

BUSINESS IT

AutoID/RFID

.españa
CeBIT PARTNER COUNTRY 2010

CeBIT

HANNOVER
2-6 MARCH 2010

cebit.com

The world's No.1 marketplace for digital business

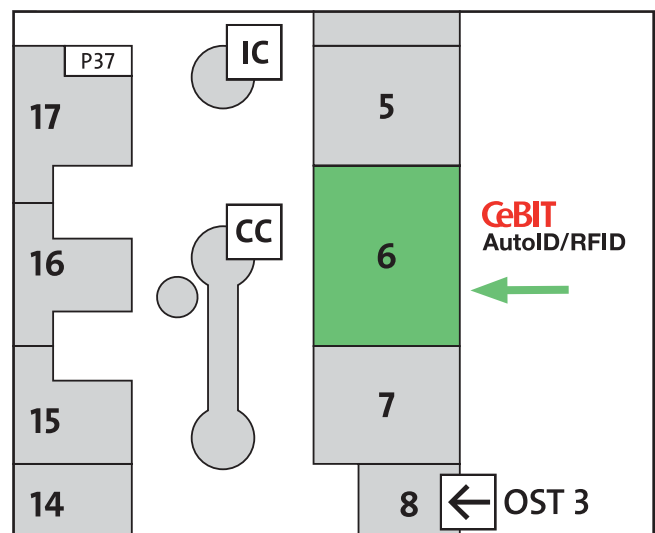
PUSH
YOUR BUSINESS

IDENTIFY NEW CUSTOMER POTENTIAL: AutoID/RFID AT CeBIT 2010

→ In the words of Craig Barrett, former Chairman of the Board of Intel at CeBIT 2009: "Many nations and businesses try to save their way out of a recession. It is much better to invest our way out." He also pointed out that "technology tends to never slow down". The display AutoID/RFID at CeBIT 2010 is eloquent testimony to this belief. As a technology that makes business processes faster, safer and more secure, more transparent and more traceable, RFID has huge future potential. The AutoID/RFID display at CeBIT 2010 will present the latest innovations and new product developments in automatic identification in an international and interdisciplinary setting. These range from applications for industry (identification of persons and objects, quality assurance), commerce and logistics (asset management) to the service sector (entry and access controls), healthcare and much more besides. With this cross-industry approach, all the relevant user sectors are grouped together under one roof. This is your chance to win new customers among the senior decision-makers present, and to go away with fresh ideas for taking your business forward. As the slogan says: Push your business!

NEW HALL, NEW CONCEPT, NEW IMPETUS FOR YOUR BUSINESS

→ The AutoID/RFID display in Hall 6 is located conveniently close to thematically related displays such as ERP in Hall 5 and Telematics in Hall 7, as well as neighbouring display areas in Hall 6 such as Access Control and Industry Applications (i.e. production control applications). The flow of visitors from these and other adjacent display areas will bring more decision-makers from industry and commerce to your stand. In short, by exhibiting at AutoID/RFID you are in the right place to generate new sales.



"CeBIT covers a broad market spectrum, and as manufacturers of hardware components we reap the benefits of that. Here we can reach out to many different target groups that we wouldn't necessarily encounter at the smaller trade shows. We are always looking for new distribution partners in other countries, too – and nearly every year we have been at CeBIT we have picked up at least one new partner."

Andreas Löw, Marketing, Feig Electronic GmbH, Weilburg, Germany

THE FOUNDATIONS FOR YOUR SUCCESS

- Central meeting place for AutoID specialists from all over the world
- Cross-industry presentation covering all areas of application
- Large numbers of foreign exhibitors and highly qualified trade visitors

MAIN DISPLAY CATEGORIES

Data acquisition:

- RFID transponder technology
- Handhelds
- Mobile and stationary devices

Labelling systems:

- Labels/RFID labels/Smart labels
- RFID transponders
- Label printing
- Card technology/Contactless card technology

HIGHLIGHTS

AutoID/RFID Solutions Park

→ The AutoID/RFID Solutions Park is a corporate-branded special area in Hall 6, created once again with the support of industry association AIM. Here suppliers and users have the opportunity to demonstrate successful examples of AutoID technologies in action. The AutoID/RFID Solutions Park is based on an innovative display concept where complex technologies are shown at work in typical items of equipment used in industrial/commercial processes. This eye-catching special display, now to be being staged for the fourth time, attracts a lot of interest from visiting professionals, provides an invaluable point of reference, and generates a special excitement of its own.

CeBIT AutoID/RFID Forum

→ The CeBIT AutoID/RFID Forum has become an established favourite at the show. Its central location makes it the focus of attention in Hall 6, with a program of high-powered presentations and panel discussions guaranteed to attract visitors with an interest in this field. You can find detailed information about the program and a review of last year's Forum at www.cebit.de/autoid_e

Get your company noticed by senior decision-makers and opinion leaders from around the world!

PUSH
YOUR BUSINESS

Software/Systems integration and consultancy:

- RFID middleware
- Software and hardware integration
- Consultancy

Security:

- Entry control
- Access control



PRICES, TERMS AND CONDITIONS

STAND RENTAL CHARGES

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

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 m²:

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 m² will be charged at the basic rental price.

Additional charges

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

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

AutoID/RFID SOLUTIONS PARK

→ For companies exhibiting at the AutoID/RFID Solutions Park we offer a comprehensive “no worries” package in a corporate branding, which gives you stand space, stand plus assembly and a whole range of services, including marketing, for just € 495/m² plus a registration fee of € 300.

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 ² row stand with Type A stand and additional services, from	€ 5,520
--	---------

“Comfort” fair-package

Example: 20 m ² corner stand with Type B stand and additional services, from	€ 8,565
---	---------

“Premium” fair-package

Example: 25 m ² corner stand with Type D stand and additional services, from	€ 11,194.25
---	-------------

www.cebit.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 15 m² 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.cebit.de/newcomerspecial_e

You can find more detailed information about our range of services at cebit.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

SEE YOU AT CeBIT 2010!



CONVINCING FIGURES

Visitor profile – your potential customers at a glance

- The AutoID/RFID displays attracted 17,300 trade visitors at CeBIT 2009
- 74% of the trade visitors are senior decision-makers with responsibility for buying decisions
- 20% of the trade visitors come from outside Germany
- Over one in three decision-makers come to the show with specific investment plans

“We are attending CeBIT for the first time, to introduce our research results on RFID in airline catering to end customers. The technology covers the entire process chain, as visitors to our stand will see. Our display has attracted great interest, with visitors including VIP delegations. This trade fair is an outstanding platform for us to draw attention to our ideas and raise our profile.”

Wolfgang Glahn, Manager Research & Technology, Airbus Germany, Hamburg, Germany



Deutsche Messe

Hannover · Germany

**Deutsche Messe
Messegelände
30521 Hannover
Germany**

Tel. +49 511 89-0
Fax +49 511 89-32626
cebit@messe.de
www.cebit.com

Your contacts

Your CeBIT AutoID/RFID team:

Jan-Hendrik Tiedje
Tel. +49 511 89-33119
jan-hendrik.tiedje@messe.de

Gamze Ceylan-Filiz
Tel. +49 511 89-33144
gamze.ceylan-filiz@messe.de