

Bang for Your Buck Sponsorship Opportunities

EXCEED YOUR BOUNDARIES

→ Extend your marketing reach beyond the confines of your exhibit space with a variety of attention-getting sponsorship opportunities. Golden State exhibitors have numerous California-specific sponsorship options available:

Main California Pavilion Sponsorship (Hall 6): 2 @ \$25,000 ea.

Attach your name and brand to the prestigious and highly visible California Welcome Center in a big way!

- Company name and logo on Pavilion signage and lounge area
- Company name and logo on cups and napkins in California Pavilion lounge
- Table top signage within lounge
- Company presentations (5) within the California Forum
- Panel participation opportunity for one key executive within the IMS/Digital New Media Solutions or related Forum(s)
- Additional visibility in Partner State California Program Guides
- 9 m² exhibit space in California Pavilion (or larger with first 9 m² at no cost)
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Company name and logo on all California Pavilion marketing materials



Internet & Mobile Solutions (IMS)/Digital New Media Solutions Forum Sponsorship (Hall 6): 2 @ \$25,000 ea.

Benefit from direct association from one of the largest and highly attended conferences at CeBIT!

- Company name and logo on stage signage and exterior forum signage
- Keynote opportunity for company CEO or President within the IMS/Digital New Media Solutions or related Forum(s)
- Company presentations (5) within the California Forum
- Company video presentation at start and end of Forum program - each day (video content provided by sponsor)
- Additional visibility in Partner State California Program Guides
- 9 m² exhibit space in California Pavilion (or larger with first 9 m² at no cost)
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit)
- Company name and logo on all IMS/Digital New Media Solutions Forum marketing materials

IMS/Digital New Media Solutions Forum (Hall 6) Program Track Sponsor: 4 @ \$10,000 ea.

Sponsorship of one of these targeted tracks is a sure way to get your message in front of a most interested audience.

- Company name and logo on stage signage during specific program track
- Company presentations (5) within the California Forum
- Panel participation opportunity for one key executive within the IMS/Digital New Media Solutions or related Forum(s)
- 10% discount on exhibit space in the California Pavilion
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit)
- Company name and logo on all IMS/Digital New Media Solutions Forum marketing materials

IMS/Digital New Media Solutions Forum Program Guide: 1 @ \$8,500

You can't tell the players without a program! This resource will be utilized by thousands of visitors.

- Company name and logo on IMS/Digital New Media Solutions Forum Program Guide, which will be distributed to all Forum attendees
- Company presentation (5) within the California Forum Panel
- Participation opportunity for one key executive within the IMS/Digital New Media Solutions or related Forum(s)
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit)
- Company name and logo on all IMS/Digital New Media Solutions Forum marketing materials

Secondary California Pavilion Sponsorships: @ \$15,000 ea.

(Availability by display sector and market demand)

Your opportunity to brand an industry sector-specific piece of real estate with your image!

- Company name and logo on Pavilion signage
- Company presentation (5) within the California Forum (Hall 6)
- Additional visibility in Partner State California Program Guides
- 10% reduction on exhibit space within selected Pavilion
- Static display presentation for marketing brochures adjacent to lounge
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Company name and logo on all relevant Pavilion marketing materials

California Networking Reception @ CeBIT 2009: 2 @ \$12,500 ea.

Be associated with the crème-de-la-crème of California and their business partners...As well as good food & refreshment!

- Company name and logo signage in reception room
- Welcome remarks by company senior executive (with California senior official)
- Company video presentation at reception (1 min. max., video provided by sponsor)
- Company name and logo on cups and napkins in reception
- Company presentations (5) within the California Forum (Hall 6)
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)



California Matchmaking Area (Hall 6): 1 @ \$15,000

Those buyers serious to do business will be here. Your message can be waiting for them!

- Company name and logo in California Matchmaking area
- Company presentations (5) within the California Forum (Hall 6)
- Literature display within California Matchmaking area
- 10% reduction on exhibit space in California Pavilion of your choice
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Company name and logo on all Partner State California Matchmaking program marketing materials

California – Germany ICT Business Summit March 3, 2009 (in conjunction with BITKOM) Platinum Sponsorship: 4 @ \$20,000; Gold Sponsorship: 3 @ \$15,000; Silver Sponsorship: 3 @ \$10,000

[Applicability code: (P)=Platinum, (G)=Gold, (S)=Silver]

A one day summit providing superior exposure to government & business leaders and lots of press!

- Speaking slot for C-level executive in Germany – California IT Business Summit, March 3rd (P, G, S)
- Speaking slot for C-level executive in California/European CIO Roundtable, March 4th (P)
- Company name and logo on all Germany – California IT Business Summit signage and marketing materials (P, G, S)
- Disseminate company brochure at Germany – California IT Business Summit (P, G)
- Editorial coverage in “Success Stories” publication (P)
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit), BITKOM website (www.bitkom.org/california) and relevant State of California agency website(s) (P, G, S)
- Company presentation and speaking opportunity within California Pavilion (P, G)
- Additional visibility in Program Guides (P, G, S)

California-European CIO Summit (04 March 2009): 3 @ \$10,000

Your direct channel to California and Europe's most influential CIOs, public sector buyers and yes, more media.

- Company name and logo on all signage and marketing materials
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Speaking opportunity for key management within CIO Summit
- Company presentations (5) within the California Forum (Hall 6)
- Additional visibility in Partner State California Program Guides

OTHER SPONSORSHIPS AVAILABLE TO CALIFORNIA COMPANIES

Wireless World and IPCentral Pavilion (Hall 13): 1 @ \$15,000

- Company name and logo on all fixed Pavilion signage
- Company presentation (2) 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)

- Company name and logo on cups and napkins in Pavilion lounge
- Tabletop and banner signage within lounge
- 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) and Hannover Fairs USA website (www.hfusa.com/cebit)

Wireless World and IPCentral Forum (Hall 13): 1 @ \$10,000

- 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) and Hannover Fairs USA website (www.hfusa.com/cebit)

USA PC Components & Peripherals Pavilion (Hall 21): 1 @ \$14,495

USA Enterprise Storage Solutions Pavilion (Hall 2): 1 @ \$14,495

TeleHealth Pavilion (Hall 9): 1 @ \$9,995

- 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) and Hannover Fairs USA website (www.hfusa.com/cebit)

Important Note: All pricing above is excluding German VAT (value-added tax) which currently is set at 19%. This tax will be added to all sponsorship invoicing. However, under most conditions, US companies can apply for a refund of this tax at the conclusion of the event. Ask your sales representative for full details.

