

PUSH
YOUR BUSINESS

Planet Reseller For those who deal in success

1 – 5 MARCH 2011 · HANNOVER

Heart of the digital world

CeBIT

pro

Planet Reseller
Powered by Reseller News

Clear concept. Sharp focus.

→ Planet Reseller is the only event that connects retailers and resellers quickly and conveniently with manufacturers, distributors and group purchasing organisations. Here, you can meet all your key contacts in one place because the event is strictly geared to the needs of specific target groups: specialist dealers, buyers, decision-makers and IT officers working for German and foreign companies. Use this opportunity to present your trade-related solutions to a broad professional audience and to secure new orders.

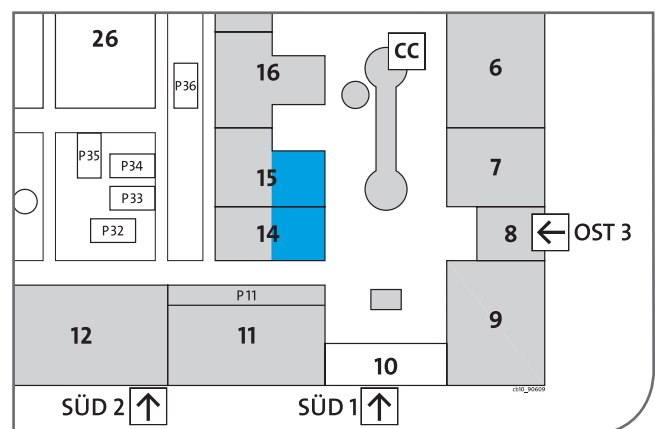
Maximum effectiveness. Direct communication.

→ No business today can afford to neglect customer relations. Particularly when the economy is going through a difficult time, the ICT channel needs to work hard to forge even closer links with its retail partners.

Customers must be kept aware of developments through regular interaction and dialogue. If you want to get them excited about your products and services, you should aim at increased personal contact, i.e. a stand at Planet Reseller, the dedicated forum for trade.

You'll reap the benefits in terms of both quality and quantity. There's no other event aimed specifically at the trade where you can meet so many high-calibre visitors with money to invest, or where you can network with fellow professionals and get down to the business of selling and taking orders. As an exhibitor you'll appreciate the direct feedback on your products and partner programmes. And you'll be well placed in

every sense at Planet Reseller, which is strategically located in Hall 14/15, right at the heart of CeBIT.



Visit our website:

www.cebit.de/planetreseller_e

Good contacts. Good business.

→ 85,000 visitors from 122 countries make Planet Reseller the most important trade-only event for the ICT industry. You can also count on its broad international appeal: in 2010 27% of all visitors to the show came from outside Germany. It also attracts a growing press presence, with an 18% increase in journalist numbers at the last show. The high calibre of visitors attending Planet Reseller is ensured by our professional registration system. At the show, this means that you'll be talking to a preselected trade audience with specific investment plans in mind. After the show you'll be able to follow up your new business contacts when we send you our contact data for registered trade visitors. It all adds up to perfectly targeted communication with no wasted effort.



Visitors according to business sector

IT Reseller	37.6%
Business services/Consultant	30.5%
Wholesaler/distributor	18.0%
Telecommunications reseller	14.8%
System integration	14.8%
VAR	9.2%
OEM/manufacturer	8.8%
Consumer reseller/Electronics reseller	6.3%
Mail order sales	5.8%
Supply of business software solutions/software company	5.4%
Manufacture of IT hardware	5.4%
Assembly	4.6%
Internet agency/Web integrator	4.3%
Office equipment/automation systems	3.7%
Internet provider/Internet service provider	3.6%
Manufacture of telecommunications equipment	3.3%
Government/public sector institutions	3.2%
Retail sales (department stores/shopping malls)	3.2%
Manufacture of consumer electronics	3.0%
Photographic reseller	2.1%
Manufacture of entertainment/gaming industry equipment	1.4%
Other	4.7%

Source: Visitor registration for Planet Reseller 2010

Breakdown of trade visitors

Western Europe	29.2%
Central Europe	18.0%
Asia	17.4%
Southern Europe	10.9%
South East Europe	8.3%
Northern Europe	7.2%
Eastern Europe	3.9%
Northern and Central America	2.1%
Africa	2.1%
South America	0.8%
Australia	0.2%

Decision-making authority of visitors

President/Executive Direktor/General Manager/CEO/COO	37.5%
Sales Director/Project Manager/Channel Manager	12.2%
Sales Manager/Account Manager	10.9%
Purchasing Manager/Commercial Director/Buyer	9.6%
IT Consultant	6.0%
Product Manager/Brand Manager/Key Account Manager	5.7%
Administrator/System integrator/Service technician	5.3%
IT Manager/IT Director/CTO/CIO	5.0%
Marketing Director/Marketing Manager	4.1%
Trainee/Assistant	3.8%

Optimal presence. Flexible package solutions.

→ With a choice of intelligent and flexible presentation solutions, Planet Reseller offers exhibitors an ideal platform for doing business.

Themed display areas

In 2011 you can present your products in one of our new themed display areas with one of our full-service packages:

- Output-Management
- Digital Signage
- Navigation

Presentation packages

Whether you want to supply your own stand (Basic, Combination, Combination PLUS packages) or rent one of our modular system stands (Demonstration point, All-inclusive package) – we have a range of options to suit every exhibitor.

Networking

The meeting place of choice for the ICT industry is the central marketplace at Planet Reseller. It's the perfect place to talk business with customers in a relaxed but professional setting.

PR and marketing

Our PR and marketing support ensures that your presence and your products get the attention they deserve. From online banners and visitor invitation mailings to VIP packages, we can provide a whole series of highly effective publicity tools to promote your business. And with the aid of our press service you can reach the media that matter – all over the world. You can also count on extensive press coverage in the Computer Reseller News from October 2010 through to March 2011. A press advertising campaign will run in parallel over this six-month period.

Catering service

Our professional catering team is on hand at Planet Reseller to supply you with refreshments throughout the show period – including delivery to your stand if you require. Payment can be made using a catering badge. No cash is required. You will not be invoiced until after the end of the show.



Meeting rooms

Private meeting rooms for 6 to 10 persons are available at Planet Reseller. These are bookable by the hour, subject to availability.

Service Point

Immediately before and after the show, when the displays are being set up and dismantled, our customer service team at the Exhibitor Service Point will be on hand to answer all your questions. Also available here are all the support services you'd expect, such as mailing and despatch, faxing and photocopying facilities, lockers, messenger service and much more besides.

»We always look forward immensely to CeBIT. It's now an established part of our sales strategy. Here we don't just talk business – we actually do business! This is partly because we consciously work to achieve this, inviting our customers in advance and then closing business deals here at the show. Our sales people are very proactive. We have already signed up numerous new partners. Last year we entered into 50 new partnerships, and I estimate that the number will be even greater at the end of the show.«

Elvir Basic, Sales Director, Synaxon AG, Bielefeld, Germany

The choice is yours



→ We can supply everything from basic entry-level display options to all-inclusive full-service stand packages. Book now to exhibit in 2011, and choose from our range of individual presentation options and services. You can find more information online at www.cebit.de/planetreseller_e

Stand rental charges for distributors

Basic package	from €265/m ²
Combination package	from €365/m ²
Combination PLUS package	from €435/m ²
Demonstration point	from €6,000

Stand rental charges for manufacturers

Basic package	from €315/m ²
Combination package	from €415/m ²
Combination PLUS package	from €485/m ²
All-inclusive package	from €865/m ²
Demonstration point	from €6,500

All prices are subject to VAT at the current rate. Subject to change. For more information about VAT refunds for foreign exhibitors, go to: www.vat-refund-international.com

Supplementary charges

Registration fee, fixed charge	€300
Marketing fee	€10/m ²
Upper floor of two-storey stands	€100/m ²
Prepayment for services	€46/m ²

Co-exhibitors

Registration fee, fixed charge	€300
Marketing fee	€300
Participation charge	from €900

Early booking discount for bookings received by 31 August 2010 (applies to Basic, Combination, Combination PLUS and All-inclusive packages)



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