

# CeBIT Australia 2010

BUSINESS  
LEADERSHIP  
THROUGH  
TECHNOLOGY

CeBIT  
australia



**Others say time of crisis.  
We say time of opportunity.**

Australia's \$123 million ICT industry is the fifth largest in the Asia-Pacific region and 11th largest in the world. It is a vital driver of the nation's economy, accounting for 4.9 per cent of Australia's economic activity, and is poised to grow sharply as the Government's \$43 billion National Broadband Network lays the foundations to propel the nation further to the forefront of the global digital economy.

CeBIT Australia is the largest business technology exhibition and conference series in the region, and its most high profile forum for advancing business growth band development in the regional ICT sector. It is the essential platform to attend for any organisation serious about tapping into the opportunities for business growth in Asia-Pacific in general and Australasia in particular.

That's why you need to stay ahead of the game with the latest knowledge of business solutions that can make a real difference in cutting costs and start you on the path to new growth. CeBIT Australia put you face-to-face with the decision makers from Australian and international businesses as well as with the Government looking for technology based solutions, seeking to accelerate business recovery and grow their business.

**Join CeBIT Australia. Your key to success.**

[www.cebitt.com.au](http://www.cebitt.com.au)

24-26 MAY 2010  
SYDNEY, AUSTRALIA

## World leading organisations providing real business solutions

CeBIT Australia is the hub of the Digital Economy in Australasia. With a focus on technology powered business solutions, it's the nation's largest and most important annual assembly of business leaders.

Each year, CeBIT Australia attracts a strong number of businesses and trade delegations from international markets. In 2009, countries that showcased with pavilions were: Germany, United Kingdom, China, Korea, South Africa, Philippines and Canada.

All of whom, recognise the added value of expanding their economy to the Australian market and encouraging successful international business relationships.

In addition, government and industry organisations arrange for Official Delegations to visit the event in order to open the opportunity for international business, which includes an official Welcome Reception hosted by the New South Wales Department of State and Regional Development

Wholly owned by a government entity and represented through 90 offices in more than 80 countries, CeBIT Australia has partnered up with the Australian Government to support businesses across the industries to grow and build a strong economy.

“

Everybody talks about the Global Financial Crisis but it doesn't seem to be happening in the technology area ... some of the companies we are dealing with have said the last month they are having some of the best sales ever. Austrade sees CeBIT as a launching platform into the global markets ... our focus is on taking Australian business offshore. We have been here since CeBIT started in 2002.

”

Peter Harrison  
National ICT Manager



Australian Government  
Austrade

### 10 Reasons to exhibit at

#### CeBIT Australia 2010

- **Immediate returns and benefits:** Up to half a billion dollars worth of business is signed each year as a direct result of exhibiting at CeBIT Australia
- **More than a three day event:** Companies exhibiting at CeBIT Australia benefit from a year-long round of marketing exposure and activities to raise their profile
- **A one stop shop for expertise:** Exhibitors come to CeBIT to promote their talents, set new industry benchmarks and learn from other solution providers
- **The Perfect Match:** CeBIT's comprehensive choice of show floor categories mean your potential clients know where to easily find you
- **A Modern Marketplace:** CeBIT each year draws up to 35,000 buyers and decision makers keen to meet up with solution providers on-hand, on-site and on-call
- **Building the Brand:** CeBIT shines a high profile spotlight on technology providers, increasing brand awareness and building whole new sales leads channels
- **Quality visitors, quantifiable returns:** CeBIT Australia's visitor profile overwhelmingly comprises C-Level executives and decision makers, who come to make important procurement decisions for their businesses
- **Expand your horizons:** If you're looking to expand your reseller base or partner networks, CeBIT brings potential suitors direct to you
- **An entrepreneurial environment:** CeBIT offers an immersive business environment with all the facilities tailored towards doing business in the most efficient way possible
- **The new face of business:** Cut through the barriers to communications and engage your lead prospects face-to-face

Partnership, sponsorship and exhibition opportunities are available.  
To enquire call +61 2 9280 3400 or email [sales@cebit.com.au](mailto:sales@cebit.com.au)

## Exhibiting

CeBIT Australia connects industry and government in the most important gathering of CIOs, CTOs and senior IT executives in the region. Covering most industry verticals, including financial services, healthcare, defense, education, retail and logistics, CeBIT Australia is the platform to help maximise profitability and manage risk.

**As much as half a billion dollars worth of business is estimated to have been signed during CeBIT Australia 2009.**

## Exhibition Categories

### Business Process Management

Business Software  
CRM  
IT Security  
IT Services  
Managed Services  
Open Source

### Clean Tech

Solutions for Green IT and Recycling

### Communications

Broadband  
Networking & Wireless  
Satellite & Telecommunications  
VoIP & IP Comms

### Data Centre & Hosting

Data Management  
Data Storage  
Hosting  
Servers  
Racks  
Virtualisation

### e-Health

Telehealth and Medical Devices

### eLearning & Skills Alley

Job & Career Market  
Human Resource Management  
Workforce Management

### Financial & Trading Technology

Banking Technologies  
Financial Solutions  
Trading Technologies  
Insurance Solutions

### Future Parc

Innovation  
Research & Development  
University

### Government Technology

### Mobility

Mobile Applications  
Mobile Communications  
Mobile Computing  
Navigation, Location & GEO

### Planet Reseller

Hardware  
Reseller IT  
IT Peripherals

### Printing & Imaging

Document Management  
Multifunction Document Systems  
Office Printing

### Retail Tech

e-Commerce & e-Finance  
Retail Business & Point-of-Sale  
Smart Cards, RFID & Supply Chain

### Security World

Anti-Spam & Anti-Virus solutions  
Biometric Systems  
Data Centre  
Network Security  
Security Software & Hardware  
Security Tools and Services  
Smart Card  
Video Surveillance

### www Online business

Digital and Mobile Content  
e-Marketing & SEO  
On-line Video & Broadcast  
Web 2.0  
Web Applications  
Webciety



## Exhibition Packages

### Option 1. Space Only A\$655 +GST per sqm



If you purchase the Space Only option you are required to supply and deliver a custom built stand from the ground up. This is a great way to reinforce your branding at the show. The minimum purchase for this option is 18sqm.

Includes:

- Floor space only
- 60 word Exhibition Directory listing (distributed in 35,000 copies)
- Co-operative marketing program

### Option 2. Shell Scheme A\$725+GST per sqm



Shell Scheme is an excellent choice for reducing the cost of exhibiting, but still getting access to the same audience. The minimum purchase for Shell Scheme is 9sqm.

Includes:

- Floor space
- 60 word Exhibition Directory listing (distributed in 35,000 copies)
- Aluminium frame construction
- White walling (where applicable)
- Signage (front and sides where applicable)
- Spotlights (2x120 watt)
- Power Point (1x5 amp per stand)
- Carpet Tiles
- Co-operative marketing program

## Optional Furniture Packages

**Option 1. Basic Furniture Package -**  
A\$565 +GST per package



Includes:

- 1 x Table (white/grey)
- 2 x Chairs
- 1 x Lockable Counter
- 1 x Brochure Rack
- 2 x Pot Plants
- 1 x Waste Bin

**Option 2. Premium Furniture Package -**  
A\$725 +GST per package



Includes:

- 1 x Corniche table (black/charcoal)
- 2 x Chairs
- 1 x Corniche Counter
- 1 x Brochure Rack
- 2 x Pot Plants
- 1 x Waste-Bin

### Hannover Fairs Australia

also provides custom built pavilion options. To find out more contact our sales team on Tel: +61 2 9280 3400 or email: [sales@cebit.com.au](mailto:sales@cebit.com.au)

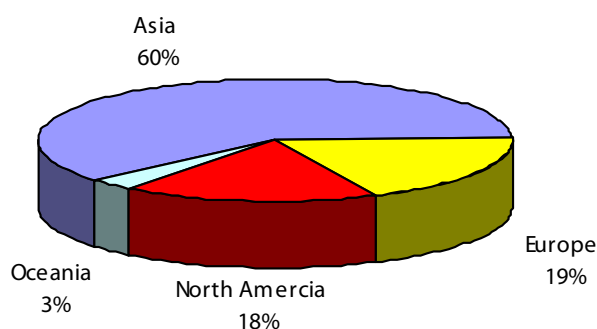


**Partnership, sponsorship and exhibition opportunities are available.**  
To enquire call +61 2 9280 3400 or email [sales@cebit.com.au](mailto:sales@cebit.com.au)

CeBIT Australia attracts every year numerous government-level overseas delegations

Argentina	Indonesia	Papua New Guinea
Canada	Iran	Romania
Chile	Ireland	Russia
China	Malaysia	Sri Lanka
Denmark	New Zealand	Thailand
France	Mexico	Turkey
Germany	Northern Ireland	United Kingdom
India	Pakistan	Ukraine

International Exhibitors



## Event highlights

CeBIT Australia is more than just an exhibition. It is the focal point of a series of events – from conferences, round tables, show floor seminars and presentations, business matchmaking events and networking gatherings tailored to bringing policy makers, solution developers and business professionals together to realise benefits for all involved.

**Round Tables:** Meet CIOs, CTOs and senior executives who make buying decisions.

**Theatres:** Show floor presentations

**Webciety:** The best of digital innovators

**Awards:** Recognising excellence in business technology

**Global Conferences\*:** Business intelligence for decision makers

**AusInnovate** – Capturing Australia's place in the global digital economy

**Access** – New strategies in business communications

**e-Government** – Your bridge to Australia's ICT policy makers

**Enterprise** – Smarter technology for better business

**Webforward** – Australia's premier Web, Search & e-Marketing summit

**e-Health** – WHAT WORKS to create a safer, higher quality, equitable and sustainable health system

\* CeBIT Global Conferences program is subject to change.

## 2009 statistics

### Visitors

With almost 30,000 visitors in 2009, CeBIT Australia has doubled in size since its early beginnings in 2002. Now CeBIT Australia is the nation's largest business event, that delivers an audience of Ministers, Directors, CEOs, CIOs, CTOs and key decision makers from Government organisations and Global Fortune 500 companies, who come to CeBIT Australia to make purchasing decisions

#### Sample of visitors include:

##### Federal Government

Australian Broadcasting Corporation  
 Australian Federal Police  
 Australian Securities and Investments Commission  
 Centrelink  
 Dept. of Education, Employment and Workplace Relations  
 Dept. of Health and Ageing  
 Dept. of the Prime Minister and Cabinet  
 Reserve Bank of Australia

##### State Government

Northern Territory Treasury  
 NSW Dept. of State and Regional Development  
 NSW Chief Information Office  
 Office of the CIO, South Australia  
 QLD Government Chief Information Office  
 QLD Health  
 Roads and Traffic Authority NSW  
 Sydney Water  
 Tourism Victoria  
 Victoria Police

##### Global Fortune 500 Companies

Allianz  
 American Express  
 Australia and New Zealand Bank  
 Bayer  
 Coca Cola  
 Commonwealth Bank of Australia  
 Oracle  
 Telstra  
 Thales Group  
 Vodafone  
 Woolworths

### Visitors by industry

Accounting	1.6%
Agriculture	0.4%
Automotive	1.0%
Banking/Finance	8.7%
Community Services	1.4%
Defence	2.9%
Education	2.3%
Energy / Utilities	2.1%
Engineering / Construction	2.2%
Export / Import	1.8%
Government	12.1%
Graphic Design / Printing / Photography	1.2%
Health	2.6%
Hospitality / Food	1.7%
Information & Communication Technology	11.8%
Insurance	1.9%
Legal Services	2.4%
Leisure / Sport / Entertainment	2.8%
Manufacturing	3.9%
Marketing / PR	4.3%
Media	2.1%
Mining	0.8%
Other	4.3%
Professional Services / Consultant	3.5%
Property Services / Real Estate	1.1%
Publishing / Advertising	1.2%
Recruitment	3.2%
Research & Development	2.9%
Retailing	3.9%
Security	1.0%
Transport / Logistics	2.0%
Travel / Tourism	3.2%
Wholesaling	1.7%

### Role in the purchasing of information and communications technology

Approve	33.89%
Recommend	32.66%
Specify	4.37%
Research	10.19%
No Role	18.90%

## 2009 Key Media Data

With 164 accredited journalists and many more media representatives in 2009, CeBIT Australia helps your business to receive extensive media coverage and ensure that businesses and decision makers understand the value of your innovative business solutions.

# 354

## Media Attendees

# 190

## Bloggers

# 164

## Journalists

	2002	2003	2004	2005	2006	2007	2008
Total Visitors	15,870	22,258	25,078	28,216	30,154	33,041	35,173
Business Visitors	13,155	18,499	20,525	22,949	24,130	26,822	28,784
Exhibitor personnel	2,715	3,759	4,553	5,267	6,024	6,219	6,389
Media	115	161	191	215	254	423	475

## Sponsorship Packages

Over its eight years of operation, CeBIT Australia has established itself as the largest and most significant business event in the region, attracting a total of 219,193 visitors and 4,718 exhibitors.

**Partner with CeBIT Australia and you will reach an elite audience of private and public sector decision makers from:**

- Federal, State and Local Governments
- Global Fortune 500 Companies
- Blue Chip Australian and International Corporations
- Leading Business Solutions Providers

CeBIT Australia offers three main sponsorship categories, each offering a variety of opportunities tailored to meet your objectives, providing real value and return on investment.

**Strategic Partner:** Drive the industry agenda, influence policy and create business development opportunities with the highest levels of government and enterprise. This is the ideal opportunity for industry leaders to develop, demonstrate and execute transformative business technology strategies.

**Knowledge Partner:** Spearhead the communication and exchange of news and dynamic solutions with interactive presentations, case studies and practical demonstrations at the CeBIT Global Conferences. Share your success stories and 'wins' with industry leaders.

**Showcase Partner:** Accelerate the sales process and build brand awareness by enhancing your presence on the show floor to over 30,000 IT executives and business visitors. Perfect if you are launching new products to market.

**Find out which sponsorship package best works for your business. Visit [www.cebitt.com.au](http://www.cebitt.com.au) for more information, or contact Aleks Duric on +61 2 9280 3400.**

“

We had quite a large stand this year and had made a pretty big investment, so getting the results was important in terms of meeting a lot of good quality people and generating some good, solid leads. And we came away with a number we were very comfortable with – and the ones we count as leads are pre-qualified. [...] The quality of the people coming through was very good. The people we talked to were the people that were making buying decisions in their companies – so we were very comfortable about the quality of people coming through. Yes, we will certainly be back next year.

”

John McCarl  
Marketing Manager



## Marketing and Media attention

- Over 3.2 million CeBIT eNewsletters sent worldwide promoting the event
- Over 6 million banners and text-spots on e-Newsletters (non-CeBIT)
- Over 250 printed advertisements in key business, news and ICT publications
- Promoted in 90 countries around the world through our network of offices
- A Digital Platform of search engine optimised websites attracting over 200,000 unique hits a month leading up to the event
- A 100,000+ business database of decision makers keen to hear about CeBIT and exhibitors
- Over 250 editorial pieces in key media in Australia
- Broadcast on over 10 TV stations around the world
- Broadcast on over 20 radio stations globally
- Promoted to over 250,000 business ICT users via Associations
- Over 180 Online banners on targeted websites
- 800 Flags around CBD in Sydney
- Comprehensive Exhibitor Marketing Program, ensuring year-round promotion



For further information contact

Sonia Voirol, Marketing Manager  
Hannover Fairs Australia  
Tel: 02 9282 7503  
Fax: 02 9282 7593  
Email: [soniavoiron@hannoverfairs.com.au](mailto:soniavoiron@hannoverfairs.com.au)

## Exhibition Guide

### Launch your business to a new level

The exhibition guide is distributed in 30,000 copies and reach a readership of 60,000 businesses and decision makers.

Promoting your business through the Exhibition Guide is the best way to launch your business to a whole new level of growth.

### Advertising Rates

Full-page colour (210mm x 297mm)	\$2,645
Half-page colour	\$1,840
- Portrait (95mm x 277)	
- Landscape (190mm x 138mm)	
Double-page colour Spread	\$4,540
Full-page outside back cover	\$7,875
Full-page inside back cover	\$5,165
Full-page inside front cover	\$5,740

### Important Dates

#### Advertising Deadline

28 February 2010

#### Advertising Material Deadline

18 March 2010

#### Production Date

25 March 2010

Rates in Australian Dollars, exclusive of GST.

**Partnership, sponsorship and exhibition opportunities are available.  
To enquire call +61 2 9280 3400 or email [sales@cebit.com.au](mailto:sales@cebit.com.au)**

## Launch your Business to the World

CeBIT is part of Deutsche Messe AG, the world's largest and most successful trade event company with an annual program of more than 200 major conferences and exhibition around the world, about 850 employees and 90 offices worldwide.

Contact us on +61 2 9280 3400 to see which events could launch your business to the world with a reliable partner or visit [www.hannoverfairs.com.au](http://www.hannoverfairs.com.au) for more information.



### Calendar of CeBIT events worldwide:



#### Gov 2.0 Conference

**19 October 2009**

Canberra, Australia

Implementing web 2.0, blogs, social media and multimedia tools in government



#### CeBIT Bilisim Eurasia

**07 – 11 October 2009**

**05 – 10 October 2010**

Istanbul

International Trade Fair and Conference for Satellite Communication, Broadcasting and TV-Content



#### CeBIT Hannover

**02 – 06 March 2010**

Hannover

The world's leading event for Information Technology, Telecommunications, Software and Services.

To launch your business to the world and find out about other upcoming business event, visit [www.hannoverfairs.com.au](http://www.hannoverfairs.com.au) or contact +61 2 9280 3400.

# CeBIT Australia Booking and Enquiring Form

24-26 MAY 2010, SYDNEY, AUSTRALIA



To find out more

**Online:** visit [www.cebit.com.au](http://www.cebit.com.au)

**Fax:** complete this form and send via fax to +61 2 9282 7592

**Phone:** call +61 2 9280 3400

## Request more information

To book space or request more information about CeBIT Australia 2010, please complete this form and fax back to +61 2 9282 7592

- |   |   |
|---|---|
| <input type="checkbox"/> Please send me more information about exhibiting at CeBIT Australia  | <input type="checkbox"/> I would like to book a stand |
| <input type="checkbox"/> Please send me more information about conferences at CeBIT Australia | <input type="checkbox"/> 9sqm (3mx3m)                 |
| <input type="checkbox"/> Please send me more information about visiting CeBIT Australia       | <input type="checkbox"/> 18sqm (3mx6m)                |
|   | <input type="checkbox"/> 36sqm (6mx6m)                |
|   | <input type="checkbox"/> 72sqm (6mx12m)               |

## Contact Details (please print)

Title: ----- First Name: ----- Surname: -----

Job Title: ----- Organisation: -----

Phone: ----- Email: -----

Mobile: ----- Fax: -----

Address: -----

Suburb: ----- State: ----- Postcode: ----- Country: -----

## TERMS AND CONDITIONS

"Event" shall mean CeBIT Australia 2010, which will take place on 24 – 26 May 2010, at the Sydney Convention and Exhibition Centre, Darling Harbour, Australia. "Organiser" shall mean Hannover Fairs Australia Pty Ltd. Confirmation of your registration for the Event will be sent to you via e-mail by the Organiser once full payment has been received. This e-mail will also become your tax-invoice. If full payment is not received by 5pm Friday, 30 April 2010, the attendee registration may be cancelled and the Organiser reserves the right to claim all payment due otherwise. If you are unable to attend the Event you have registered for and wish to substitute another Attendee in your place, you must send a correctly completed pro-forma Attendee Substitution Form to the Organiser no later than 5pm Friday 14 May 2010. No charge applies. Phone substitutions will not be accepted. If proper notification is not provided within this deadline, the Organiser reserves the right to refuse the substitution. No refunds will be made for cancellations. The Organiser will endeavor to ensure that the published Event program is correct at the time of the actual Event. It may, however, due to unforeseen circumstances, be necessary to alter the program before the Event, and the Organiser reserves the right to do so without notice. The Organiser reserves the right to cancel or postpone the Event, in which case full refunds for registrations will be issued to Attendees that have paid. Given serious cause outside the Organiser's influence, the Organiser shall not be liable for any direct or indirect costs borne by the registered Attendees. In the event of any occurrence not foreseen in these 'Terms and Conditions of Participation', the decision of the Organiser shall be final.