(Halls 11, 12, 26, Pavilions 32–36, Open-air Site)

- Network Related Communication Services, Carriers
- Horizontal Value added Services, Service Providers
- Satellite Services

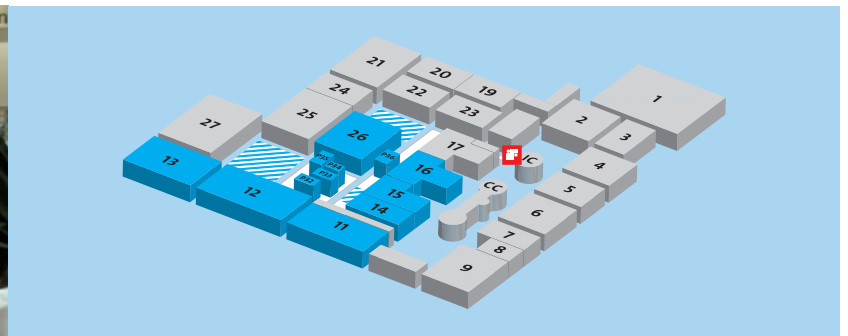
Telematics and Navigation (Hall 11)

- Telematics Services
- Traffic Telematics Systems, Navigation Systems
- Global Localisation Systems

COMMUNICATIONS

Networks (Halls 14–16)

- Active Network Components
- Passive Network Components
- Network Diagnosis and Measuring Equipment
- Network Computing Software
- Powerline Communications

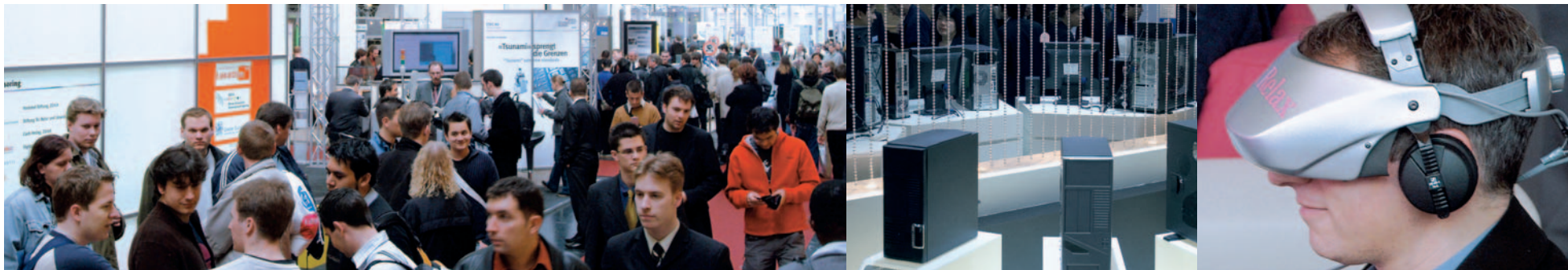


In focus: your digital expertise

Digital components, peripherals, end-user devices and accessories have become an important part of our everyday lives. The demand for new products and systems has acquired a whole new dimension. Existing and future generations of consumers are looking for enhanced flexibility, mobility, convenience and multifunctional features. The convergence of previously separate technologies is paving the way to a digital lifestyle with unprecedented possibilities – in both the professional and the private sphere. To succeed, new products will have to appeal to the emotions of potential users.

By exhibiting at Digital Equipment & Systems you'll be ideally placed to boost demand for your products and move towards new horizons.

>> We were very pleased with the results of CeBIT 2005 – above all with the positive echo we received from the numerous specialist distributors. <<
Peter Weber, Head of Corporate Communications Europe, Panasonic



Office Solutions

- Printers
- Copiers
- Laminating Equipment and Systems
- Mail Handling
- Paper Processing and Handling
- DTP/Pre-Print
- Document Shredders

Storage Solutions

- Internal and External Storage
- Magnetic Disk Storage Systems
- Magneto-optical Storage Systems
- Optical Storage Systems
- Tape Library Systems
- Storage Media
- Management Systems for Storage Systems
- iSCSI Systems
- Blu-Ray Systems and Devices
- HD Systems and Devices

Peripherals and Components

- Input and Output Peripherals
- Mice and Keyboards
- Monitors
- Cases
- Coolers
- Sound Cards
- Graphics Cards
- Scanners
- Processors
- Motherboards

Computers

- Supercomputers/ Mainframes/Minicomputers
- Workstations
- PCs
- Notebooks/Laptops
- PDAs/Handhelds
- Blade Servers

Point of Sale

- Cash Register Systems
- Shop Systems

Home Electronics

- Intelligent Home/ E-home Systems
- Home Automation

Digital Imaging Area

Planet Reseller

World Cyber Games



DIGITAL EQUIPMENT & SYSTEMS

Digital Entertainment

- Audio
- Hi-Fi
- Video/DVD
- TV – Digital Video Broadcast, Digital Audio Broadcast, Interactive TV
- Entertainment Systems and Devices
- Home Theatre
- Audio-Video Communications Servers
- Games (Hardware and Software)
- Display Technologies
- Consumer Electronics
- Multimedia Home Platform
- Download Systems and Devices

Digital Photography

- Cameras
- Storage Media
- Image Processing
- Materials
- Accessories

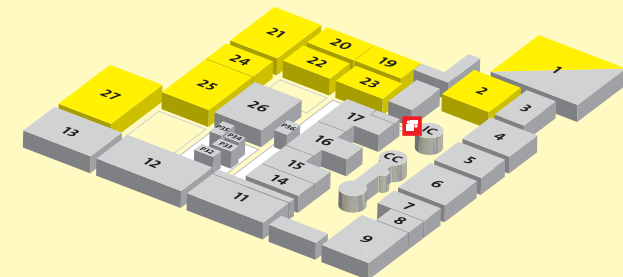
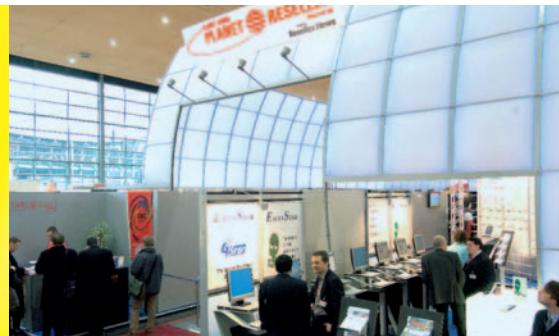
Accessories

- Bags
- Cases
- Mountings
- Sleeves, Racks
- Adapters

Facts

- Total number of professional visitors: 240,000
- Number of professional visitors from all sectors of the trade: 41,000*
- More than 100 exhibitors and around 65,000 professional visitors used Planet Reseller as a presentation platform and source of information

* Including more than one reply by individual respondents



Embedded: your special events

The financial services industry and the public sector are relying more and more on digital technologies in order to enhance customer relationships and maximize data security.

CeBIT 2006 will boast an unrivalled line-up of special displays devoted to key current issues and future challenges. These displays provide an excellent opportunity for your company to demonstrate its innovative skills and product offerings to a specialist international audience.

At “future parc” – to give just one example – universities, research organizations and start-up enterprises will be presenting ground-breaking solutions for application in all sectors of the ICT industry.

>> We held a large number of in-depth discussions. The target-group-oriented concept – i. e. different halls for consumers, business customers and the public administration sector – has paid dividends. <<

Jürgen Gallmann, CEO Microsoft Deutschland

SME Forum

The central discussion forum and presentation platform for ICT solutions targeted at small and medium-sized enterprises.

Banking & Finance

The ideal showcase for hardware, software, services, card systems and equipment for banks and the financial services industry.

Public Sector Parc

The central platform for innovative ICT solutions, services and projects for the public sector (e-government).

future parc

What will be the dominant factors affecting the way we live and work in the future? At future parc you can explain your ideas and visions to an expert professional public.

SME FORUM

- Special forum for small and medium-sized enterprises, Hall 6

SPECIAL PRESENTATION

- World Cup Lounge, Hall 9

SPECIAL EVENTS

Corporate Lectures

The world's biggest ICT congress. Presentation of the latest trends and solutions by the exhibitors at **CeBIT**. Further information www.corporatelecture.de

Conferences

Deutsche Messe AG and numerous high-profile partners will team up to present an unrivalled program of conferences on key issues affecting the ICT industry. Further information: www.cebit.de/events



FUTURE PARC

- Business meets research and new technologies, Hall 9

PUBLIC SECTOR PARC

- European ICT Solutions for Government and Public Services, Hall 9

BANKING & FINANCE

- Banking Equipment and Systems, Hall 17
- Financial Services, Hall 17
- Card Technology, Hall 17

Forums and Special Events

- BANK FINANZ SYSTEME, Hall 17
- financial intelligence center, Hall 17



The iF awards number among the most prestigious design prizes worldwide.



A new highlight in the coming year: the "iF brand award – best of CeBIT 2006". For further information about the iF design awards and online registration procedures go to: www.ifdesign.de



Efficient: your presentation

CeBIT is without equal worldwide. Exhibitors from the ICT and CE industries have the opportunity to reach all their potential target groups and business partners at one time and at one venue. No other trade show attracts as many top decision-makers. And no other trade show offers a similar return on investment (measured in terms of the number of decision-makers per square metre of stand space).

A new four-year rental period begins in **2006**. You can sign up either for **2006** or for the years **2006** to **2009** inclusive. If you opt for the four-year agreement you'll have guaranteed access to your required number of square metres for four years in succession.

CeBIT offers you unrivalled opportunities for marketing your company's products and know-how – efficiently and cost effectively. To find out more about our services, please read on.

Discount for early bookings* € 4.00/m²
(Open-air Site € 2.00/m²)

Closing date for registrations for CeBIT 2006: 31 July 2005

More information: +49-511/89-3 22 67

Rental charges

	2006, €/m ²	2007, €/m ²	2008, €/m ²	2009, €/m ²
Basic charge for one-year agreement	196.00			
Basic charge for four-year agreement	179.00	184.00	189.00	194.00
Additional charge for Hall 1	26.00	26.00	26.00	26.00
Upper floor of stands in all halls	71.00			
Open-air Site	87.00			
Charge for advertising expenditure	8.50			
Charge for media expenditure	123.00			
AUMA contribution	0.60			
Co-exhibitor charge	700.00			



Additional charges

Stands with two or more open sides are subject to an additional charge. Additional charge for stands of up to 50 m²:

- 25 % of basic charge for stands open on two sides
- 40 % of basic charge for stands open on three sides
- 60 % of basic charge for stands open on four sides.

For all larger stands the additional charge is according to the charges above for the first 50 m², and half the above rate for the area in excess of 50 m² up to 100 m². There is no additional charge for the area in excess of 100 m². The additional charge for Hall 1 and the upper floor of two-storey stands as well as the charge for advertising expenditure and the AUMA contribution are exempt from the special charge made for stands with two or more open sides. All prices are subject to VAT.

Cash and retail sales

The cash sale or retail sale of exhibits and samples by exhibitors to private or business individuals is strictly prohibited. This includes the sale of merchandise and/or the provision

of services against payment at the Hannover Exhibition Grounds. Samples may be distributed only if these are free of charge. Sales agreements may be concluded during CeBIT. However, the delivery of goods, the provision of services and the payment thereof (in cash, by cheque, credit card or any other means) may take place only after CeBIT. Special rules apply to publishing houses. Further details are available from the CeBIT Project Team.

** Important note for foreign exhibitors:

Provided that the relevant legal conditions are fulfilled, foreign exhibitors can apply to the Federal Office of Finance in Bonn for a refund of Value Added Tax. In particular, refunds can be granted if Value Added Tax or a similar tax is not charged in your home country, or if Value Added Tax refunds are made via companies domiciled in Germany. Application for refunds must be submitted within a period of six months after the end of the calendar year in which the trade show took place.

* Applies to one-year agreements for CeBIT 2006 concluded on or before the final closing date 31 July 2005.

** Extract from Terms and Conditions A + B

Well chosen: our services

We offer a complete range of services designed to maximize the benefits of exhibiting at CeBIT. After all, customer satisfaction is our main objective. We look forward to seeing you in Hannover.

Our services at a glance:

Technical support

We offer a complete spectrum of technical support services – for example, stand construction, phone and electricity connections, cleaning and waste disposal, to name just a few.

Marketing

Your listings in the catalogue and electronic media are easy to find. A worthwhile investment that maximizes the benefits of exhibiting at CeBIT. And if you want to make a truly lasting impression we'll help you organize press conferences and evening receptions for your customers. The Convention Center provides the ideal venue.

Advertising

Deutsche Messe AG can supply promotional materials in unlimited quantities and – in most cases – free of charge. We also carry out an intensive advertising campaign. After all, your customers are our customers.

Outdoor advertising

Outdoor advertising at the Exhibition Grounds is a further means of attracting the attention of prospective customers. We offer a complete service package, including production and installation.

On-site services

Numerous restaurants cater for a broad spectrum of different tastes. The list of on-site amenities is long – everything from a pharmacy to forwarding agents

Travel and accommodation in Hannover

Our subsidiary Travel2Fairs will be glad to arrange travel and accommodation. For further information and bookings visit www.travel2fairs.com or phone +49-511/3 36 44-510.

At your service:

- Our team of specialists will be glad to advise you before, during and after CeBIT.
- The CeBIT website (www.cebit.de/exhibitorservice) provides a broad range of useful information.
- Immediately before and during CeBIT you can contact us at the on-site Exhibitor Service Center (open from 8.00 a. m. to 6.30 p. m.).
- Via our online ordering system **OBS** you can select and order services at the click of your computer mouse.



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Pavilions 32–36, Open-air Site)

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IT Outsourcing

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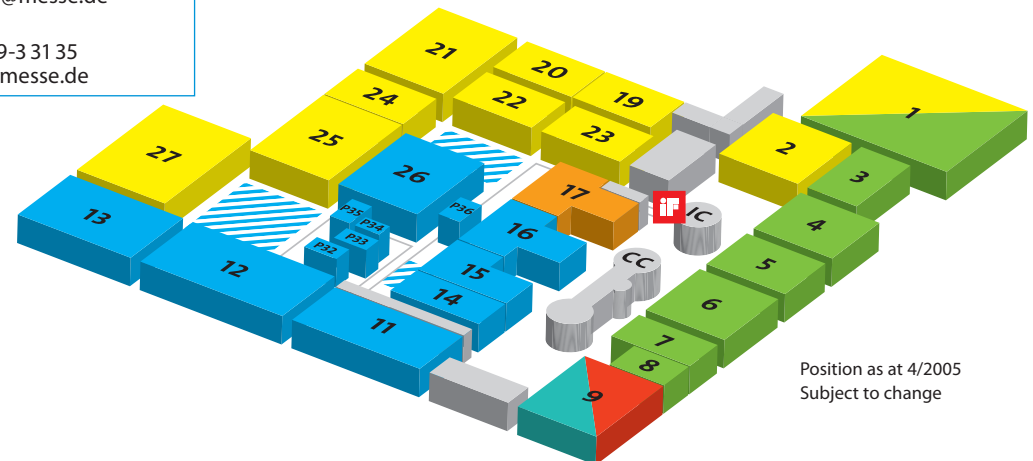
You are planning to exhibit at CeBIT for the first time?
If so, please contact:

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For further information about CeBIT 2006 please visit www.cebit.com

CeBIT 2006 at a glance



Position as at 4/2005
Subject to change

Trade show packages – full service from a single source

Our trade show packages represent a highly efficient way to take part in **CeBIT 2006**. You simply book a fully fitted stand, plus a complete spectrum of individually tailored information and services – and we'll take care of the rest. This will leave you free to concentrate on the essentials.

There are three different packages to choose from: "Classic", "Comfort" and "Premium". The spectrum begins with a basic stand plus a convincing array of fittings and services – and ends with a luxury version that leaves nothing to be desired in terms of service support. Of course,

you can order supplementary services and stand fittings at an additional charge. We'll be glad to help and advise. If you have any questions, please call us on **+49-511/89-3 22 67** or send an e-mail to **fairpackage@messe.de**.

Further information is available on the Internet (**www.cebit.de/fairpackage**) and in the enclosed Terms and Conditions. Simply complete and return the enclosed application form.

We recommend that you take advantage of the discount for early bookings by registering no later than **31 July 2005**.

"Classic" package



Consisting of:

- Stand space
- Type A modular system stand with basic fittings (partition walls, carpeting, furniture, lockable booth, coat hooks, spotlights, signboard with lettering, wastepaper basket, electricity distributor box with 3 connections, plus 1 additional 3-way power point)
- Electricity supply (3 kW)
- ISDN connection
- Stand cleaning and waste disposal
- Press services, e. g. 2 press distribution boxes and listing in the press guide
- Cooperative advertising package
- Media entries, incl. company name, 20-line company profile and 4 product category entries
- CeBIT 2006 catalogue
- Exhibitor passes
- Insurance for stand and furniture

Prices*:

Stand area	Row stand (open on one side)	Corner stand (open on 2 sides)	End stand (open on 3 sides)
15–19 m ²	356.10 €/m ²	405.10 €/m ²	434.50 €/m ²
20–24 m ²	342.10 €/m ²	391.10 €/m ²	420.50 €/m ²
25–29 m ²	333.10 €/m ²	382.10 €/m ²	411.50 €/m ²
30 m ²	325.10 €/m ²	374.10 €/m ²	403.50 €/m ²

"Comfort" package



Consisting of:

- Stand space
- Type B modular system stand with basic fittings (partition walls, carpeting, furniture, lockable booth, coat hooks, spotlights, signboard with lettering, wastepaper basket, electricity distributor box with 3 connections, plus 2 additional 3-way power points)
- Electricity supply (10 kW)
- ISDN connection
- Stand cleaning and waste disposal
- Press services, e. g. 2 press distribution boxes, 1 Internet press distribution box and listing in the press guide
- Cooperative advertising package
- Media entries, incl. company name, 20-line company profile and 8 product category entries
- 1 corporate logo with hyperlink on the Internet
- CeBIT 2006 catalogue
- Exhibitor passes
- Insurance for stand and furniture

Prices*:

Stand area	Row stand (open on one side)	Corner stand (open on 2 sides)	End stand (open on 3 sides)
15–19 m ²	436.10 €/m ²	485.10 €/m ²	514.50 €/m ²
20–24 m ²	408.10 €/m ²	457.10 €/m ²	486.50 €/m ²
25–29 m ²	390.10 €/m ²	439.10 €/m ²	468.50 €/m ²
30–39 m ²	373.10 €/m ²	422.10 €/m ²	451.50 €/m ²
40–44 m ²	362.10 €/m ²	411.10 €/m ²	440.50 €/m ²
45–50 m ²	357.10 €/m ²	406.10 €/m ²	435.50 €/m ²

"Premium" package



Consisting of:

- Stand space
- Type D modular system stand with basic fittings (partition walls, carpeting, furniture, lockable booth, coat hooks, spotlights, signboard with lettering, wastepaper basket, electricity distributor box with 3 connections, plus 3 additional 3-way power points)
- Electricity supply (10 kW)
- ISDN connection
- Press services, e. g. 2 press distribution boxes and Internet press distribution boxes with up to 3 images
- Cooperative advertising package
- Stand cleaning and waste disposal
- Media entries, incl. company name, 20-line company profile and 12 product category entries
- 1 corporate logo with hyperlink on the Internet
- 3 product hyperlinks on the Internet
- 1 one-third banner ad (20,000 page impressions)
- CeBIT 2006 catalogue
- Exhibitor passes
- Insurance for stand, furniture and fittings

Prices*:

Stand area	Row stand (open on one side)	Corner stand (open on 2 sides)	End stand (open on 3 sides)
20–24 m ²	517.10 €/m ²	566.10 €/m ²	595.50 €/m ²
25–29 m ²	484.10 €/m ²	533.10 €/m ²	562.50 €/m ²
30–39 m ²	451.10 €/m ²	500.10 €/m ²	529.50 €/m ²
40–44 m ²	431.10 €/m ²	480.10 €/m ²	509.50 €/m ²
45–50 m ²	419.10 €/m ²	468.10 €/m ²	497.50 €/m ²

* Discount for early bookings: Exhibitors who register by 31 July 2005 will receive a discount of € 4/m² on the quoted package prices.

All prices are subject to VAT at the currently applicable rate. The prices for other stand areas and for packages in connection with four-year rental agreements will be quoted upon request.



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CeBIT

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