

CeBIT Australia 2010

REALISE
YOUR
VISION
OF THE
DIGITAL
ECONOMY

24-26 MAY 2010
SYDNEY, AUSTRALIA

CeBIT
australia



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

Most businesses are now looking at more cost efficient solutions to streamline their operations.

With tough times soon behind us, the post-crisis race has begun. Businesses are gearing up with new processes, and competitors who weren't threats before are shaping up to set the new industry benchmarks.

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. In partnership with the Australian Government, CeBIT Australia gives you access to technology-based solutions from key ICT providers to help you grow your business.

Build your vision of the digital economy.

www.cebit.com.au

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.

CeBIT Australia delivers market leading content built on an international network of analysts, consultants and researchers and with the authority of the Australian Government's innovation, research and development agencies.

CeBIT Australia identifies new technology trends before they hit the market, and provides access to the latest business solutions available from key technology providers.

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.

“

We were definitely impressed with the quality and the quantity of delegates we met at our booth, and we have a good number of what I would call hot leads. We have a solution that helps customers to cut costs and to be more productive, so I don't think our products are affected too much by the financial crisis – this is what companies are looking for. We are definitely looking to come back, and we are already in discussion for next year

”

Todd Lewis
Marketing Manager Asia Pacific

CITRIX® | online

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

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. Can you afford to miss out on the most important B2B event in the region?

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



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

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

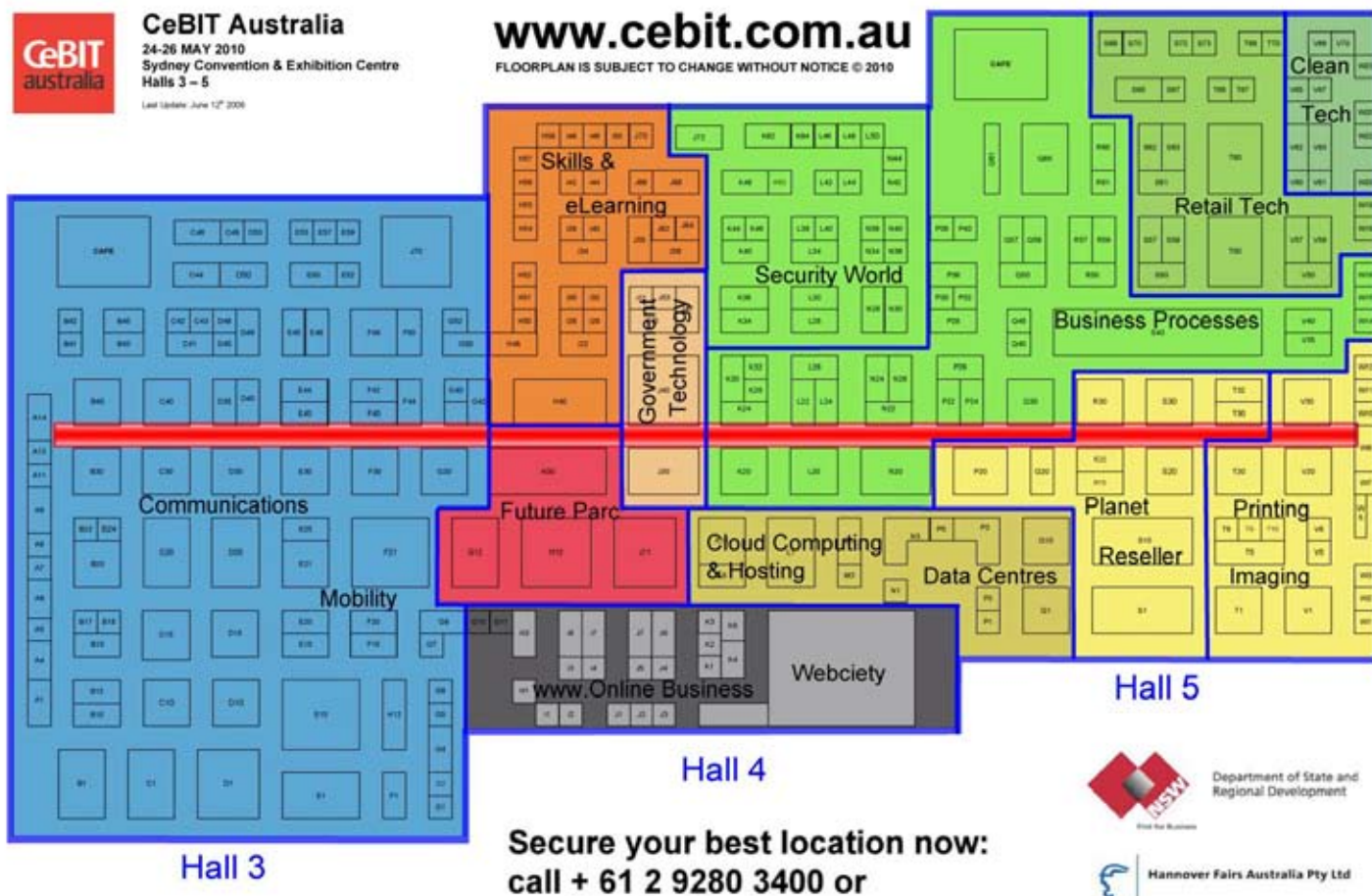
e-Government – Your bridge to Australia's ICT policy makers

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

* The Global conference program is yet to be finalised and 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

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.cebit.com.au for more information, or contact Aleks Duric on +61 2 9280 3400.

“

There was a really good buzz around the show this year. Even though we're in a difficult economic times, there was a real feeling from people at the event that they wanted to push on regardless, that there were opportunities out there regardless, and that the way through the economic difficulties was to push ahead."

InnovationNation as a networking event worked really well this year, it was great. I think the buzz was there, and I think the guest list was the right mix – people were meeting and talking right from the start and it was done in a really good atmosphere.

”

Dan Smith
Manager, Branding & Communications



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
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Fax: 02 9282 7593
Email: 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

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 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 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

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.