

CeBIT 2010

Professional Data Center @ CeBIT

Hall 12

The CeBIT logo is displayed in white text within a white square border on a red background.

Professional Data Center @ CeBIT, Hall 12

The data center, forming the hub of a company's IT operations, has experienced huge changes in recent years compared to most other areas. While previously the main IT strategy involved working towards centralizing operations in a data center and establishing efficient business processes, nowadays it is the data center itself that is the subject of optimization measures: consolidation, cost reduction and environmental aspects are now among the most important tasks for IT managers.

New technologies, architectures and concepts are facilitating better utilization of data centers with existing and new resources, as well as helping to keep control of the flood of information and optimize business applications whilst at the same time reducing costs. Data center managers are now faced with a variety of new tasks such as merging physical security with IT security, combining voice, data and video, facilities management (fire prevention, EMC, air conditioning), alternative energies and compliance specifications.

Deutsche Messe is organizing its first special event dedicated to the subject of the data center, which will be held in Hall 12 and will cover the following key areas:

- **Cabling/infrastructure**
- **Security (IT and physical)**
- **Active components**
- **Virtualization and consolidation**
- **Consulting**
- **Power supply**
- **Connections – carriers**
- **Managed services**

Your options for taking part:

With it being held in a clearly structured and very well-positioned pavilion area with its own “Speakers Corner”, the “CeBIT Professional Data Center” offers you an excellent opportunity to demonstrate your company’s abilities live to a professional audience:

Participation fees:

Stand area:	€ 570 /m ²
Demo Point:	€ 3,190 per demo point
Registration fee:	€ 300 per exhibitor

(all prices are excl. VAT)

The exhibitor package includes the following services:

a) Rental of a stand area (9-15 m²):

Stand construction per exhibitor:
1 information counter, 1 bar stool, 1 literature display rack, 1 wastepaper basket, 1 meeting table, 4 chairs, carpeting, wall panels, basic lighting and power socket (3 kW) incl. connection and consumption costs, company logo on fascia panel (in color)

b) Rental of a demo point:

Stand construction per demo point:
1 lockable PC counter, 1 bar stool, 1 literature display rack, 1 wastepaper basket, carpeting, wall panels, basic lighting and power socket (3 kW) incl. connection and consumption costs

PR and marketing activities included per exhibitor:

- Trade visitor tickets (printed and electronic)
- Extra Internet presence with 20 product group entries and at least 5 product descriptions
- Company information (catalogue and electronic media)

Use of the pavilion area with lounge, kitchen and catering

Speakers Corner (small platform staging 3 x 2 m, with speaker lectern, rear panel, required technology)

Services:

Basic cleaning, daily cleaning of stand, daily removal of waste, 1 hostess, Internet connection

Services provided by our cooperation partner, CMP-WEKA Verlag:

- Logos for all exhibitors displayed on a 1/1 ad-page in the trade magazine “Network Computing (NWC)” from October 2009 to March 2010
- Logo and brief profile of your company
 - in an advertorial of the NWC in February and March 2010
 - in the “Data Center@CeBIT 2010” compendium
 - in 2 special editions on the subject of data centers in October 2009 and February 2010
- Logo and link to your website on the Data Center website of networkcomputing.de
- Placement of up to 3 white papers on the Data Center website of networkcomputing.de
- Opportunity to participate in NWC-hosted round-table discussions on the first 4 days of the exhibition

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