

FIGURES THAT REALLY ADD UP

Visitor profile – your prospective customers at a glance

- Some 45,000 trade visitors at Public Sector Parc 2009
- 74% of the trade visitors are involved in important investment decisions
- Over one in three decision-makers come to the show with definite investment plans
- More than half of the trade visitors attend no other ICT event during the year



"(...) The verdict is that CeBIT 2009 was an all-round success. We particularly applaud the efforts made by the organizers to encourage more communal activities like the promotional weekend in Hall 9, where citizens get to meet their local government representatives. This is entirely in keeping with our network-oriented, teamwork-based philosophy in Rheinland-Pfalz, which firmly believes that 'the whole is greater than the sum of its parts'."

Jürgen Häfner, CIO for Rheinland-Pfalz and Director of the Central Office for IT Management, Multimedia, eGovernment and the Modernization of Administration at the Ministry of the Interior/Ministry for Sport, Rheinland-Pfalz, Mainz, Germany.

You want to boost your business? Then return the enclosed application form without delay!

More information can be found in the enclosed brochure for CeBIT 2010 or online at: www.cebit.de/publicsector
If you have any further questions, please don't hesitate to contact us. A member of the team will be pleased to advise you.

**PUSH
YOUR BUSINESS**

CeBIT

HANNOVER
2.-6.3.2010
cebit.com

The No. 1 Marketplace for Digital Business

SEIZING OPPORTUNITIES IN THE PUBLIC SECTOR: PUBLIC SECTOR PARC AT CEBIT 2010

→ CeBIT drives new thinking in digital business. This is particularly true when it comes to solutions for the public sector – and Public Sector Parc is now the central exhibition platform for such solutions. Here you can get talking to decision-makers from local government and public administration and take away new ideas for your company or organization. The importance of Public Sector Parc as an event is acknowledged even in senior government circles – so it's not surprising that the show's regular patron is the Federal Minister of the Interior. As an exhibitor therefore you can expect serious inquiries from professionals who mean business. That was certainly the experience of those companies and organizations that exhibited in 2009.

STRATEGICALLY PLACED

→ Public Sector Parc brings together all the key players in one place. And a very convenient place it is, too. In Hall 9, near the very busy East entrance to the Exhibition Grounds (Messeingang Ost), you'll be making your presentation in surroundings that are both attractive and advantageous. Because here you'll also catch the visitor traffic to and from the popular exhibitions in neighbouring halls: future parc (Hall 9), TeleHealth and green IT (Hall 8), CeBIT Destination ITS (Hall 7), CeBIT Banking & Finance World and CeBIT Security World (Hall 11). Achieve your goals at Public Sector Parc, the industry's No. 1 meeting-place: Push your business.



Dr. Wolfgang Schäuble at the opening of Public Sector Parc in 2009

"CeBIT is very important for us as a high-profile trade fair and a window on the world. (...) We have invited selected clients and are staging numerous events at our stand – which no doubt helps to explain the crowds!"

Detlef Knapp, Information and Acceptance Management, Department of e-Government and IT in Administration, Ministry of the Interior/Ministry for Sport for Hessen, Wiesbaden

"CeBIT is an important trade fair and a major international event. (...) Once again we had large numbers of very focused, professional inquiries this year and I have to say that we were well pleased with the outcome."

Joerg Baumgartl, Managing Director, Federal Printing Office, Berlin

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PUBLIC SECTOR PARC

A REAL INSTITUTION: PUBLIC SECTOR PARC

→ As a trade show staged under the banner of CeBIT, Public Sector Parc is targeted firmly at trade visitors rather than the general public. This is where officials and decision-makers in the public service come to find out what solutions are available and to compare notes with fellow professionals. It also functions as a meeting-place for business and local government, a matchmaking centre, a showcase for innovations – in short, an ideal platform for your company. All these benefits can be yours:

Visitors channelled to your stand

Our sophisticated visitor management system ensures that you reach your preferred target group. To that end we are further refining our popular program of guided tours for Public Sector Parc, which brings mayors and heads of local government departments direct to selected stands.

Intensive visitor advertising

At the special weekend event “BÜRGER trifft BEHÖRDE”, where citizens meet their local government representatives, you can introduce your company or organization to a broad public, undertake special promotions and use the match-making facility to recruit personnel.

Unique “Knowledge Platform”

In addition to your own stand, Public Sector Parc offers you another opportunity to showcase your company to great effect. As a contributor to our special “Knowledge Platform” you’ll be able to demonstrate your area of expertise and make your voice heard in the dialogue between local government officers, reference users and solution suppliers.

“(…) Our products and solutions attracted a lot of interest from our customers and the visiting public, thanks to the excellent publicity generated by the show’s organizers.”

Ulrich B. Hohendorf, Senior Partner and Managing Director, TECHNO ET CONTROL* ULRICH HOHENDORF GMBH & CO KG, Karlsruhe

YOU’VE COME TO THE RIGHT PLACE: OUR MAIN DISPLAY CATEGORIES

- Broadband services / Telecommunications / Voice over IP
- D 115/Germany’s national access number for government services
- Document management systems
- e-Government
- e-Justice
- e-Procurement
- EU Service Directive
- Financial management / e-Payment
- Geo-information systems
- Internal and public security / Policing / Public order
- IT security / Digital signatures
- Human resources management
- Software for building construction and facility management
- Web 2.0 / Internet portals / Online services



Over 45,000 trade visitors within easy reach.

PUSH
YOUR BUSINESS

IN THE PUBLIC INTEREST: FEATURE DISPLAYS AND FOCUS TOPICS



EU Service Directive and single national access number for government services spell new business opportunities

The hot topics of the moment are the new EU Service Directive and the single national access number for government services. Here you can update your information, talk to other local government officers and demonstrate your solutions to decision-makers.



Local Government Marketplace – no shortage of demand

The central meeting-place for all suppliers and users of local government ICT solutions. Here potential customers are looking for the perfect software solution – and they want all the advice they can get. The “Local Government Days” attract many visitors from local government across Germany to Public Sector Parc, where they compare notes with their fellow professionals. An added feature of the “Local Government Days” is the program of guided tours to exhibitor stands.



IT for Public Security – a safe bet for meeting new customers

Public authorities and other organizations with security responsibilities can view an extensive range of technical applications and products at Public Sector Parc. Present your systems and solutions here to an audience of potential buyers.



Geoinformation Systems – show others the way to go

As an alternative to booking your own stand, Public Sector Parc offers you the option of a presentation on the “Geoinformation Systems” display area. You can also use the event “Speed Dating GeoBusiness” to network with colleagues and make valuable new contacts.

“We certainly haven’t regretted our decision to take part in Public Sector Parc at CeBIT 2009. The hall was always busy, and we had a lot of very serious inquiries. (...) We did a civil defence presentation entitled “Test case CeBIT”, and it proved far more popular than we expected. (...) We are definitely planning to exhibit at Public Sector Parc again in 2010.”

Christiane Hering, Managing Director, CFGI, Dortmund