



"Professional Data Center @ CeBIT", Hall 12

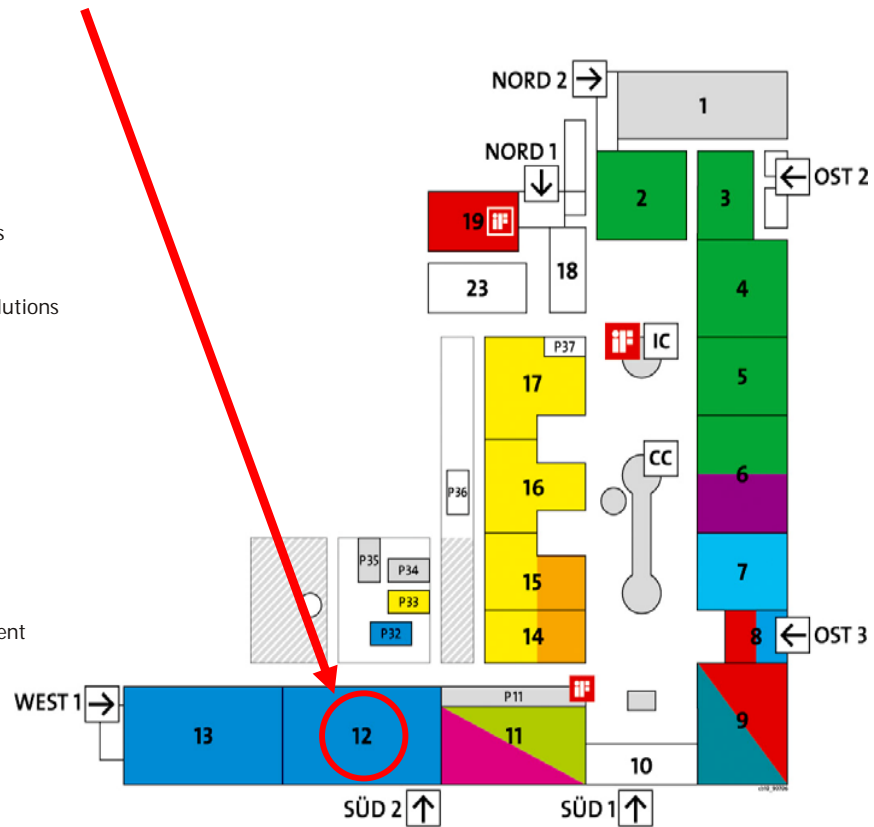
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CeBIT PARTNER COUNTRY 2010

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The true heart of IT infrastructure - at CeBIT 2010:

"Professional Data Center@CeBIT"

- Hall 2** Business IT
 - Server Technologies
 - Business Storage
 - Virtualization
 - Open Source Solutions
- Hall 3** Business IT
 - Document Management Solutions
 - Software & System Management
 - Professional Output
 - Advanced Office & Conference Solutions
 - Mailing Solutions
- Hall 4** Business IT
 - Enterprise Resource Planning
 - Business Intelligence
 - Business Process Management
 - Service Oriented Architecture
 - Customer Relationship Management
- Hall 5** Business IT
 - Enterprise Resource Planning
 - Business Intelligence
 - Business Process Management
 - Customer Relationship Management
 - Vertical Market Solutions
- Hall 6** Business IT
 - Human Resource Management
 - Access Control
 - AutoID/RFID
 - Industrial IT Solutions
 - Learning & Knowledge Solutions
- Hall 6** Internet & Mobile Solutions / Webciety
 - Digital Media Solutions
 - Web based Solutions
 - Web Content Management
 - Enterprise Mobility
- Hall 7** CeBIT Destination ITS
 - Telematics & Navigation
 - Automotive Solutions
 - Transport & Logistics
- Hall 8** CeBIT green IT
 - TeleHealth
 - eHealth
 - Telemedicine
 - Healthcare-Management



- Hall 9** future parc
 - Living 2020
 - Corporate Research
 - Applied Research
 - Basic Research
 - Start-ups & Spin-offs
- Hall 9** Public Sector Parc
 - ICT Solutions for the Public Sector
 - eGovernment Solutions (municipal, state federal and European Union)
 - IT Solutions for Municipal Public Utility Undertakings
 - Municipal Establishments and Service Providers
 - Geoinformation Systems
 - Homeland Security

- Hall 11** CeBIT Security World
 - Anti Spam & Anti Virus Solutions
 - Security Tools & Services
 - Biometrics
 - Card Technology
 - Security Soft- & Hardware
 - Security & Availability in Data Centers
 - Network Security
 - Video Surveillance
 - Mobile Security
- Hall 11** CeBIT Banking & Finance World
 - Financial Solutions
 - Software for Banking & Financial Services
 - Card Technology for Banking & Finance
 - Equipment & Systems
- Halls 12, 13** Business Communication
 - Fixed Line & Network Solutions, Infrastructure
 - Unified Communication
 - Wireless Technologies
 - IP Communication
 - Enterprise Solutions
 - Data Center
 - Carrier & Provider
 - Telecommunication- & Internet Service
- Halls 14 -17** ICT-Infrastructure
 - Consumer Electronics
 - Computer, Notebooks, Netbooks
 - Components
 - Graphics & Sounds
 - Cases, Cooler & Power Supplies
 - Mobile & Personal Storage
 - Display Technologies
 - 3D Technologies
 - Peripherals
 - Mobile Devices
 - Accessories
 - Kiosk Systems & Technologies
 - Point of Sales-Infrastructure & Digital Signage
- Halls 14, 15** Planet Reseller
- Pavilions 32-35, Open air-site** Display Technologies, Office Solutions, Carrier & Provider
- Hall 1, CC** Mobile Devices & Communication, CeBIT Global Conferences

- 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 floods 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 guidelines.
- Deutsche Messe is therefore organizing a special event dedicated to the subject of the data center in Hall 12 in order to provide trade visitors with comprehensive and solution-oriented information about all issues relating to data centers.

The pavilion will focus on 8 key areas relating to this subject:

- Cabling/infrastructure
 - (Cabling systems, 19" technology, passive components, false floors, KVM switches, patch fields, network management, monitoring technology, measuring technology, monitoring, electrical installations, isolation, EMC, control cabinets, etc.)
- Security (IT and physical)
 - (IT security, backup, RAID systems, archiving, access control, video monitoring, fire prevention, fire extinguishers, alarm systems, safes, etc.)
- Active components
 - (Routers, switches, servers, storage, high availability, load balancing, appliances, etc.)

- Virtualization and consolidation
 - (System virtualization, server virtualization, desktop virtualization, storage virtualization, blade server concepts, mainframes, performance management, system management, etc.)
- Consulting
 - (Planning software, auditing, monitoring, consulting, service level agreements, compliance, etc.)
- Power supply
 - (Electricity supply, alternative energies, air conditioning, UPS systems, diesel generator sets, heat recovery, green IT, etc.)
- Connections – carriers
 - (City carriers, Metro Ethernet, WAN bandwidth optimization, ISP/ASP, backbones, laser connection, dark fiber, radio relay systems, etc.)
- Managed services
 - (Outsourcing, ...as a service, service level, hosting, Internet presence, e-mail, etc.)

In cooperation with CMP-WEKA Verlag, this dedicated "Data Center" event is being professionally advertised and covered in the media. As an exhibitor, you will receive a comprehensive media services package:

- Your company's logo will be displayed on a 1/1 ad-page in the trade magazine "Network Computing" from October 2009 to March 2010
- Your company's logo and a brief profile of your company will feature in an advertorial in "Network Computing" in February and March 2010
- Your company's logo and a brief profile of your company will feature in the "Data Center @ CeBIT 2010" compendium
- Your company's logo and a brief profile of your company will feature in two special editions on the subject of data centers due for publishing 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 round-table panel discussions on the first four days of the exhibition. Speaker/participant support and professional organization provided by "Network Computing"

Your participation as an exhibitor:

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 skills live to a professional audience.

Participation fees:	570.00	Euros/sqm net,
	3,190.00	Euros per workstation
	300.00	Euros registration fee per exhibitor/co-exhibitor

Stand construction per exhibitor:

- 1 information counter and 1 bar stool
- 1 literature display rack, 1 wastepaper basket
- 1 meeting table and 4 chairs
- Carpeting
- Wall panels
- Basic lighting and power socket (3 kW) incl. connection and consumption fees
- Company logo on fascia board (in color)



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 fees



PR and marketing activities per exhibitor:

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

Use of the pavilion area, including:

- Lounge
 - Information counter
 - Lounge with tables/chairs
 - Fax connection and fax machine
 - Telephone connection and phone

- Kitchen
 - Water supply, sink
 - Dishes
 - Kettle
 - Coffee maker

- Catering
 - Soft drinks, juice, water
 - Coffee and tea
 - Biscuits

- Speaker's Corner
(small 3.00 x 2.00 m platform staging with carpeting, speaker lectern, rear panel)

- Services
 - Basic cleaning
 - Daily cleaning of stand
 - Daily removal of waste
 - 1 Hostess
 - Internet connection

Amaze your customers! Present your company and its latest products and services in this field at the pavilion and take the opportunity to inspire trade visitors at CeBIT, i.e. your customers!, by giving a talk at the "Speakers Corner"! Your customers want to find out about a wide range of issues relating to the subject of data centers – and this is your chance to show them what you can do!

We provide the ideal setting for your appearance at the trade fair, together with comprehensive services - all at a very reasonable price!

We look forward to seeing you there!