Broadband World
at the CeBIT 2010
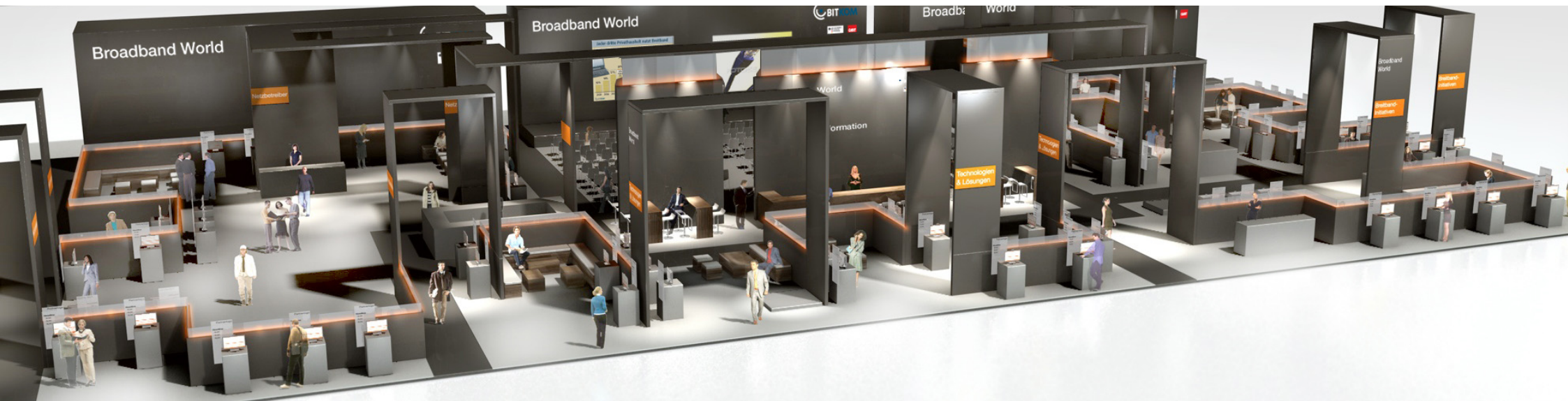
Dear members, ladies and gentlemen,

The Federal Government has set itself clear, ambitious targets with its Broadband Strategy: By the end of 2010 every household in Germany should be able to surf the Internet at a minimum of 1 Megabit per second. In 2014, 75 percent of households should have access to at least 50 Mbits. The new broadband world offers unique opportunities for the ICT industry, business, politics and society. Under the motto "Connected Worlds", these opportunities will be the central focus of the CeBIT 2010.

The CeBIT provides the ideal platform to highlight and to market the theme of broadband in all its aspects. The world's leading exhibition of the ICT industry attracts up to 400,000 visitors. The interest of the national and international media is enormous. It is a source of information for 60 ministerial delegations from home and abroad together with many other high-level representatives from politics and public administration. In partnership with the Federal Ministry of Economics and Technology we present the theme of broadband with "Broadband World" – an exhibition within the exhibition.

Co-operation with further partners and an extensive programme of events make the "BITKOM Broadband World" a central point of contact for exhibitors, network operators, planners, users and policy-makers. The exhibition area is supplemented by an extensive programme of events and talks, conducted tours for visitors and media representatives, press activities, high-level meetings and best-practice presentations.

If your company offers products and services around the general theme of broadband, I invite you most cordially to make use of the "BITKOM Broadband World".
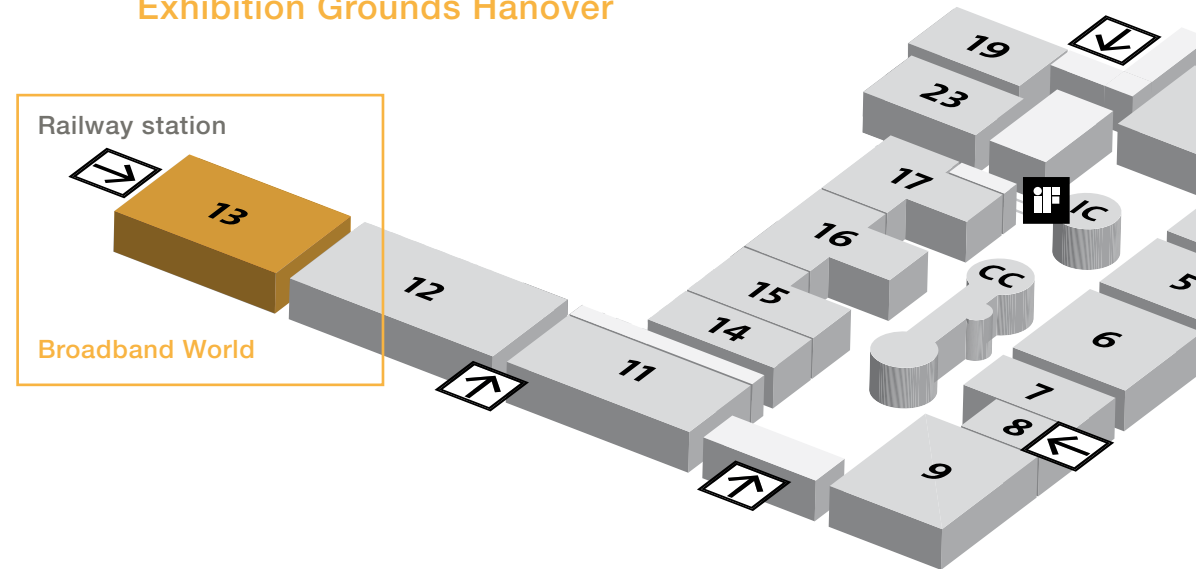
With good wishes,
Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer
President of BITKOM

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Motivation

The Federal Government has decided, in its Broadband Strategy, that all households in Germany should be provided with fast Internet connections, at the latest, by the end of 2010. By the end of 2014, at least 75% of all households should in addition have access to a broadband connection with at least 50 Mbits/s. The Federal Government thereby acknowledges the overwhelming importance of fast Internet connections for Germany as an economic location and for the future viability of a society. Putting this into practice is a considerable challenge for business and politics in the coming years.

Against this background the CeBIT 2010 (2nd – 6th March, 2010) offers the ideal platform to highlight and to market the theme of broadband in all its aspects. As the world's leading exhibition of the ICT industry with around 400,000 specialist visitors, an enormous media interest, also internationally, and strong political representation at Federal, state and community level, the CeBIT is an ideal platform. At the CeBIT 2010, the theme of broadband can receive its own single thematic focus.

The motto of the CeBIT 2010 is "Connected Worlds": Companies, public authorities, private citizens – they are all and everywhere networked. The precondition for this is a well-developed broadband infrastructure. And this is also becoming increasingly important internationally. As Germany leads the way in Europe in exploiting the digital dividend, other EU countries are watching closely which technologies and companies are making progress in Germany and in which respects.

Against this background BITKOM has developed the following concept of a "BITKOM Broadband World", to give the companies of the broadband industry a platform to concentrate attention on questions surrounding broadband on which providers, planners, local authorities and policy-makers can meet together.
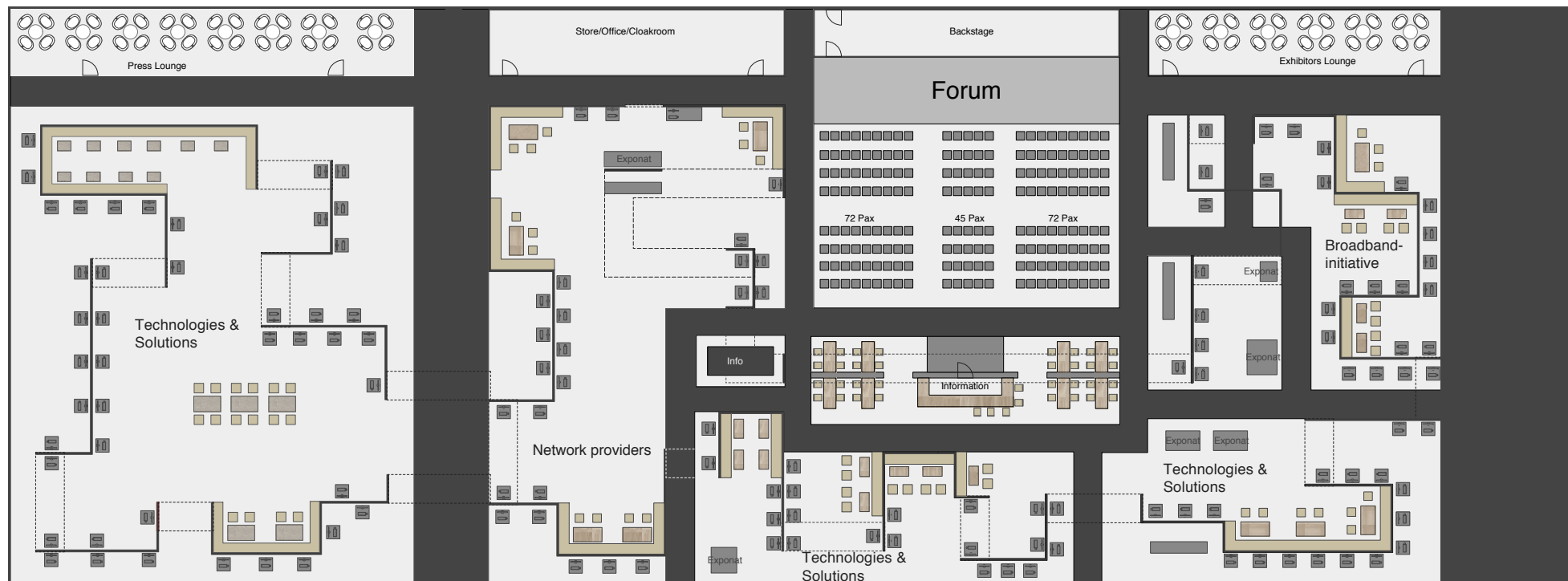
Concept

The BITKOM Broadband World should become the central point of contact at the CeBIT for all those interested in broadband. As with the very positive experience of Green IT World at the CeBIT 2009, partners should be attracted with an integrated concept, containing the following aspects:

- **attractive exhibition spaces**

- **an extensive programme of expert lectures with opportunities for participation for exhibitors**

- **a co-ordinated PR and communications concept**

- **manifold involvement of the political level**

The partnership sought with the Federal Ministry of Economics and Technology and co-operation with the broadband initiatives in the federal states and local authority organisations are already making it possible to target and address potentially interested and expert visitors in the run-up to the CeBIT. Further organisations and initiatives, for example the German Broadband Initiative, Federation of German Industries (BDI) or German Chambers of Industry and Commerce (DIHK), will also be invited to co-operate.

Press Lounge

Store/Office/Cloakroom

Backstage

Exhibitors Lounge

Forum

Exponat

72 Pax

45 Pax

72 Pax

Broadband-initiative

Technologies & Solutions

Info

Exponat

Information

Exponat

Network providers

Exponat

Exponat

Technologies & Solutions

Technologies & Solutions

Exponat

Ground Plan Broadband World 2010*

Exhibition area

Broadband World is to be found in the section Telecommunications of the CeBIT 2010 in Hall 13. This is on the main axis of circulation for all visitors arriving through the West Entrance by train or S-Bahn.

Through an integrated general design concept for the exhibition stand the effort required in preparation and operation for participating companies will be reduced to a minimum (existing exhibit designs such as product presentations from the preceding Mobile World Congress in Barcelona or trucks from a road show can be incorporated very well into the conception for the stand). In addition to the stands of exhibitors, the stand concept includes the provision of shared facilities (reception, meeting rooms, lounge, forum) which will be available, for example, for presentations and discussions with customers.

A large, continuously moderated forum can be adapted flexibly for between 80 and 200 participants (there are two projection screens, stage, full technical equipment, etc.).

* Stand layout is only for illustration; correct allocation follows according to actual participation in agreement with the exhibitors

Forum Broadband World 2010

Programme of events and lectures

The programme in the forum area will run continuously during the exhibition. It will present a specialist programme intended for a variety of target groups:

- aimed at users (potential investors, local authorities, planners): a specialist conference with "Tips & Tricks" and "Best Practices" for expansion of broadband in rural areas (e.g. in cooperation and joint invitation with the German Association of Towns and Municipalities (DStGB), county associations and broadband initiatives of the federal states.

- aimed at providers: a specialist conference on technologies and products

- aimed at journalists: short specialist lectures followed by conducted tours and explanations of technologies and products

- a Broadband Summit with high-level representatives of politics and business

Events programme of Broadband World at CeBIT 2010

Monday 01.03.2010	Tuesday 02.03.2010	Wednesday 03.03.2010	Thursday 04.03.2010	Friday 05.03.2010	Saturday 06.03.2010
	Exhibition Tour Chancellor	Focus Topic Broadband in Rural Areas and Best Practices	Focus Topic Broadband in Rural Areas and Best Practices	Focus Topic Broadband in Rural Areas and Best Practices	Broadband Vision Networks, Technologies and Applications
	Opening and Press Conference				Broadband Dialogue Symposium
Press Tour Broadband World	Broadband Summit of the German Broadband Initiative	Broadband Dialogue Symposium	Broadband Dialogue Symposium	Broadband Dialogue Symposium	Digital Natives
	Broadband Vision	Broadband Vision Networks, Technologies and Applications	Broadband Buildout Financing from Open Access to Private Equity	Broadband Vision Networks, Technologies and Applications	"erlebe it" The Initiative for Tomorrow's ICT Professionals
	PR Workshop Broadband				Young Researchers
	Company Event	Company Event	Company Event or Stand Party	Company Event	

Legend:
- Press
- Politics
- Special Topics
- Podium/Presentation
- Evening

Draft as of October 2009

The Broadband Summit of the German Broadband Initiative (founded by the Federal Ministry of Economics and Technology (BMWi), D21 and BITKOM) will be incorporated in the programme of Broadband World as a special event. In 2009 among more than 250 taking part were leading representatives of German telecommunications companies (board members and managing directors of Cisco, DTAG, Kabel Deutschland, Vodafone/Arcor, Alcatel-Lucent, NSN), together with the Federal Minister of Economics zu Guttenberg, the Director General of the Federation of German Industries (BDI) Schnappauf and the Australian Telecommunications Minister Senator Conroy.

Co-operation with the Federal Ministry of Economics and Technology (BMWi), broadband initiatives of the Federal States, the German Association of Towns and Municipalities (DStGB), county associations and other partners makes it possible to target advertising of events to specific audiences and provides the basis for attracting large attendance of interested visitors at these events.
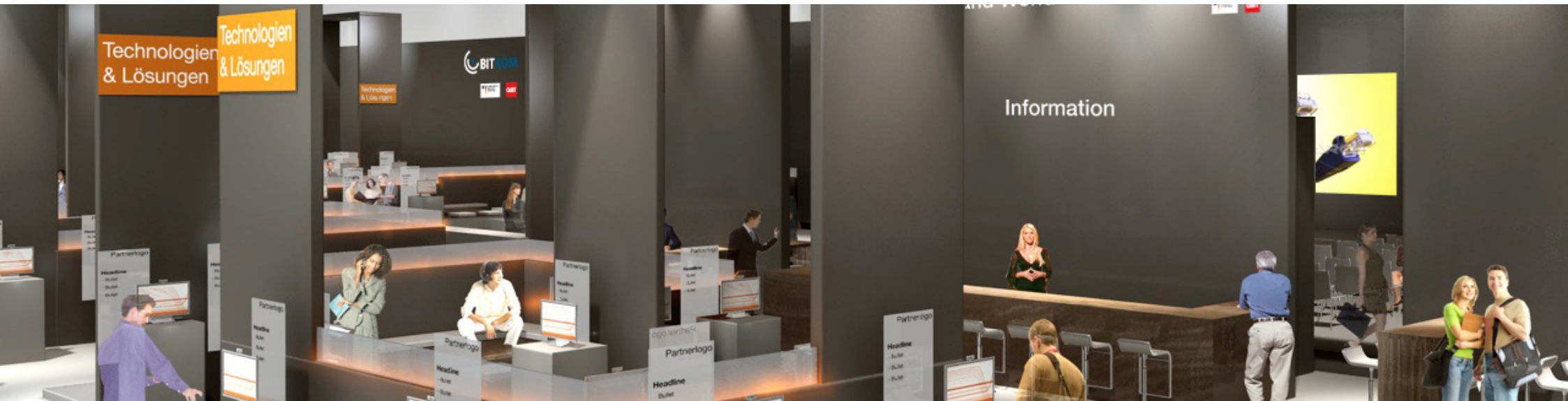
PR / communications concept

Building on the excellent experience of Green IT World 2009, a coordinated PR concept should be designed and put into practice by BITKOM, the Federal Ministry of Economics and Technology (BMWi), participating companies, the German Association of Towns and Municipalities (DStGB), German County Association, broadband initiatives of the Federal States, the Deutsche Messe AG and, where applicable, other partners. The PR concept includes appropriate advanced coverage in the media, the opening of Broadband World by the Federal Minister of Economics and an associated press conference. In addition, background press briefings, conducted tours of delegations of journalists, CeBIT previews, etc.

Concentration on target groups

More than ever, the quality of the contacts made at a trade fair are decisive for successful participation. Issuing specifically-targeted invitations and putting the emphasis on addressing selected groups of people considerably improve the success of trade fair leads.

A complete range of facilities with full service

As an exhibitor in Broadband World taking part in the world's largest ICT trade fair will be made easy for you. Clearly-defined Participation Packages simplify the decisions to be made. From the beginning, a competent project team accompanies you. From the choice of the right Participation Package, through attendance and support in the development and realisation of your presentation, down to setting it up on the spot. Accompanying activities such as PR measures, attending to delegations, workshops etc. can also be developed and implemented on agreement by the project team.

Possibilities for participation

Become an exhibitor in Broadband World at the CeBIT 2010. You can choose between three different variants for participation:

Package L: Stand size 40 sq.m
Package M: Stand size 25 sq.m
**Package S: Stand size 15 sq.m**

Each Package offers you a defined stand area inclusive of services at a broad range of levels to increase attendance within the framework of Broadband World.

The location is subject to agreement with BITKOM in the preferred thematic area of Broadband World. The size of the exhibition space will be determined on the basis of the chosen Participation Package.

The exhibition space is divided into a presentation area and a communication area.

Please note

In addition to the packages mentioned opposite, an individual enlargement of the stand size is also possible, subject to agreement and availability.
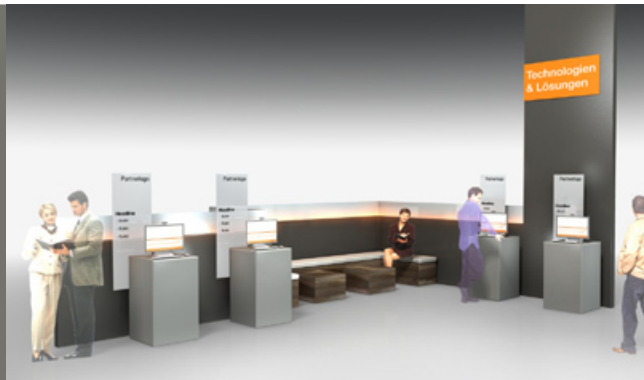
Package L

Package M

Package S

Overview of participation packages

Package L

Stand area of 40 sq.m (Basic equipment including: rear panel, flooring, lighting, graphic panel with company logo) – the area can optionally be enlarged, for an appropriate fee, up to 100 sq.m

Communication area with room for ca. 6-8 persons, incl. 4 workplaces

2 speaker slots in the associated programme

Package L: 45,000 Euro (for BITKOM members 40,000 Euro)

Package M

Stand area of 25 sq.m (Basic equipment as above)

Communication area / information counter with room for ca. 4 persons, incl. 2 workplaces.

1 speaker slot in the associated programme

Package M: 28,000 Euro (for BITKOM members 24,000 Euro)

Package S

Stand area of 15 sq.m (Basic equipment as above)

Communication area / information counter with room for 2 persons, incl. 1 workplace.

Package S: 15,000 Euro (for BITKOM members 12,000 Euro)

Packages include the various attendant charges e.g. for Internet connection, electricity, security services etc. as well as the use of shared facilities (reception, lounge, meeting rooms).

Please note

Subject to agreement, it is possible in principle to modify the package to meet the requirements of individual presentations (e.g. antennas, racks, etc.)

Participation packages in detail

The following is a detailed description of the services included in the various participation packages.

Services:	Package S 15.000 Euro	Package M 28.000 Euro	Package L 45.000 Euro
Exhibition space / Stand / Equipment			
Stand size	15 sq.m	25 sq.m	40 sq.m
Flooring	1	1	1
Rear panel	1	1	1
Communication table "Standing version"	1	1	2
Communication table "Seated version"	–	–	2
Workplace display	1	2	4
Information counter	-	1	1
Bar stool	2	4	6
Seating chairs	–	–	2
Graphic panel for logo presentation	1	1	1
TFT monitor	1	2	3
Internet access	1	2	4
Associated costs: insurance of exhibit, cleaning of stand, waste disposal, security services	1	1	1
Public relations			
Advance information to the press through the well-established communication channels of BITKOM and CeBIT	1	1	1
Forum:			
Use of the Lounge	–	1	1
General:			
Marketing fee	1	1	1
Trade visitor tickets	250	500	750
Exhibitor's passes	2	4	6
Entry in the Online Press Guide	1	1	1
2 press boxes	1	1	1
Internet press box	0	1	1 (incl. a picture
Current information service	1	1	1
Index of important editorial addresses	1	1	1
Entry of company details including hyperlink to company website	1	1	1
4 entries in product categories	1	1	1
5 product descriptions	1	1	1
Entry of your company profile	1	1	1
CeBIT exhibitor directory	1	1	1

Contact

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