



Relaunch of official CeBIT website

**Another plus for exhibitors:
Redesigned website for powerful
planning and promotion**

The official CeBIT website at www.cebit.de has been thoroughly revamped for CeBIT 2005. You will find the new concept features greater structural clarity, topped off with a more cutting-edge design. But it also offers a whole array of new functionalities that will help you quickly locate specific information on anything and everything concerning CeBIT 2005.

Each page on the site now features a column devoted to services, in which you can easily spot the right persons to handle your particular inquiry, along with any related downloads available.

Another improvement: The search engines have been totally overhauled, and the Fair Planner software now boasts several convenient new functions. For one thing, registered users can use the Fair Planner to map out their visit to the show online starting a full six weeks ahead of the event. It now also allows you to add entire product categories and corresponding exhibitors to your agenda.

Try it! CeBIT is just a click away, at www.cebit.de.



The relaunched website is just one thing we are doing to help exhibitors make the most out of their participation. Elsewhere in this issue of the CeBIT Service News you will find lots of helpful hints to make your preparations go smoothly, and to ensure big success at the show. In fact, now is the time to address any open issues so you can soon enjoy the holiday season with peace of mind, knowing everything is well on track for a great appearance at CeBIT! We'll be with you every step of the way!

**Your Exhibitor Services Team
Deutsche Messe AG**

CONTENTS

PAGE 1:

- **Relaunch of official CeBIT website**
Another plus for exhibitors:
Redesigned website for powerful
planning and promotion
- **Show your true colors –
Have your logo printed in the
official CeBIT catalogue**

PAGE 2:

- **Press Promotion**
Top media exposure to boost your
tradeshow ROI

PAGE 3:

- **Special service for PDA
& smartphone users**
Mobile Fair Planner for CeBIT 2005
- **CeBIT Screen Dimensions 2005**
New Media Information available –
Attractive C.P.T. for premium adver-
tising on CeBIT Screen Dimensions
- **Communications technology**
Three things no stand should be
without: phone, fax, internet
- **Advertising materials**
Attracting visitors is our common goal

PAGE 4:

- **iF International Forum
Design GmbH**
iF brand award.best of CeBIT 2005
- **Travel and accommodation**
The ideal business trip
- **The Technology Industry Summit
at CeBIT – Driving growth in the
ICT sector**

Show your true colors – Have your logo printed in the official CeBIT catalogue

For the first time ever, you can now have your color logo printed in the CeBIT catalogue. Choose from several prime locations for your four-color logo: the exhibitor index, the product category index, and/or the brand name index (**order form 1.62**). Take advantage of this new high-impact way of positioning your company's name and standing out from the competition.

Important: Please don't forget to send us your company details as you would like them to be published (**order form 1.10**), and to specify at least three product categories (**order form 1.40**). These catalogue entries are covered by the exhibitor media charge which you have already paid! And if you have booked a "fair package", then you are entitled to at least four product-category entries (depending on your package). By having your company listed under the product categories you can do a lot to ensure that interested parties find you at the show, especially if they

are not yet familiar with your company. Most visitors or exhibitors who run searches on the CeBIT website (using the GLOBIS engine) or visit our EBI information counters are interested in finding specific products and/or services, making the product category listings your most powerful tool for directing customers straight to your stand.

Be sure to use this option to underline your presence at the show for maximum returns on your tradeshow investment!

We will be happy to advise you should you have any questions.

>> Contact:
Ms. Elisabeth Zilch
Tel.: +49-511/89-32303
globis@messe.de

PRESS PROMOTION

Top media exposure to boost your tradeshow ROI

As the leading show and preferred international meeting point for the world of ICT, CeBIT is at the center of media attention. The range of media which covers the show includes everything from trade journals to dailies, business newspapers and the electronic media. The presence of around 10,000 correspondents and reporters on the grounds makes for uniquely global coverage – and also creates exceptionally good media opportunities for you as an exhibitor. It is important to remember, however, that maintaining good media relations is a long-term undertaking, and one which needs to be put on the agenda well before the start of the event. Deutsche Messe AG offers exhibitors an array of tools and helpful hints on how to intensify press-office activities, and how to tailor them in a way that best fits the CeBIT tradeshow format.



■ CeBIT PreView – Press events for exhibitors

Dates:

- Hamburg 18 and 19 January 2005
- Munich 25 and 26 January 2005
- London 20 January 2005
- Milan 27 January 2005
- Prague 28 January 2005

In cooperation with Deutsche Messe AG, the Hamburg-based company "Preview Event & Communication" is organizing compact press events in the run-up to the show. These are open to participation by all exhibitors against a fee. Invitations to the event will be extended to the trade, business and general-interest press: In 2004, CeBIT PreViews attracted more than 400 journalists from 7 different countries to the German media hot spots of Hamburg and Munich.

>> Exhibitor comment on the CeBIT PreView event: "There is hardly a better way of investing one's PR funds ahead of a fair than to take part in a PreView event." (SAGEM Communication)

▶ **Contact:**
Mr. Peter Becker
Preview Event & Kommunikation e.K.
Tel: +49-170/56 47 99-1/-2
Tel: +49-40/52 73 49 02
mail@preview-event.de

■ Press conference during CeBIT:

We will assist you with scheduling and organizing your press conference, and provide an ideal setting for anywhere from 4 to 1,200

attendees, plus any multimedia equipment you might need. We will also include your press conference in listings which we publish in print and online for the benefit of journalists.

▶ **Contact:**
Ms. Heike Breuste
Tel.: +49-511/89-3 16 06
heike.breuste@messe.de

■ Press-only section on the website:

www.cebit.de would have to be the most widely known website in the ICT industry – the ideal place, therefore, to present all your latest press releases. **Order form 8.60.**

▶ **Contact:**
Ms. Susanne Döpke
Tel.: +49-511/89-3 10 56
pressefach@messe.de

■ "Products, solutions and innovations" for the trade press:

Pre-show coverage by the trade media helps to set the mood for CeBIT and arouse customer interest in the innovative products and solutions you will feature at the show. We will be happy to forward the information you provide us to the trade press and to make sure you are among those who are at the center of attention: **Order form 8.30.**

▶ **Contact:**
Ms. Cornelia Gewiehs
communicate! GmbH
Tel.: +49-4261/16 63
info@communicate-pr.de

■ Press info trays at the Press Center:

Attending journalists will also be happy to use press releases and other printed matter you supply. Our Press Center gives you the perfect place for distributing such material. **Order form 8.10.**

▶ **Contact:**
Ms. Janina Schwarzkopf
Tel.: +49-511/89-3 16 37
janina.schwarzkopf@messe.de

■ A service for the daily and business press, radio and television:

Always on the lookout for interesting products, the above media will be highly interested in knowing about particularly innovative or special products you have on offer, and we look forward to receiving a brief product description from you for publication in HOT TOPICS.

▶ **Contact:**
Ms. Andrea Staude
Tel.: +49-511/89-3 10 15
andrea.staude@messe.de

■ "news aktuell" press service:

"news aktuell", a dpa Group company, is Deutsche Messe AG's press partner and as such offers exhibitors a variety of news channels via which to distribute their press information.

▶ **Contact:**
Mr. Silvan Nikuradse, news aktuell GmbH
Tel.: +49-40/41 13 25 77
info@newsaktuell.de

■ The "CeBIT Channel" – live and on demand on the Internet:

You can have your CeBIT activities broadcast on the World Wide Web. This is especially good in the case of a press conference which not all journalists are able to attend. Reaching a lot more journalists is easy if you use our "CeBIT Channel".

Order forms 8.80 and 8.85.

▶ **Contact:**
Ms. Anja Brokjans
Tel.: +49-511/89-3 16 02
anja.brokjans@messe.de

■ CeBIT Press Guide

And last, but definitely not least: Have you given consideration to who your press spokesperson will be at CeBIT? Our CeBIT Press Guide service will be compiling all the relevant data to enable quick and direct contact between the press and exhibitors. **Order form 8.20.**

▶ **Contact:**
Ms. Susanne Sattler
Tel.: +49-511/89-3 16 05
susanne.sattler@messe.de

SPECIAL SERVICE FOR PDA AND SMARTPHONE USERS

Mobile Fair Planner for CeBIT 2005

Deutsche Messe AG will again be providing the electronic Mobile Fair Planner for CeBIT. It can be used with handheld devices running on Windows CE, Pocket PC or Palm OS, as well as with most smartphones. The Planner is a guide offering the entire index of exhibitors, detailed hall plans, a map of the grounds and daily schedules of events at the show.



The Mobile Fair Planner will allow you and your guests to plan your appointments and walk-thrus of the exhibition as efficiently as possible. This tool will also help you to compile individual lists of selected companies and events from the Web even before the start of CeBIT, and then upload them to the Mobile Fair Planner software on your PDA. A comprehensive listing of product categories as well as general information on the CeBIT show and sup-

porting events will also be available.

As a very special option, exhibitors will be given the opportunity for exclusive sponsorship of this application. The placement of a "Sponsored by ..." message together with your logo on the startup screen, as well as a running ad on the ticker, will give you prominent exposure thanks to some 50,000 Mobile Fair Planner downloads per year by users with an affinity for modern technology. The benefits are all yours! Use this promotional

tool to increase visitor traffic to stand, and boost your business!

Further details on request.

>> Contact:
Mr. Stefan Twele
Tel.: +49-511/89-3 43 15
stefan.twele@messe.de

COMMUNICATIONS TECHNOLOGY

Three things no stand should be without: phone, fax, Internet

Every exhibition thrives on communication. Make sure you are fully connected so customers, journalists and other interested parties can reach you at the show: by phone, fax and e-mail. Your on-site phone and fax numbers will appear in the CeBIT catalogue. We will be happy to take your order now. Please use **order forms 3.10** and **3.20**.

And don't forget to request Internet access so you can take your customers to your website, pick up your e-mails, use search engines and catch late-breaking news on the Web. A variety of Web connection options are available, from dial-in solutions to dedicated lines.

Technical details and rates are available on the Online Ordering System for Services (OBS), **order forms 3.82** and **3.83**.

Contact:
Ms. Nicole Scholz
Tel.: +49-511/89-3 26 50
nicole.scholz@messe.de

CEBIT SCREEN DIMENSIONS 2005

New Media Information available –

Attractive C.P.T. for premium advertising on CeBIT Screen Dimensions

A premium advertising option, CeBIT Screen Dimensions provides a platform for moving-



pictures-and-sound advertising on huge LED video boards located directly on the exhibition grounds. The latest Media Information for the CeBIT 2005 program is now available. In addition to the all-important C.P.T. data (i.e. the cost per thousand contacts) which allows you to gauge advertising efficiency, our offering now includes a total of four advertising packages with extended daily screening times and attractive rates. Reach your target clientele where it counts – right on site, when all they have to do is step around the corner to see you. Don't let this choice audience slip away. Decide for Screen Dimensions today, and experience high-impact advertising with virtually no waste coverage.

Full Media Information is available for downloading at www.cebit.de/aussenwerbung/outdooradvertising.

>> Contact:
Mr. Stefan Twele
Tel.: +49-511/89-3 43 15
stefan.twele@messe.de

ADVERTISING MATERIALS

Attracting visitors is our common goal

Make your clientele aware of your company's participation in CeBIT and of the innovations you will be showcasing by sending targeted information to your business contacts. Your existing and potential customers will be that much more certain of visiting your stand, especially if you send them complimentary day-passes – for which you will only be charged if your guests actually use them at the gates.

So be sure to make use of our free-of-charge advertising aids for maximum impact at a minimum of effort. They are well suited for both large-scale or targeted distribution, as you prefer.



For details please see **order forms 7.30, 7.31** and **7.40**.
Order deadline: 5 January 2005.

Contact:
Ms. Heidi Bauer
Tel.: +49-511/89-3 12 37
heidi.bauer@messe.de

iF INTERNATIONAL FORUM DESIGN GMBH

iF brand award.best of CeBIT 2005

Brands are like companions – friends, if you will, that help guide us through the maze of consumer goods, at the same time stimulating new needs and inspiring imitation. Developing a brand is hard work; it requires lots of know-how and a network of closely cooperating disciplines. And the success of any brand management approach can only be judged in the long run, as this is one of the most challenging entrepreneurial and design-related tasks of all, including not just in the domestic, but also in the international, competitive arena.

CeBIT unites a vast number of domestically and globally leading brands every year. The annual iF brand award has been developed as an exclusive opportunity for exhibiting companies at CeBIT. Awarded annually by branding experts, it is the icing on the cake for companies who want to set themselves apart from the competition. Since its inauguration in 1953, the iF design award has existed as an enduring, prestigious trademark for outstanding design. Companies and design studios deploy the iF seal in their communication campaigns as a visible symbol of prod-



uct and service quality. And for buyers of design-oriented products, the iF seal serves as a decision-making tool in the marketplace. An iF award is a symbol of a company's commitment to innovation and its willingness to face the competition.

As a brand new competition, the iF brand award.best of CeBIT 2005 will be showing the most successfully differentiated brands among CeBIT exhibitors for the first time. The entry terms are enclosed with this edition of the CeBIT service news. Now we are very much looking forward to your entries at www.ifdesign.de. Good luck!

>> **Contact:**
 Ms. Heike Meier
 iF International Forum Design
 Tel.: +49-511/89-3 24 08
heike.meier@ifdesign.de
www.ifdesign.de

TRAVEL AND ACCOMMODATION

The ideal business trip ...

... to a trade fair ought to be inexpensive, take as little time as possible to arrange and be simple to book. Travel2Fairs is a Deutsche Messe AG company which takes care of such travel arrangements for you!

Travel2Fairs is well acquainted with the special needs of tradeshow participants and attendees. It therefore offers a range of rail or flight packages in a variety of categories. These packages cover travel arrangements and at least one night's accommodation at a hotel or local home. Upon request, Travel2Fairs can also organize admission tickets or provide other services.

Travelers who book rail-travel packages will benefit from the special RIT rates which Travel2Fairs offers in combination with at least one night's accommodation.

Your customers who are planning to attend CeBIT will also appreciate your telling them about the attractive travel packages available from Travel2Fairs. Then they won't need to make all the arrangements themselves. Travel2Fairs info flyers (which you can attach to your written invitations to customers) are available for order free of charge using order form 7.31.

The Travel2Fairs offerings are, of course, also perfect for your own staff members!

Travel2Fairs also offers a host of additional services, including tourist events, sightseeing, pre- or post-show side trips to local and regional attractions, car rental, organization of special events, etc.

For more information, go to:
www.travel2fairs.com



>> **Contact:**
 Tel.: +49-511/3 36 44-510
 Fax.: +49-511/3 36 44-512
info@travel2fairs.com

The Technology Industry Summit at CeBIT – Driving growth in the ICT sector

The elite of the ICT industry will be meeting ahead of CeBIT 2005 to network. The event, "The Technology Industry Summit at CeBIT – Driving growth in the ICT sector", will be held at the Hannover Congress Center on Wednesday, 9 March. The keynote speakers already scheduled to attend are:

- Viviane Reding – European Union Commissioner for Information, Society and Media (Brussels)
- Prof. Henning Kagermann – CEO of Walldorf-based SAP
- N R Narayana Murthy, Chairman and Chief Mentor, Infosys Technologies
- Niklas Zennström – CEO und Co-founder of Skype Technologies of Sweden
- Michael Zafirovski – President and COO of Motorola, U.S.A.
- Guy Dubois – Executive Vice President International of Peoplesoft
- John Rego – CFO of Vonage, also based in the U.S.
- Mike Zafirovski, President and COO, Motorola, U.S.A.
- R Chandrasekar, CEO, EMEA, Wipro Technologies
- Stuart Cohen, Chief Executive Officer, OSDL

For details on the Summit plus the terms and conditions of participation, please see the attached flyer or visit www.cebit.de or www.economistconferences.com.

MASTHEAD



Deutsche Messe AG
 Hannover · Germany

Deutsche Messe AG
 Messegelände
 D-30521 Hannover
 Germany

Tel.: +49-511/89-0
 Fax: +49-511/89-3 26 26
info@messe.de

www.messe.de