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The world's No. 1 marketplace for digital business

CeBIT

**BANKING & FINANCE 2009:
PLAY A ROLE IN THE FUTURE
OF THE FINANCE SECTOR**

3 – 8 MARCH 2009 · HANNOVER

CeBIT
Banking & Finance

CeBIT



BE GUIDED BY SUCCESS

→ New technologies, new developments, all the latest innovations – as the annual meeting place of the ICT industry, CeBIT is the best place in the world to make new contacts. In 2008 the leading international trade fair for digital technology once again served as a unique platform for business leaders, scientists and politicians.

HARNESS THE POWER OF THE NETWORK

→ Individual, specialized solutions and direct contact with your target group: the world's biggest marketplace for the banking and insurance industry is the ideal place for your company to present itself to a vast international audience of industry professionals. Year in, year out, lucrative business opportunities and promising business contacts make CeBIT a powerful engine of market progress. In 2008 a line-up of 240 exhibitors from over 30 countries presented the latest developments from the financial services industry at the Banking & Finance show.

MAKE NEW CONTACTS

→ Once again the Banking & Finance Lounge will be available for your use at CeBIT 2009 in Hall 17. Use it for individual consultations, conferences and talks with customers – in an atmosphere of calm professionalism away from the busy bustle of the exhibition stands. Other highlights include the CeBIT Finance Solutions Forum and Future Banking.

In short, the leading international trade fair for the ICT industry is the perfect showcase for your company. Show the market that you are fit for the future – at the Banking & Finance show, located at the heart of CeBIT in Hall 17.

Yours sincerely,

Ernst Raue, Member of the Board, Deutsche Messe



MAINTAIN A YEAR-ROUND PRESENCE IN THE NO. 1 DIGITAL MARKETPLACE – CeBIT.COM

→ Now you can activate new business potential – as the new digital marketplace cebit.com goes live for the first time in 2009. Presenting your business online is the fastest and most effective way to raise your profile, extend your reach and make new business contacts at home and abroad – 24/7. Register now at cebit.com. It could be the best move you ever make.

- Corporate logo and brief profile of your company
- Company details including business locations and partners
- Unlimited number of product descriptions allowed
- Data files can be downloaded from the site
- Links to your own website
- Optimized linking and presentation of all information
- Option for maintaining/updating your data online and all year round
- More detailed information about your exhibition stand

MAKING SENSE OF THE BIGGER PICTURE: CeBIT 2009 – ALL THE SECTORS, ALL THE THEMES, ALL THE TRENDS

IT Infrastructure Halls 19–21, 24–25	Consumer Electronics Halls 18, 22–23, 25–26, Open-air site, Pavilions
Business Processes Halls 2–8	Public Sector Parc Hall 9
Communications Halls 12–13, 16, 26, Open-air site, Pavilions	TeleHealth/eHealth Hall 9
Telematics & Navigation, Automotive Solutions and Transport & Logistics Halls 14–15	future parc Hall 9
Internet & Mobile Solutions Hall 11	Banking & Finance Hall 17
	Planet Reseller Hall 25



CeBIT is a very effective platform for the presentation of innovative solutions. The international character of the show enables us to meet a lot of customers in a short space of time. We are delighted with the amount of business we did at the show, and with the success of the new products we presented.

NCR Financial Solutions Group, Wolfgang Kneilmann, Managing Director Central Europe

MAKE YOUR PRESENCE FELT AT THE HEART OF CeBIT

HALL 2

Information Management
Business Storage
Server Technologies
IT Services
Virtualization

HALL 3

Information Management
Document Management Solutions
Enterprise Content Management
Web Content Management
Systems Software
Professional Output/Office Solutions

HALL 4

Information Management
IT Services
IT Consulting
Service Oriented Architecture – SOA
Business Process Management – BPM
Customer Relationship Management – CRM
Business Intelligence & Enterprise Information Integration
Enterprise Resource Planning – ERP

HALL 5

Enterprise Resource Planning – ERP
Supply Chain Management – SCM
Vertical Market Solutions

HALL 6

Human Resource Management
Job & Career Market
Learning & Knowledge Solutions
Production Management
CeBIT Security World
Biometrics
Card Technology

HALL 7

Auto ID/RFID

HALL 8

Open Source Solutions

HALL 9

Public Sector Parc
ICT Solutions for the Public Sector
– eGovernment Solutions (municipal, state, federal and European Union)
– IT Solutions for Municipal Public Utility Undertakings, Municipal Establishments and Service Providers
– Geoinformation Systems
– IT Solutions for Education
– Homeland Security

HALL 9

TeleHealth/eHealth

HALL 9

future parc

HALL 11

Digital Media Solutions
Web based Solutions
Enterprise Mobility
Online Marketing

HALLS 12–13

Fixed Line & Network Solutions, Infrastructure
Wireless Technologies
IP Communication
Enterprise Solutions
Call Center Technologies
Data Center

HALLS 14–16

Telematics & Navigation
Automotive Solutions
Transport & Logistics
SatNav
Mobile Devices & Communications

HALL 17

Banking & Finance
– Financial Solutions
– Insurance Solutions
– Point of Sales
– Kiosk Systems & Technologies
– Equipment & Systems
Future Banking
– Finance Mall
Digital Signage

HALLS 18–21, 23

Personal & Mobile Players
Mobile Personal Storage
Peripherals
Components
Digital Signage
PCs & Notebooks
Graphics & Sound
Digital Home Solutions
digital imaging
– Digital Photography
– Printing Solutions
– Hardware, Software, Accessories, Consumables

HALL 22

Interactive Entertainment
– Gaming Hardware, Software, Accessories

HALL 24

Cases & Coolers

HALL 25

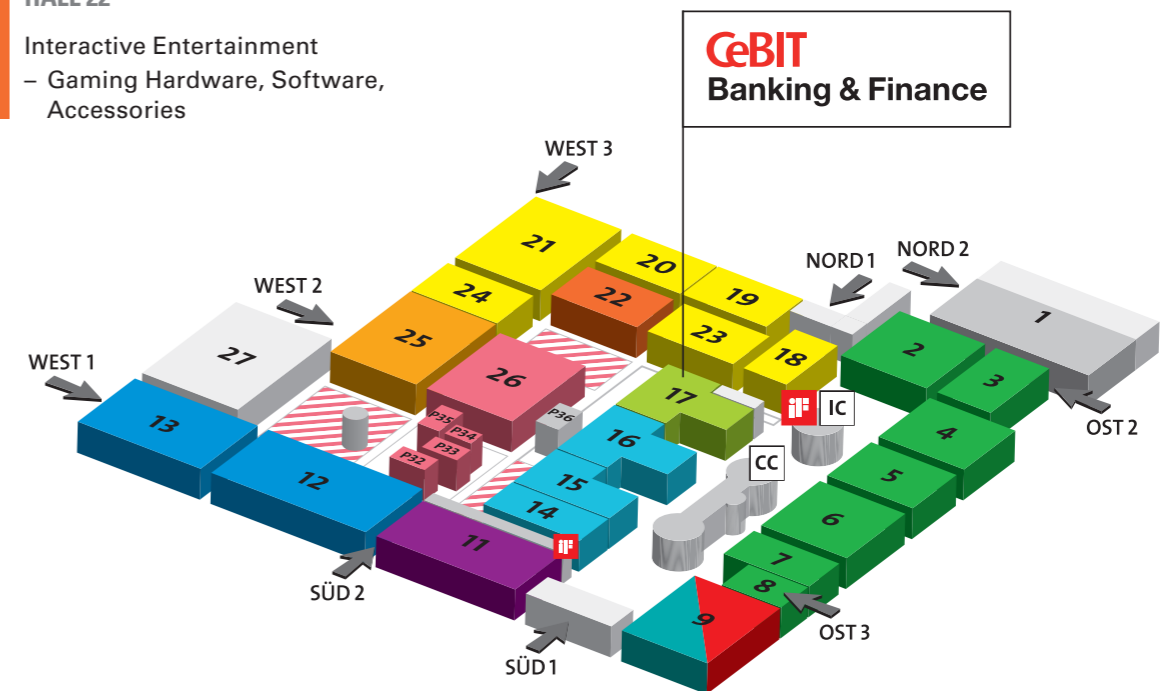
Planet Reseller
PCs & Notebooks, Industrial PCs
Display Technologies
Peripherals
Accessories

HALL 26, PAVILIONS 32–35, OPEN-AIR SITE

Display Technologies
Office Solutions
Carriers & Providers
Mobile Devices & Communication

HALL 1, CONFERENCE CENTER

Keynotes & Conferences



It is a great opportunity to meet our existing partners and perspectives from Europe and the nearby countries, discussing the economy market, trend and cooperation. We had a great time. CeBIT is undoubtedly an excellent connection for manufacturers and buyers.

Clement Chen, General Manager of Firich Enterprises Co. Ltd.

SHAPING THE FUTURE OF THE INDUSTRY

Financial Solutions

- Banking
- Financial planning, private provision, pyramid selling
- Asset management
- Corporate finance
- Financial consulting & rating
- Complementary financial services



Equipment & Systems

- eBusiness/eCommerce systems
- Sales/customer management systems
- Card/payment systems
- Transaction management systems
- Business intelligence systems
- Human resources management
- Information/communication management systems
- Core banking systems
- Equipment, roomware

Point of Sales

- Kiosk Systems & Technologies **(new)**
- Cash register systems
- Shop systems

Insurance Solutions

- Insurances for business customers
- Insurances for private customers

Future Banking

- Finance Mall **(new)**

LOOKING AHEAD TO THE FUTURE: THE FINANCE SOLUTIONS FORUM

CeBIT
Finance Solutions Forum

→ One of the top attractions in Hall 17 in 2009 will once again be the Finance Solutions Forum. Senior financial experts, bankers who understand the practical needs of business, plus innovative service providers will be presenting the business solutions of tomorrow, speaking about successful IT models and mapping out the future for the whole of the financial services sector. All of which makes the Finance Solutions Forum the meeting place of choice for the industry worldwide. The talks and discussions here explore the upcoming issues that will face an industry currently undergoing rapid change. The future of the financial services industry starts here!

Finance Solutions Forum/Key themes

- Retail Banking International
- Successful Sales Strategies
- The Future of Branch-based Banking
- Business Intelligence
- Innovative Software Solutions
- Modern Risk Management
- Self-service Solutions for the Future

Take part in Europe's biggest communication platform for banks, insurance companies and their service agents.



FUTURE BANKING – FINANCE MALL

→ The Finance Mall offers experts from the banking, finance and commercial sector an opportunity to find out about the latest solutions for all kinds of business processes.

The new Finance Mall features a series of themed island displays highlighting a wide variety of business processes used in banks, insurance companies, building societies, leasing firms and commercial enterprises. The emphasis is on making innovative solutions and services vividly real for the visiting public.

The new concept for the whole of CeBIT, but also for the Banking & Finance section of the show, was an important and successful step towards strengthening the whole event. As coordinator of the stand for the Savings Bank Finance Group, SIZ is continuing to support this process in close consultation with Deutsche Messe.

Alexander von Stülpnagel, Vice-Chairman,
SIZ Informatikzentrum der Sparkassenorganisation GmbH, Bonn



THE CHOICE IS YOURS

→ Individual, effective and totally transparent: our range of presentation options will ensure your success from Day One. No other trade fair and no other medium puts you in touch with so many decision-makers at so little cost. When you exhibit at CeBIT it costs you just 86 cents* to meet 1,000 decision-makers – and a high proportion of the visitors at the show have come to Hannover actively looking to invest. Exhibiting at CeBIT is easier than you think. To register and order your selected services via our OBS+ system (Online Business Service), just go to www.service.messe.de and follow the links. We look forward to seeing you at the show!

*Price per m² of rented row stand. Source: impulse, January 2008.

EARLY BOOKING PRICE FOR BOOKINGS RECEIVED BY 31 JULY 2008

Now it pays even more to book early:

€ 198/m² for indoor space and € 88/m² for open-air site

STAND RENTAL CHARGES

→ For bookings received by 31 July 2008:

€ 198/m² for indoor space and € 88/m² for open-air site

→ For bookings received by 30 November 2008:

€ 205/m² for indoor space and € 93/m² for open-air site

→ Bookings received as from 1 December 2008

will be subject to a surcharge of 5% on the standard rental price

→ Stands with two or more open sides

High-visibility stands with two or more open sides are subject to a surcharge.

For stands of up to 120 m²:

- 25% of basic charge for stands open on two sides (corner stand)
- 40% of basic charge for stands open on three sides (end stand)
- 60% of basic charge for stands open on four sides (island stand)

Any space in excess of 120 m² will be charged at the basic rental price.

→ Two-storey stands

€ 75/m² for the upper floor space.

→ Co-exhibitor charge

€ 780 per co-exhibitor.

→ Processing fee

Principal exhibitors and co-exhibitors pay a fixed fee of € 300.

→ VAT

All prices are subject to VAT at the current rate.

→ Information for foreign exhibitors:

Provided that the relevant legal conditions are met, foreign exhibitors can apply to the Central Federal Tax Office (Bundeszentralamt für Steuern*) for a refund of Value Added Tax (VAT). Applications for refunds must be submitted no later than six months after the end of the calendar year in which the fair or exhibition took place.

*www.vat-refund-international.com

YOUR CONTRIBUTION TOWARDS GETTING NOTICED

→ Marketing fee

The marketing fee is set at € 39/m² for the first 1,000 m² of stand space rented.

For stand space in excess of 1,000 m² a reduced marketing fee of € 10/m² will apply.

For each co-exhibitor a fixed marketing fee of € 300 is payable.

AND HERE'S WHAT YOU GET FOR YOUR MONEY:

- Constant year-round presence for your company and your products – ideal for attracting new target groups
- Complimentary admission tickets – to help you gain new customers and build customer loyalty: print and electronic formats. Up to 20 complimentary tickets/m² are available for your use in bulk invitation mailings aimed at potential and existing customers. Co-exhibitors and users of any of our fair packages will each receive 500 complimentary tickets
- Updating of your customer database – based on the registration details supplied by your invited guests
- Professional visitor advertising – backed by an international, cross-media communication campaign
- Feedback from market research surveys conducted with CeBIT visitors – to help you plan your presentation more effectively
- Expanded online presence for your company: Five product descriptions (including product category placement) are posted online via a free web hosting service. Additional product descriptions can be posted online by your own web management team.

MAKE LIFE EASIER FOR YOURSELF – WITH ONE OF OUR FAIR PACKAGES

→ Why not make things easy by opting for one of our convenient all-in fair-packages: "Classic", "Comfort" or "Premium". Everything you need is included: stand space, stand assembly and additional services, such as daily cleaning, comprehensive insurance, attractive marketing extras such as up to 500 complimentary admission tickets for your invited guests, plus a year-round online presence for your company and product details. Whichever package you choose, it comes with everything you need for a perfect stand presentation – which you can add to and customize as you wish. It's the easy and efficient way to exhibit – and very reasonably priced.

→ "Classic" fair-package

Example: 15 m² row stand with Type A stand and additional services, from € 5,196*

→ "Comfort" fair-package

Example: 20 m² corner stand with Type B stand and additional services, from € 8,257*

→ "Premium" fair-package

Example: 25 m² corner stand with Type D stand and additional services, from € 10,774.75*

*Early booking prices for one-year contracts

For more detailed information on individual services, plus a cost calculator that works out the cost of your stand space or fair package, go to www.cebit.de/sfk_e

BANK ON GREATER EXCLUSIVITY

→ For the exclusive use of exhibitors in Hall 17 we offer a private Banking & Finance Lounge in the hall annexe – an attractive meeting place for you and your customers.

→ Option 1: Banking & Finance Lounge package

The Banking & Finance Lounge lets you talk to your customers in quiet, comfortable surroundings away from the busy comings and goings at the exhibition stands.

- Access to the Banking & Finance Lounge for you and your guests
- Use of conference rooms (booked by the hour)
- Catering service for you and your guests (breakfast snacks, lunch, afternoon snack, hot and cold drinks)
- Get-together every evening from 6:00 p.m.: enjoy a glass of beer or wine with your customers and colleagues after a busy day at the show
- Back office/Information counter
- Cloakroom
- Open from 8.30 a.m. to 8.00 p.m. daily
- Package prices for principal exhibitors based on stand area as below:

15 m ² – 30 m ²	€ 2,500	51 m ² – 100 m ²	€ 3,500
31 m ² – 50 m ²	€ 3,000	101 m ² – 150 m ²	€ 4,000

→ Option 2: Banking & Finance Lounge PLUS (incl. stand space for exhibitor's own stand and services)

- Banking & Finance Lounge package (see Option 1)
- Designated stand space with preinstalled ducting for utility services
- Placement in the immediate vicinity of the Banking & Finance Lounge
- General cleaning + daily stand cleaning, waste disposal
- General security monitoring of the Banking & Finance Lounge PLUS presentation area
- Rental charge: € 500/m² (net), plus marketing fee of € 39/m² (net), plus € 300 processing fee

All prices are subject to VAT at the current rate.

Looking back, the various displays mounted by Wincor Nixdorf at CeBIT 2008 were very successful in terms of presenting our product portfolio. We had a stand in Hall 4, where the focus was on Business Solutions, we exhibited at Future Banking – Bank Branch 2012, and we also contributed to the Finance Solutions Forum in Hall 17. We succeeded in reaching our target groups and received lots of serious inquiries from potential customers in many parts of the world.

Andreas Bruck, Director of Corporate Communications, Wincor Nixdorf AG.

CONFERENCE ROOMS

→ **Hiring of conference rooms:** More conference rooms are available on the second floor of the annexe to Hall 17. These can be booked for the full duration of the show or by the day or hour. Two sizes of room are available: 10 m² or 15 m².

→ **Facilities/services:** The conference rooms in the annexe are equipped with carpeting, table, chairs, sideboard and electric power sockets (with unmetered consumption). A drinks service (soft drinks/coffee/tea) and cleaning are included in the price.

→ Prices

Room size/hire period	1 hour	Half day, max. 4.5 hours	Whole day, 9:00 a.m. – 6:00 p.m.	3 – 8.3.2008
10 m ²	€ 100	€ 300	€ 600	€ 3,500
15 m ²	€ 150	€ 400	€ 800	€ 5,000

plus VAT (bookings only available to registered exhibitors at CeBIT 2009)

SEMINAR ROOMS

→ **Hiring of seminar rooms:** Seminar rooms A, B and C are located on the Ground Floor of the Banking & Finance Lounge. These rooms vary in size from 50 to 73 m². Rooms A and B are connected by a folding partition, which can be folded away to create a larger space. Rooms A and C enjoy natural daylight and outdoor access.

→ **Facilities/services:** The seminar rooms are equipped with carpeting, table, chairs and electric power sockets (with unmetered consumption). Cleaning is also included in the price. Other items of equipment – beamers, loudspeakers, microphone – and catering services can be ordered separately if required.

→ Prices

Seminar room/hire period	Half day, max. 4 hours	Whole day, 9:00 a.m. – 6:00 p.m.
A, B, C	€ 500	€ 1,000

plus VAT (bookings available only to registered exhibitors at CeBIT 2009)

