



# BUSINESS IT

ENTERPRISE APPLICATIONS  
(ERP, CRM, BI, BPM)

HALL 5

.españa  
CeBIT PARTNER COUNTRY 2010

CeBIT

HANNOVER  
2-6 MARCH 2010

cebit.com

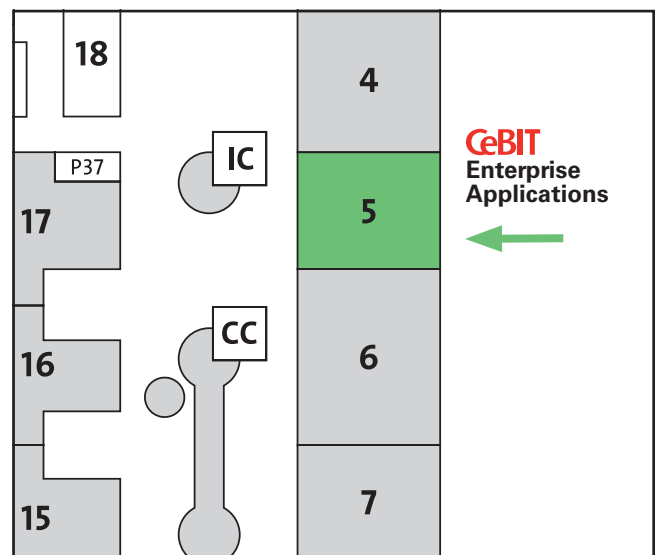
The world's No.1 marketplace for digital business

## FOCUS ON PROCESS OPTIMIZATION: ENTERPRISE APPLICATIONS AT CeBIT 2010

→ Recognizing sales potential, building customer loyalty and increasing efficiency – under the tagline “Enterprise Applications” CeBIT 2010 brings together the complete spectrum of software solutions for managing business processes in Hall 5. In today’s world the backbone of any company’s software infrastructure is made up of Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Controlling (Management Information Systems, Business Intelligence) and Business Process Management (BPM). Centrally located under “Enterprise Applications” within the “Business IT” section of the show, top decision-makers will find integrated complete solutions for every type of business as well as solutions for the selective optimization of business processes, both in-house and externally. In today’s challenging economic climate, applications like these are essential for keeping businesses successfully on track. In other words, here you have a great opportunity to win new customers!

## NEW HALL, NEW CONCEPT, NEW IMPETUS FOR YOUR BUSINESS

→ Already well-established at CeBIT for a number of years, the separate display areas “Enterprise Resource Planning”, “Customer Relationship Management” and “Business Intelligence” are now grouped together under the heading “Enterprise Applications”. Their location in Hall 5 puts them at the heart of the “Business IT” section of the show – and consequently right alongside the industry’s leading global players. As the focal point of Business IT, “Enterprise Applications” is the industry’s No. 1 gathering – and an invaluable aid to generating new business contacts.



“For Cubeware, CeBIT has been a firm fixture for many years now. The show is a great platform for meeting people face to face – whether prospective customers, existing customers or business associates. It supplements what we can do online, and serves as a useful calling card for a whole range of communication activities. At the same time you can be certain of meeting many market players in Hannover, which gives us a good opportunity for an informal exchange of views.”

Monika Düsterhöft, Marketing Director, Cubeware GmbH, Rosenheim

# BUSINESS IT

## THE FOUNDATIONS FOR YOUR SUCCESS

- The industry's top gathering for Enterprise Applications
- Highly qualified trade visitors, including many senior decision-makers
- Cross-industry spectrum of applications
- Exhibitors from all over the world
- Central location alongside the industry's leading global players

## MAIN DISPLAY CATEGORIES IN HALL 5

- Enterprise Resource Planning
- Business Intelligence
- Business Process Management
- Customer Relationship Management
- Vertical Market Solutions

## SPECIAL EVENT

### Enterprise Application World

→ The official information platform at CeBIT for all issues relating to ERP, BI/BPM/BRM and CRM is Enterprise Application World (EAW). EAW is the cross-media branding for a group of three separate special events:

- forum-b3 (Business Intelligence, Business Process Management and Business Rules Management)
- crm-arena (Customer Relationship Management)
- forum-erp (Enterprise Resource Planning)

Each of these events consists of a congress or forum platform and an attached exhibition area.

Talk to the top decision-makers at the industry's No. 1 gathering!

**PUSH**  
YOUR BUSINESS



"CeBIT is one of the most important trade fairs in Germany, and provides a marketplace that no IT provider can afford to ignore. We are presenting ourselves as the market leader in CRM for SMEs, featuring new industry solutions. No other channel enables us to get our message across so efficiently. We forged some long-term relationships right at the start of the event – and I have to say, the opening ceremony really kicked the tradeshow off in style."

*Angelika Herzog, Marketing Manager, CAS Software AG, Karlsruhe, Germany*

# PRICES, TERMS AND CONDITIONS

## STAND RENTAL CHARGES

Basic charge (indoor space)	€ 205/m <sup>2</sup>
Basic charge (open-air site)	€ 93/m <sup>2</sup>

### Stands with two or more open sides

Stands with two or more open sides are subject to an extra charge.  
For stands of up to 120 m<sup>2</sup>:

for stands open on two sides (corner stand)	25 %
for stands open on three sides (end stand)	40 %
for stands open on four sides (island stand)	60 %

Any space in excess of 120 m<sup>2</sup> will be charged at the basic rental price.

### Additional charges

Registration charge (lump sum)	€ 300
Visitor promotion charge*	€ 39/m <sup>2</sup>
Reduced visitor promotion charge for stand space in excess of 1,000 m <sup>2</sup>	€ 10/m <sup>2</sup>
Space on the upper floor of two-storey stands (prices for complete packages will be quoted upon request)	€ 75/m <sup>2</sup>

### Co-exhibitors

Registration fee (lump sum)	€ 300
Visitor promotion charge* (lump sum)	€ 300
Participation fee (lump sum)	€ 780

#### \* VISITOR PROMOTION CHARGE: WHAT YOU GET FOR YOUR MONEY

- Efficient access to additional target groups via cebit.com
- Complimentary admission tickets to help you recruit new customers and build customer loyalty
- Updating of your customer database using the registration details supplied by your invited guests
- Professional visitor advertising backed by cross-media communication campaign
- Feedback from market research surveys to help you plan your presentation more effectively

## FAIR-PACKAGES

→ Make things easy by opting for one of our convenient all-in "fair-packages": "Classic", "Comfort" or "Premium". Everything you need is included: stand space, stand assembly and additional services, such as daily cleaning, comprehensive insurance and attractive marketing services.

### "Classic" fair-package

Example: 15 m <sup>2</sup> row stand with Type A stand and additional services, from	€ 5,520
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### "Comfort" fair-package

Example: 20 m <sup>2</sup> corner stand with Type B stand and additional services, from	€ 8,565
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### "Premium" fair-package

Example: 25 m <sup>2</sup> corner stand with Type D stand and additional services, from	€ 11,194.25
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[www.cebitt.de/fairpackage\\_e](http://www.cebitt.de/fairpackage_e)

## NEWCOMER SPECIAL

→ Is this your first time? We can offer first-time exhibitors a special deal. Our "Newcomer Special" comprises a fully assembled 15m<sup>2</sup> modular row stand complete with furnishings and fittings, free advertising aids and many useful services, available as a complete entry-level package for the all-in price of € 5,379.

[www.cebitt.de/newcomerspecial](http://www.cebitt.de/newcomerspecial)



You can find more detailed information about our range of services at [cebitt.com](http://cebitt.com)

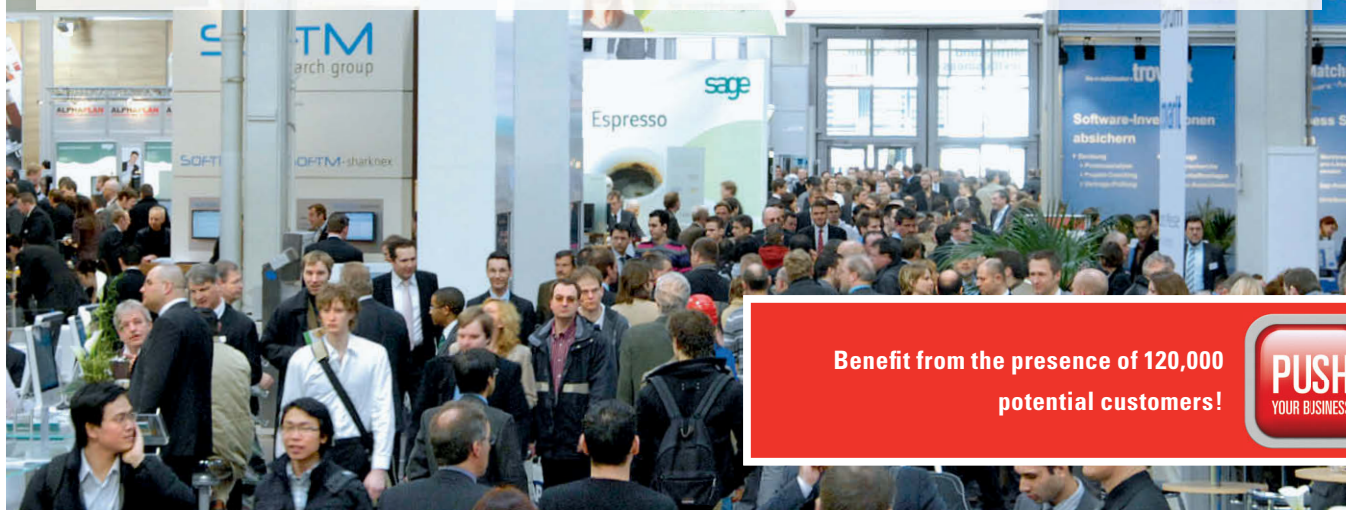
All prices are subject to VAT at the current rate. We reserve the right to make changes.  
For more information about VAT refunds for foreign exhibitors, go to: [www.vat-refund-international.com](http://www.vat-refund-international.com)

# SEE YOU AT CeBIT 2010!

## CONVINCING FIGURES

### Visitor profile – your potential customers at a glance

- The ERP, CRM, BI and BPM display areas attract some 120,000 trade visitors
- 74 % of trade visitors are responsible for buying decisions (a sales potential of 7 billion euros)
- Over one in three decision-makers come to the show with specific investment plans
- More than half of all trade visitors attend no other ICT trade fair during the year
- Total trade visitors number around 300,000 – and 90,000 of these come from outside Germany
- CeBIT is one of the biggest and most important media events worldwide (approx. 6,000 journalists in attendance)



Benefit from the presence of 120,000 potential customers!

**PUSH**  
YOUR BUSINESS

“For us, as suppliers of business software, CeBIT remains the most important industry gathering in Germany. So we welcome the fact that Deutsche Messe has been working even harder recently to make the show more appealing, with a sharper focus on the needs of potential buyers and corporate decision-makers. We also welcome the fact that all the competing suppliers of ERP solutions are now concentrated here in Hall 5. So we know that the visitors in this hall are here to look for ERP solutions. As part of this competing line-up we have succeeded very well in getting ourselves noticed and making promising new contacts.”

*Carsten Temme, Director of Sales & Marketing, HS – Hamburger Software GmbH & Co. KG, Hamburg, Germany*



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