



BUSINESS IT

DOCUMENT MANAGEMENT SOLUTIONS

CeBIT

HANNOVER
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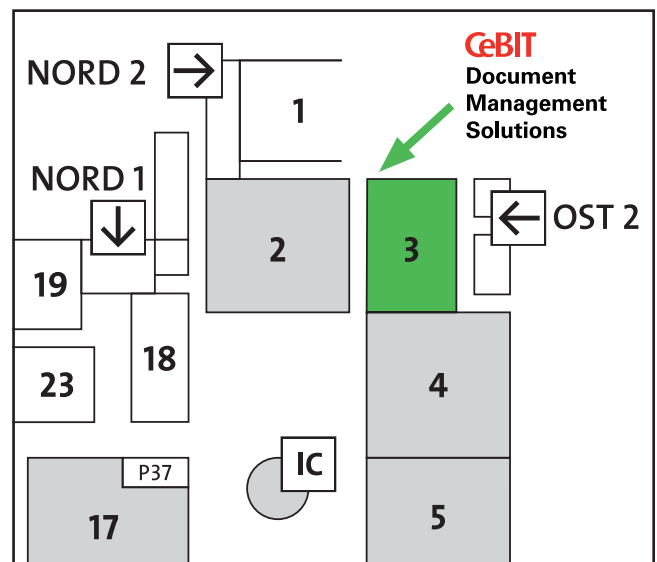
HALL 3: THE HOME OF DMS

→ At CeBIT 2009 Hall 3 proved to be a magnet for manufacturers and service providers in the area of ECM/DMS. In 2010 this platform will be extended in order to provide a complete overview of what's available on the world market. Concentrated information available from a single source – this manifests itself in the growing number of highly qualified business professionals who visit Hall 3.

The importance of DMS is growing, due in part to the challenging economic climate. This technology is the key to rationalization and efficiency gains – e.g. by streamlining work processes and speeding up research. The DMS presentation at CeBIT 2010 represents an excellent opportunity to establish new leads and reinforce existing customer relationships.

SYNERGIES

→ Hall 3 is part of an integrated display line-up. Your customers are just a stone's throw away from the related solutions on show at Business Storage (Hall 2), Output Management and Office Solutions (Hall 3) and ERP, CRM and BI (Halls 4 and 5). Only CeBIT boasts such a comprehensive cross-section of information and communication technology.



“(...) The highly motivated and interested visitors generated the largest number of high quality leads that we had ever encountered. There was a clear trend: the number of high-calibre visitors and productive contacts was significantly higher than in previous years. This indicated a strong shift towards B2B and quality! (...) We are convinced by the concept and by the success of CeBIT 2010: a good reason to maintain our commitment to this trade show and this concept.”

Udo Stein, Marketing Manager, ELO Digital Office GmbH, Germany

BUSINESS IT

THE PILLARS OF YOUR SUCCESS

Comprehensive line-up of exhibitors

No other trade show brings together more suppliers of DMS/ECM solutions. The exhibitors not only showcase their products and services, but also swap ideas with industrial partners, hold meetings and set new trends.

High-calibre visitors and new potential audiences

Benefit from the broad-based and diverse CeBIT audience and unlock new sources of sales potential. Our extensive visitor recruitment and publicity campaigns will ensure that visitors make their way straight to Hall 3.

Sharp B2B focus

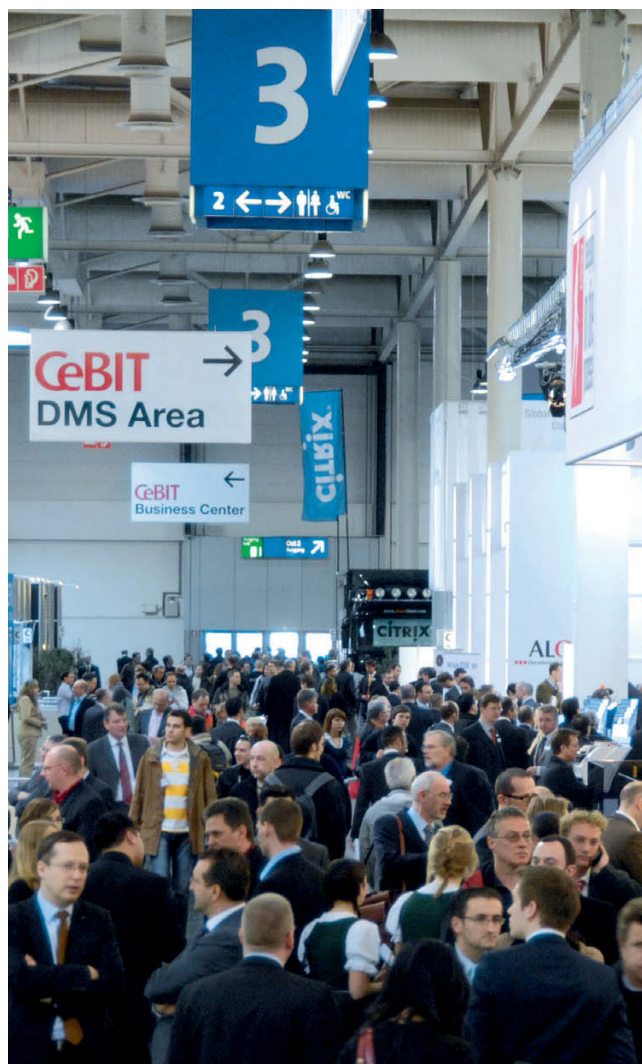
In 2010 CeBIT will focus even more strongly on B2B issues. CeBIT will take place from Tuesday to Saturday and will be open exclusively to visitors over the age of 16 (Tuesday to Friday). As a result CeBIT will offer excellent opportunities for high quality matchmaking.

Location with strong synergy effects

The DMS presentation in Hall 3 is at the heart of "Business Processes" and close to the heavily frequented NORTH 2 entrance. The neighbouring display categories (e.g. Business Storage, Output Management, ERP, CRM and BI) are a unique source of integrated solutions for your customers.

At CeBIT you'll gain access to around 26,800 visitors who are interested in DMS.

PUSH
YOUR BUSINESS



"In 2009 Hall 3 achieved the highest-ever B2B impact for the DMS sector. The hall has become a magnet for highly qualified visitors. No other event reaches such a broad international audience. At CeBIT we can meet almost all our international partners and encounter a growing number of attendees from around the world. It's the place to do business. CeBIT 2010 is an absolute MUST for us. We have high expectations. The upturn in the business cycle will boost attendance at CeBIT, the first big international trade show of the year."

Peter Schnautz, Managing Director of InoTec GmbH, Germany

FOCUS ON THE KEY TRENDS



DMS Forum – vendor-independent information

Organized by the industry association VOI, the DMS Forum will present an extensive and attractive program. Various experts will outline how companies can streamline their document handling processes by deploying appropriate technology. You too will benefit directly from these neutral, first-hand reports by users.

NEW: Best Practice Forum – your customized presentation platform

To create even greater scope for the DMS exhibitors at CeBIT we have created an additional forum in Hall 3. Here you will have the opportunity to demonstrate your best-practice solutions – either alone or in combination with your company's partners.

VOI Showcase – hands-on mail handling

This VOI Showcase (subtitled "Live & Digital VOI Post GmbH") will present a complete digital mail handling installation, including the necessary infrastructure. Visitors can count on receiving individual guidance. Use this visitor magnet to forge links with new customers.



DMS Area – VOI Partner Presentation

At CeBIT 2009 more than 20 companies teamed up to showcase their solutions and services for target-oriented information management. In the coming year the Partner Presentation will provide an efficient platform for VOI member companies that are exhibiting at CeBIT for the first time.



"Given the sustained interest in efficiency-boosting IT systems, we are looking forward eagerly to CeBIT. (...) The success of CeBIT 2009 showed that established trade show concepts are still effective – especially in the business-to-business segment."

Roger David, Managing Director of windream GmbH, Germany

SEE YOU AT CeBIT 2010!

CONVINCING STATISTICS

The visitors – your potential customers

- 26,800 of the visitors at CeBIT 2009 were interested specifically in DMS
- 74 % of the CeBIT visitors are responsible for investment projects
- 56 % of the CeBIT visitors do not attend any other ICT shows
- 20 % of the CeBIT visitors came from outside Germany
- 370,000 visitors attended CeBIT 2009

Your options as an exhibitor

- Individual presentation
- For exhibitors in Hall 3: participation in the DMS Forum and the new Best Practice Forum
- For VOI members: participation in the VOI Partner Presentation and the Digital Mail Handling Showcase

“For d.velop taking part in CeBIT 2009 was definitely worthwhile. At the beginning of 2010 CeBIT will provide an excellent opportunity to present (...) new products and services.”

Thomas Malessa, Head of Public Relations d.velop AG, Germany

Further information about participation and registration is available at:

www.cebit.de/info2010

If you have any further questions, simply give us a call.

A member of the team will be pleased to advise you.



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