

# Human Resource Management

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CeBIT PARTNER COUNTRY 2010

CeBIT

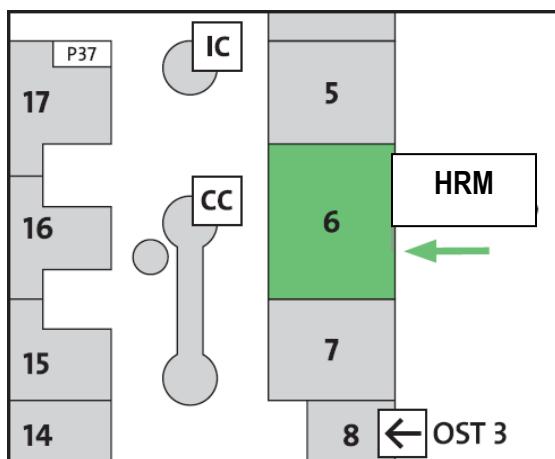
## Success factor Human Capital

In the current economic situation companies require highly qualified employees. The human capital is a crucial success factor and a strategic competitive advantage. Requirements in HR departments are growing steadily and are getting more and more complex. Thus, HR software and accompanying services have become more important than ever: IT-supported processes contribute cost-efficiency and higher professionalism to the human resources department. In short: modern HR software is the key for efficient personnel work to meet increasing expectations under an increasing cost pressure.

The HR display category at CeBIT 2010 will present the latest innovations and new product developments in modern human resource management in an international and interdisciplinary setting. These range from workforce management and digital personnel files to payroll accounting, time management and access control. This is your chance to win new customer among decision-makers present, and to go away with fresh ideas for taking your business forward. As the slogan says: Push your business!

## Next to further relevant topics – hall 6 offers synergies and visitor potential:

The HR display category in Hall 6 is located alongside the highly frequented main corridor and conveniently close to thematically related displays such as Enterprise Resource Planning (ERP) and Business Intelligence in Hall 5. In the field of time management, access control and security you will benefit from the displays RFID and card technologies. Neighbouring display categories will bring more trade visitors to your stand. By exhibiting in the HR display category you have optimum access to decision-makers and you can count on reaching a broad audience for your innovative HR Solutions. Be sure of unlocking new sources of business potential.



## CeBIT 2010 Human Resource Management – offer for vendors

### Convincing figures:

- Over. 10,000 trade visitors from Human Resource Management
- 74% of the trade visitors are involved in purchase decisions
- A total of over 300,000 trade visitors
- 20% of the visitors come from outside Germany
- More than one visitor in three has definite investment intentions

### More added value for your business:

- Comprehensive marketing activities for the HR area towards selected media and visitor campaigns
- Customer acquisition and customer loyalty through complimentary tickets and e-tickets
- Update of your customer data base with the registration data of your trade visitors
- The online exhibitor and product search guarantees you a year-round presence in our online event media.



### Stand Rental Charges:

#### Stand Rental Charge

Basic Charge: EUR 205/sqm

#### 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 sqm

- 2 open sides (corner stand) 25%
- 3 open sides (end stand) 40%
- 4 open sides (island stand) 60%

#### Additional charges:

Registration charge (lump sum) EUR 300

Visitor promotion charge EUR 39/sqm

#### 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.

#### fair-package „Classic“

Example: 15 sqm row stand with Type A and additional services, from EUR 5,520

#### fair-package „Comfort“

Example: 20 sqm corner stand with Type B and additional Services, from EUR 8,565

#### fair-package „Premium“

Example: 25 sqm corner stand with Type D and additional services, from EUR 11.194.25

### Your contacts:

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