



**Exhibition Packages, Speaking and Presentation Opportunities, Sponsorships & Marketing Programs Providing Tremendous Visibility on an International Stage**

# CeBIT 2009 Presents: NEW OPPORTUNITIES TO GLOBALIZE YOUR BUSINESS

The World's No.1 Marketplace for Digital Business

**Featuring High-Impact Group Stands in the Hottest Sectors of the Show:**

- IPCentral@CeBIT
- WIRELESSWorld@CeBIT
- The eHealth Exchange
- Enterprise Storage & ILM Solutions Pavilion
- PC, Components & Peripherals Pavilion
- Partner State California Program
- And Much, Much More!

**CeBIT**

[www.hfusa.com/cebit](http://www.hfusa.com/cebit)

**3-8 MARCH 2009 · HANNOVER, GERMANY**

# CeBIT—The World's No. 1 Digital Marketplace

→ It's the one place on earth offering endless possibilities to exploit the potential for new business. As the flagship event for the ICT industry, CeBIT is the leading marketplace for digital solutions, trends and innovation—and the largest convention on ICT-related topics and issues.

When you exhibit at CeBIT your audience of potential customers includes nearly half a million attendees and almost 6,000 exhibiting peer companies. Plus, CeBIT attracts 7,000 members of the press eager to report on the latest products and trends. Regardless of your goals—increasing sales, establishing distribution, networking, generating media exposure or just evaluating your competition—CeBIT provides you the ideal environment to achieve them.

## Key Figures from CeBIT 2008

Attendees:	495,000 from 96 countries
Press:	7,000 from 72 countries
Exhibitors:	5,845 from 77 countries

## CeBIT 2009 – A MUST FOR YOUR FUTURE BUSINESS SUCCESS

### ■ New topic areas, new visitor groups

CeBIT is always adding new display categories to cover current areas of interest and the latest trends. This attracts new target groups to the show every year.

### ■ Well-defined target groups for more effective business

Benefit from a high percentage of trade visitors at CeBIT and talk directly to the decision-makers.

### ■ One flagship trade fair, one meeting place

Save yourself time and money: at CeBIT you can cultivate high-value business contacts without having to travel far and wide.

### ■ More communication, more knowledge transfer

Exchange information with senior professionals and leading international companies at the industry's most important networking event.

### ■ One goal, profitable investments

Trade visitors to CeBIT 2008 transacted business worth around ten billion Euros during the show.



“CeBIT is the most important event of the year for the global ICT industry.”

Steve Ballmer, CEO Microsoft Corporation

## CeBIT 2009 – GLOBAL EXHIBITION & CONFERENCES

Business Solutions, Public Sector Solutions, Consumer Solutions, ICT Infrastructure

### Hall 2

Server Technologies  
Business Storage  
Virtualization  
IT Services

### Hall 3

Document Management Solutions  
Professional Output / Office Solutions  
Mailing Solutions  
Projection Equipment & Systems

### Hall 4

Business Process Management – BPM  
Service Oriented Architecture – SOA  
Customer Relationship Management – CRM  
Business Intelligence – BI  
Enterprise Resource Planning – ERP  
Thin Client Computing  
IT Services / IT Consulting

### Hall 5

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

### Hall 6

Human Resource Management  
Workforce Management  
Access Control  
Learning & Knowledge Solutions  
Recruitment  
System Software & Management  
Open Source Solutions

### Hall 6

Central California Pavilion

### Hall 6

Internet & Mobile Solutions  
– Digital Media Solutions  
– Enterprise Mobility  
– Web based Solutions  
– Web Content Management  
– Online Marketing

### Hall 7

Auto ID / RFID  
Product Lifecycle Management – PLM  
Embedded Software & Systems

### Hall 8

Public Infrastructure

### 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  
– Homeland Security

# The CeBIT Program

## All the Sectors, Themes, & Trends

→ While large and broad, CeBIT's concept and layout ingeniously creates communities of technology sectors, allowing exhibitors to find just the right environment for their product offerings and making it easy for attendees to find you. We are sure you will find a location that's just right for your company's offerings. CeBIT's clearly defined display categories for 2009 include:



- Hall 18, 23**  
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**  
Carrier & Provider Services  
Mobile Devices & Communication  
Display Technologies  
Office Solutions
  - Hall 1, CC**  
Keynotes & Conferences
- Effective as of 15 September 2008.  
Subject to change.

**Hall 9**  
TeleHealth / eHealth

**Hall 9**  
future parc  
Research & New Technologies  
– Basic Research  
– Applied Research  
– Ambient/Artificial Intelligence  
– Living 2020  
– Semantical World  
– Human-Machine-Interaction

**Hall 11**  
CeBIT Security World  
– Anti Spam & Anti Virus Solutions  
– Security Tools & Services  
– Biometrics  
– Card Technology  
– Security Soft- & Hardware  
– Security & Availability in Data Centers  
– Network Security  
– Video Surveillance  
– Data Center

**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  
Broadcast, radio equipment  
& satellite communications  
SatNav  
Mobile Devices & Communication

**Hall 17**  
Banking & Finance  
– Financial Solutions  
– Insurance Solutions  
– Point of Sales  
– Equipment & Systems  
– Future Banking  
– Kiosk Systems & Technologies

**Halls 18–22**  
Personal Mobile Players  
Mobile & Personal Storage  
Peripherals  
Components  
Digital Signage  
PCs & Notebooks  
Netbooks  
Graphic & Sound  
Digital Home Solutions  
Digital imaging  
– Digital Photography  
– Printing Solutions  
– Hardware, Software,  
Accessories, Consumables

Supporting organizations and enterprises  
for US activities at CeBIT 2009.



# The CeBIT Program

## Special Displays and Highlights

As a horizontal event serving numerous industry sectors CeBIT also provides in-depth special displays and exhibition areas, often supported by forums and conference programs. These “events-within-an-event” foster an even greater sense of community for exhibitors and act as an additional attraction for attendees. Some of the more prominent highlights to consider for CeBIT 2009 include:



### TeleHealth

→ **TeleHealth**—Demographic change and the need to streamline costs are posing new challenges for the healthcare market.

The ICT industry sees itself as a driver of innovation in these prime issues. CeBIT mirrors this growth market and documents the full spectrum of ICT use in the healthcare sector. Companies seeking turnkey exhibit solutions in this sector should ask about opportunities in the eHealth Exchange pavilion organized by Hannover Fairs USA.



### Internet & Mobile Solutions



→ **Internet & Mobile Solutions**—Digitalization and mobility are changing our lives at an increasingly rapid pace. Web 2.0 is changing the face of the media world. Sales worth billions are now being

transacted over the Internet. Business processes and workplaces are going mobile, while the demand for web-based business solutions continues to rise. CeBIT is actively addressing these trends with this new display category.

### WIRELESSWorld @CeBIT

→ **WirelessWorld@CeBIT**—3G/4G, WiMAX, WiFi, Bluetooth, ZigBee, Z-Wave, and Wireless USB and other platforms are driving

computing and communications mobility and changing our daily lives by quantum leaps. WIRELESS World @ CeBIT provides a showcase of these technologies combined with a forum program allowing vendors in this sector to attract maximum exposure to buyers and press alike.

### Webciety @ CeBIT → Webciety@CeBIT—

**A uniquely new stage for the champions of tomorrow's Web.**

You know it best: The world is about to be redefined by Web 2.0 and Enterprise 2.0. Is your company among those championing these developments, and riding the crest of the next wave? At CeBIT's excitingly different Webciety display you can give tangible shape to your visions. How is Webciety different? Enter an upbeat universe of honeycombed “homebases” modeled after the Web itself... Be drawn in by the gravitational pull of special mood lighting and pulsating effects... Take orbit around web-based businesses and startups ready to launch trailblazing solutions and stellar business models... In short, this is the place to be for everything related to Web 2.0.

**eLearning** → **eLearning**—eLearning and knowledge management are playing an ever greater role in business, science, administration and education. The first eLearning initiative at CeBIT 2008 was a hit and reason enough to develop and extend this section further in 2009.

### IPCentral @CeBIT

→ **IPCentral@CeBIT**—Digital Communication plays an increasingly important role in today's world of work and leisure. Millions of users communicate and send data—anytime and anywhere. With massive ongoing growth potential, this market

represents a great opportunity for you. And, as the premier showcase for state-of-the-art technology, CeBIT and IPCentral offer you an ideal platform. This is where the latest trends are highlighted and new business opportunities are created. The global communications industry is getting ready to meet at CeBIT 2009—and they want to meet you!

### CeBIT in Motion Forum for Telematics & Navigation

→ **CeBIT in Motion**—Today's mobile world runs on cutting-edge technologies – whether its

end devices, location based services, digital maps, car2x, vehicle safety, tracking & tracing or fleet management. And that means it relies on the solutions that are on display at CeBIT under the headings of Telematics & Navigation, Automotive Solutions and Transport & Logistics. Here companies from all over the world find an international audience of professionals looking to invest in new technologies— technologies like yours, which push the limits. So take advantage of this unique platform to present your company to your target group – and pave the way for a successful future with your products leading the way.

**green IT** → **Green IT World @ CeBIT**—Positions CeBIT as the global shop window for Green ICT solutions. Sponsored by the German Federal Ministry for the Environment and supported by NGO's and private enterprise, Green IT World is an integrated display, demonstration



and presentation area showcasing solutions from all aspects of ICT sectors. Featuring focused topic areas, a dedicated conference program and a large press draw, Green IT World is the ideal location to showcase sustainability solutions for the technology sectors.



→ **Partner State California at CeBIT 2009**—California is the designated partner for CeBIT 2009; a first for a US state as countries are typically honored this way. The Partner State program offers California-based companies or firms with a large presence in the Golden State, special opportunities for exhibition, presentation and sponsorship programs. Ask your CeBIT sales representative for more details.

# The CeBIT Audience

## The Industry's Global Meeting Place

→ 495,000 qualified international attendees want to see you at CeBIT. CeBIT provides both quality and quantity with a high proportion of decision-makers whose total planned investments amount to 10 billion Euros!

### Attendees by Business Sector

Manufacturers of hardware, end-user equipment and infrastructure	17,000
Telecoms services	34,700
Software companies	27,800
IT services, IT consultants	68,600
Service providers and freelance professionals	44,400
Commerce	34,000
Transport and logistics	10,500
Public authorities and institutions	44,100
Skilled trades	9,400
Construction industry	6,500
Banking, finance and insurance	15,500
Healthcare and medical technology	12,300
Energy	6,900
Travel and tourism	2,200

<b>Manufacturing industry:</b>	<b>31,400</b>
– Basic materials and primary products	6,900
– Capital goods	19,100
– Automotive industry (including component suppliers)	10,800
– Mechanical and plant engineering	5,400
– Electrical engineering	3,600
– Consumer goods	4,000
– Food and semi-luxuries	1,400

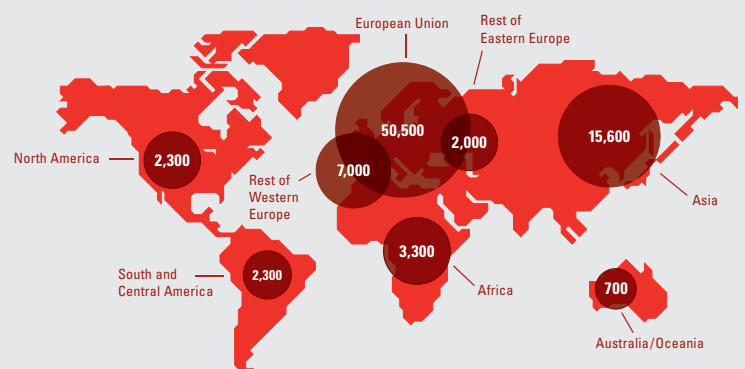
### Attendees by Job Responsibility

Senior management	46,200
Data processing/IT management	123,600
Telecommunications	31,400
Research, development, design	23,500
Product development	17,300
Planning, work scheduling	13,000
Manufacturing, production	14,800
Production and quality management	6,100
Purchasing, procurement	21,000
Finance, accounting, controlling	17,300

### Attendees in 2008

<b>Total</b>	<b>495,000</b>
– Professional	361,300
– From outside Germany	83,700
<b>By Decision-Making Capacity</b>	
– Makes Decision	100,800
– Directly Involved in Decision	94,000
– Advisory Role in Decision	73,700

### Attendees by Region of Origin



CeBIT 2008 was busy and continues to be a prime event for our sales and channel force in the EMEA region. Our booth presence here provides one of the main platforms we leverage annually to showcase our extensive line of application-optimized high-

performance earth-friendly server products – to Europe and to the rest of the world.

Angela Rosario, Senior Manager, Corporate Marketing Programs, Super Micro Computer, Inc.

# How to Exhibit Cost-Effective Options that Deliver Results

→ Hannover Fairs USA makes it easy to get in front of the most powerful ICT buying audience ever assembled in one place at one time. Our participation options span the range, from pavilion-based and independent turnkey exhibit programs for smaller, new-to-market firms as well as fully independent and custom-build stands for larger, more established companies.

## 1. Turnkey Pavilion / Group Stand Packages

**Components: Turnkey exhibit space & construction; full furnishings, amenities and services.**

A turnkey booth in a group setting makes exhibiting easy and affordable. You provide the staff, products and additional graphics and we take care of the rest. Typical turnkey packages include:

- Booth with wall elements and carpeting
- Standard furnishings
- Company name sign
- Overhead banner with company logo
- Overhead lighting
- Electrical receptacle
- Listings in online show directory
- Exhibitor entrance tickets

Services include:

- Multilingual pavilion management staff
- Interpreter service
- Shared conference rooms for private meetings
- Fax services
- Common lounge area with refreshments
- Nightly security and cleaning

**Pricing begins at US\$800 per square meter (inclusive of fees) + applicable VAT.**

## NEW FOR 2009!

### Newcomer Workstation Option\*

Is your product or service software or web-centric, minimizing your need for space? Our new Workstation option provides you a simplified, economical turnkey exhibit option.

**Pricing begins at \$3,950 + applicable VAT.**



\*Newcomer option available only in pavilion and group stand environments and only to firms not exhibiting at CeBIT within the past 3 years.



**Pricing for participation in HFUSA-organized group exhibits starts at just \$800 per square meter—a reduction of 27% from 2008 rates!**

## 2. Fair Packages

**Components: Stand space, Octanorm stand construction and furnishing, basic signage, limited services.**

Fair Packages offer a turnkey approach for companies that want an independent presence. Stand construction, infrastructure and services are provided by a single source at a competitive price and can be tailored to your specific requirements. Choose from three levels: Classic, Comfort or Premium. Fair packages require a minimum purchase of 15 square meters.

**Pricing from 324 Euros per square meter + 522 Euros flat fee per exhibitor + applicable VAT.**

## 3. Customs Stands

**Components: Stand space, Stand construction, amenities and services to your specifications.**

We offer complete support to companies that exhibit independently—from floor space procurement to design and construction—we can help reduce your workload. Whether you are an industry group representing a technology sector, a government body representing a group of companies or a large corporation, we can deliver a custom exhibition solution that is attractive, functional and affordable.

**Pricing provided upon specifications.**

## 4. Raw Space

**Components: Exhibit space only**

Stand space only. Utilize your own contractors and determine your own service levels.

**Pricing from 244 Euros per square meter + 300 Euro Processing Fee + applicable VAT.**

# Supporting Your Exhibition Investment Sponsorship & Presentation Opportunities

→ CeBIT provides you numerous ways to exceed your boundaries—break out from the confines of your exhibit space and reach a wider audience through a variety of sponsorship and presentation opportunities.

## SPONSORSHIPS & ADVERTISING OPPORTUNITIES

Pavilion Sponsorships—Hannover Fairs USA offers a number of possibilities to sponsor pavilions and their associated hospitality lounges in a variety of sectors. At press time sponsorships are available for the following areas:

- eHealth Exchange Pavilion (Hall 9)—1 @ \$9,995
- WIRELESSWorld and IPCentral Pavilion (Hall 13)—1 @ \$14,995
- USA Enterprise Storage Solutions Pavilion (Hall 2)—1 @ \$14,495
- USA PC Components & Peripherals Pavilion (Hall 21)—1 @ \$14,495

### These sponsorship programs include:

- Company name and logo on all fixed Pavilion signage
- First right of refusal for premium location exhibition space with waiver of premium surcharge
- Company name and logo on cups and napkins in Pavilion lounge
- Tabletop and banner signage within lounge
- Literature display rack at entrance to Pavilion lounge
- Company name and logo (with link where applicable) on all relevant print & online communications, promotional materials and informational sources including the relevant pages on the CeBIT website ([www.cebit.de](http://www.cebit.de)) and Hannover Fairs USA website ([www.hfusa.com/cebit](http://www.hfusa.com/cebit))

An additional sponsorship of the **WIRELESSWorld** and **IPCentral Forum (Hall 13)** is available at \$9,995 and offers:

- Company name and logo on all fixed Forum area signage and stage/screen surround
- Company presentation (1) and panel speaking opportunity (1) within respective forum program
- Additional visibility in Forum Program Guides
- First right of refusal for premium location exhibition space with waiver of premium surcharge
- Inclusion in video programming at start and close of Forum programming (video provided by sponsor)
- Literature display rack at entrance to lounge
- Company name and logo (with link where applicable) on all relevant print & online communications, promotional materials and informational sources including the relevant pages on the CeBIT website ([www.cebit.de](http://www.cebit.de)) and Hannover Fairs USA website ([www.hfusa.com/cebit](http://www.hfusa.com/cebit))

Further sponsorships are available in conjunction with HFUSA Welcome Receptions, the Digital New Media Solutions Forum, Partner State California program and other special displays and activities. Outdoor venue, CeBIT Web Site and official show newspaper advertising opportunities are also available. Ask your CeBIT sales representative for complete details.



## PRESENTATION OPPORTUNITIES

CeBIT plays host to the CeBIT Global Conference Program, comprised of CEO Keynotes and Executive Lab Sessions, bringing together a veritable “who’s who” in the industry. Additionally, more than 100 topical and sectorized forum programs and conferences take place during the six days of CeBIT. Many of these sessions provide exhibitors presentation and demonstration opportunities. Visit: [http://www.cebit.de/speakers\\_e](http://www.cebit.de/speakers_e) to register your request to participate or consult with your CeBIT sales representative for assistance.



# Making the Most of CeBIT

## Value Added Services to Enhance Your Participation

### THE AMERICAN BUSINESS CENTER & SHOWCASE GLOBAL PROGRAM @ CeBIT 2009

#### No-Cost / Low-Cost Sales Support from the U.S. Department of Commerce

The U.S. Commercial Service in Germany wants to support your sales efforts before, during and after CeBIT. One cornerstone of its program is the American Business Center, centrally located in Hall 6. Hosted and staffed by the US Department of Commerce, the ABC provides export market information and assistance through its 30 international trade specialists on site.

Additional services include market research and counseling; advance promotion to potential buyers and partners in Germany and other countries; post-show follow-up; and Industry Focused Promotion, the U.S. Commercial Service's online matchmaking program. Sign up at [www.buyusa.gov/germany/en/cebit\\_exhibitorsoptin.html](http://www.buyusa.gov/germany/en/cebit_exhibitorsoptin.html).

Other export promotion services include the SHOWTIME program and Gold Key matching service. Learn more at [www.export.gov](http://www.export.gov) and [www.buyusa.gov](http://www.buyusa.gov).



Hannover Fairs USA and the USDOC have also joined forces to offer an entry-level exhibit display and export service program starting at the very economical price of US\$ 5,500 + applicable VAT. Ask your sales representative for more details.

CeBIT has been a certified event of the USDOC since 1986.



#### Hannover Fairs USA, Inc.

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Princeton, NJ 08540  
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Fax 609-987-0092

### TRAVEL AND HOUSING

#### Discounted Accommodations & Local Travel

Hannover Fairs USA and Travel2Fairs have teamed up to offer a wide range of travel and lodging solutions to CeBIT's US-based participants, including special, discounted hotel room and local transport packages as well as private rooms and apartments and rail packages; rental cars and airport shuttle service.



A special, limited-availability hotel room block has been secured at the Intercity Hotel Göttingen, 30 minutes by ICE (intercity express) train from the CeBIT fairgrounds. Rooms are available from the CeBIT time below-market rate of 150 Euros per night, inclusive of breakfast buffet and VAT, with a five-night minimum. Discounted ICE train passes are also available for rapid travel between Hannover & Göttingen.



Hannover Fairs USA is also working on a plan to secure round-trip charter air service between several US gateways and Hannover during the CeBIT time frame for its exhibitor personnel and attendees. As of press time this program is not yet finalized but please ask for details.

For more information, call Monika Louderback at (609) 987-1202, ext. 229, e-mail [mlouderback@hfusa.com](mailto:mlouderback@hfusa.com), or visit [www.hfusa.com/travel2fairs](http://www.hfusa.com/travel2fairs).

### SIGN UP TODAY!



Hannover Fairs USA, Inc.

Visit [www.hfusa.com/cebit](http://www.hfusa.com/cebit) or contact:

#### For Communications, Networking & TeleHealth Sectors—

Ulli Hammer, Sales Manager  
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#### For Software, Business Processes (SOA, CRM, ERP, SCM), Security and AutoID/RFID Sectors—

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#### For SatNav, Telematics, Automotive Solutions and Banking/Finance Sectors—

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#### For Internet & Mobile Solutions and Partner State California—

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#### For Hall 2 Business Processes, all other Exhibition Sales and non-Hall 6 Sponsorships—

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