



Green IT World

Globalize your business at CeBIT 2009!

Opportunity for California Firms to Showcase Green & Sustainable ICT Solutions

Buyers beckon at world's largest digital technology marketplace



Opportunities Include:

- Flexible, High-Visibility Exhibit Options
- State-Funded Subsidies
- High-profile California Pavilion
- Partner State Promotional Programs

3-8 MARCH 2009 · HANNOVER, GERMANY



Pavilion Sponsor

www.hfusa.com/cebit_california



Showcase your solutions for **GREEN IT AND SUSTAINABILITY** at CeBIT 2009



SHOW YOUR GREEN SIDE!

→ Display your solutions and technology for a more eco-friendly development of IT infrastructure and services on a global stage. In a survey of attendees to CeBIT 2008, 70 percent indicated they did not receive enough information from vendors and manufacturers about green IT solutions to their ICT problems. Now is your chance to meet that need in a cost-effective way by participation in the California Pavilion.



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.

Key Figures from CeBIT 2008

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

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.

In addition to offering raw space and “Fair Package” exhibit options, Hannover Fairs USA hosts pavilions that make exhibiting even easier. These group stands are a favorite among international exhibitors and small and medium sized companies as well as first-time exhibitors. The California Pavilion is your full service exhibit solution at CeBIT 2009.

CALIFORNIA PAVILION AT CeBIT 2009

→ Centrally located near the center of the Fairgrounds in Hall 6, this pavilion makes exhibiting easy and affordable. Our turnkey solution includes exhibit space, booth shell and construction, carpeting, furniture, access to Internet, conference rooms and lounge, potential speaking opportunities, the show organizer's marketing package, and additional pre-show and onsite services. This package will minimize your operations efforts while ensuring maximum exposure from your CeBIT investment.



You will also be able to take advantage of the publicity generated by the numerous special events making up the Partner State California program, including:

- Scheduled Pavilion opening by Governor Schwarzenegger
- The German-California ICT Summit
- The California-European CIO Roundtable
- California Networking Night Reception
- International Matchmaking and Export Assistance Programs
- Sponsorship Opportunities

...and much more!

At CeBIT, we'll take you one step closer to achieving your global sales and marketing goals!

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 to firms not exhibiting at CeBIT in the past 3 years.



CeBIT is certified by the U.S. Department of Commerce and hosts experienced Commercial Specialists from around the world who provide on-site counseling to U.S. companies. Learn more at www.export.gov.



For more information contact:



Hannover Fairs USA, Inc.

Philipp Moennig

Hannover Fairs USA, Inc.

2 Research Way, Princeton, NJ 08540

Tel: 609-987-1202 x247 Fax: 609-987-0092

Email: pmoennig@hfusa.com

www.hfusa.com/cebit_california