



Tickets and lead services



Complimentary admission tickets

Qualified leads are the main motivation for taking part in a tradeshow. A personal invitation that includes a complimentary admission ticket represents the most effective way of advertising your tradeshow stand and is the decisive catalyst for getting people out to visit you. Get your invitation campaign under way in good time, either by sending printed tickets by post or e-mailing your guests and attaching an eTicket. The latter is the least expensive option and is great for last-minute campaigns. Both ticket types can feature your own corporate design and can be ordered in unlimited numbers for your visitor promotion campaigns. For DOMOTEX, CeBIT and HANNOVER MESSE, your visitor promotion fee already includes a number of complimentary admission tickets, for which no further charges are incurred. For all other exhibitions, only the tickets actually presented at the turnstiles are charged for. For a number of shows we also offer attractive, flat-rate ticket packages.

Complimentary ticket registration and usage data

Don't forget to tell your guests that they need to register their complimentary tickets before they can use them! Then, starting five weeks before the fair, you will be able to go to OBS and get daily updates on who has registered. You can use this information to contact your guests and pre-arrange meetings at your display stand. After the fair, we'll provide you with the ticket usage data via OBS – the perfect start to your post-fair follow-up work with customers.



Nicht ausschneiden! Nur gültig als DIN A4-Ticket / e-Ticket vor Nässe schützen.
Do not cut out! Ticket valid only in A4 format/letter size / Keep your eTicket dry.

e-Ticket CeBIT 2011
Öffnungszeiten/Opening hours: 1.-5. März 2011, 9.00 - 18.00 h
Eintritt erst ab 16 Jahren/Minimum age: 16

Tagesticket Day Ticket
1.-5. MARCH 2011
Eintritt erst ab 16 Jahren/Minimum age: 16

Registrierter Besucher ist / Registered Visitor is:
Max Mustermann, Teichstraße, 30880 Musterstadt
Eingelagerter Registrierungscode / Registered Ticket Code R xxxx xxx 45g

1. Das Ticket ist nur gültig für einmaligen Eintritt.
2. Ungültig bei Verkauf/Verlassen der Veranstaltung.
3. Verkauf oder Erwerb verboten.
4. Vom 1.3.-4.3.2011: Kein Eintritt für Kinder/Jugendliche unter 16 Jahren. Eintritt nur gegen Vorlage eines gültigen Personalausweises.
5. Am 5.3.2011: Eintritt für Kinder/Jugendliche von 6-15 Jahren nur in Begleitung auschweidmöglicher Erwachsener. Kein Eintritt für Kinder unter 6 Jahren.
6. Ausnahmen: Zutritt zu den Hallen: Externe Masters erst ab 18 Jahren.
7. Alle GVM-Tickets nur gültig mit aufgedrucktem Namen des registrierten Besuchers und angekreuztem Besuchsziel.
8. Die Benutzung des e-Tickets unterliegt der beim Registrieren akzeptierten Einwilligung zur Datenverarbeitung, ansonsten unter www.cebit.com und ist auch als Schwarz-Weiß-Ausdruck gültig.

1. This ticket is valid for one admission.
2. The ticket becomes invalid if sold or an departure from the exhibition.
3. Sale of purchase prohibited.
4. 1-4 March 2011: No entry for children under 16. Valid ID must be shown 5 March 2011: Entry for children aged 6-15 years only in the company of a supervising adult. No entry for children under 6. Exceptions: Admission to halls: Externe Masters minimum age is 18.
5. Valid on all GVM transportation in the Greater Hannover Region only if name of registered visitor is printed on ticket and day of visit is ticket before boarding.
6. The use of e-Tickets is subject to our Consent Declaration, which the visitor accepts at the time of registration, and which can be viewed by going to www.cebit.com and is also valid as a black-and-white printout.

Anreise zum Messegelände Hannover
Arrival at Hannover's Exhibition Grounds
Umfrage über Informationen zu Anreise und Aufenthalt in Hannover finden Sie auf unserer Website www.cebit.de/anreise
Für comprehensive information on travel and accommodation in Hannover, please visit our website: www.cebit.de/arrival

e-Ticket

Fachbesucher-Ticket / Complimentary Ticket
Erst nach Registrierung unter www.cebit.com gültig.
Registration under www.cebit.com required.
Öffnungszeiten/Opening hours: 1.-5. März 2011, 9.00 - 18.00 h.

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PUSH YOUR BUSINESS

TURKEY
CeBIT
cebit.com
HANNOVER
1.-5. MARCH 2011

Deutsche Messe
Gültig in allen Verkehrsmitteln - 2. Klasse - im Großraum Hannover (GVM, www.gvm.de), wenn Besuchsziel angegeben ist.
Valid on all GVM business/trains plus trains 2nd class in the Greater Hannover Region (www.gvm.de). Valid only if day of visit is ticket before boarding (see reverse).

Print-Ticket

Contact:

Complimentary ticket hotline

Tel.: +49 511 89-39000

fachbesucher-tickets@messe.de

Lead management at your stand

Electronic visitor data capture at your stand

Our lead management system lets you capture and manage visitor details at your stand. You can do this by scanning in your visitors' business cards and/or the barcodes on their admission tickets (and, in some cases, on their badges). You can even print off questionnaire and lead documentation forms which can be scanned back into the system once completed by your visitors. The system frees up a lot of time and resources during and after the show, enabling you to give your visitors your full attention. There are a range of standard packages to choose from, each of which can be expanded with add-on modules. You can also order fully customized packages. Just ask us. We and our service partners are happy to advise you during the lead-up to the fair and support you onsite during the fair.

Here's how it works:

1. Recording address data

Record visitor data by scanning visitors' business cards or the barcode on their admission tickets. Use the Lead Management software to conveniently process the address data and export it to other data formats.

2. Documenting your leads during the show

Well in advance of the show, you will receive a link to the easy-to-use Lead Management software, which you can then use to conveniently create your own questionnaires and lead forms for documenting conversations at your stand (by simply checking boxes or jotting down notes, etc.).

3. Scanning questionnaires/lead forms

No need to type in any written information or notes. Simply use the special laser scanner to read in the filled-out questionnaires or lead forms and then use the Lead Management software to further process the information.



1. Scanning the admission ticket



2. Filling out the questionnaire, which you can create using the software



3. Scanning the filled-out questionnaire

Contact:

Elisabeth Zilch

Tel.: +49 511 89-31335

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Premium Visitor Packages

Premium Visitor Packages comprise a suite of services that will give your customers an enhanced visitor experience at the fair.

They are highly effective loyalty tools that you can use to pamper your key customers.

Note: Please bear in mind that our Premium Visitor Packages are not available for all shows.

Our packages consist of the following exclusive services:

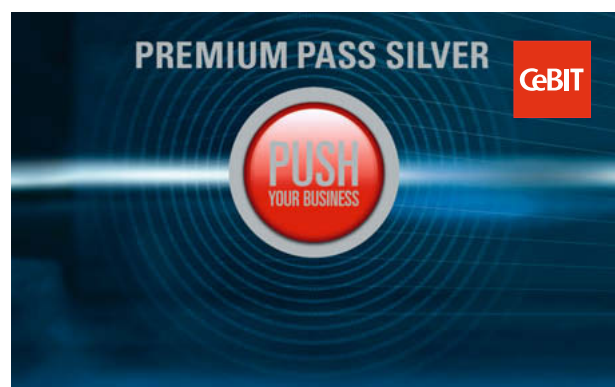
- Free admission during the entire event
- Fast access to the showgrounds via the “express lane” at all entrance gates
- Free shuttle service to all display sectors at the show*
- Access to the Premium Lounge, including workstations, refreshments and international newspapers*
- Cloakroom and left-luggage service at all entrances*

* Available for pass holder and one accompanying person

Premium Pass Silver

- Free shuttle service to all display sectors at the show
- Access to the Premium Lounge, including workstations, refreshments and international newspapers
- Cloakroom and left-luggage service at all entrances

With our Premium Visitor Packages, you're sure to leave a lasting favorable impression on your customers – the perfect start to long and fruitful business partnerships!



Contact:

Sanja Silovic

Tel.: +49 511 89-31107

sanja.silovic@messe.de

Lead generation

We work closely with our subsidiary Deutsche Messe Interactive (DMI) to help you generate new leads and business all year round, whether in relation to trade fairs or otherwise. DMI can broker contacts between you and potential customers at times to suit you. It works away in the background throughout the year, using Internet services such as e-mail marketing to contact potential customers on your behalf.

We already know lots of your potential customers

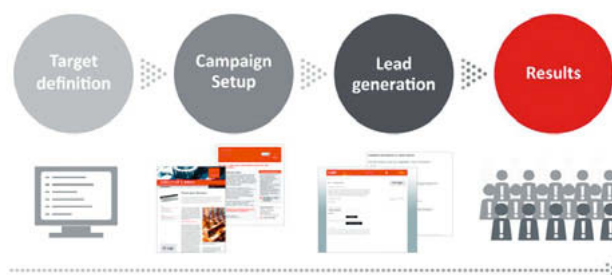
The Deutsche Messe exhibitor and visitor database contains about 2 million qualified B2B contacts – a rich source of new leads for your business. We offer a range of flexible, tailored solutions spanning all stages of lead generation in the context of trade fairs and beyond.

Target qualified trade visitors with a direct marketing campaign

We can run tailored campaigns to generate direct sales leads for you. We can identify quality contacts with high-level decision making authority and arrange meetings times that suit your schedule. And we have matchmaking processes that enable us to refer quality contacts to the right solution provider: you.

Letting you focus on your core business

With its network of partners, DMI can give you all the support you need to generate quality sales contacts. Providing everything, from initial setup and implementation to reporting and lead qualification, DMI is your year-round online sales partner.



Contact:

Deutsche Messe Interactive

Ben Neumann

Tel.: +49 511 330601-04

benjamin.neumann@messe-interactive.de

Match & Meet

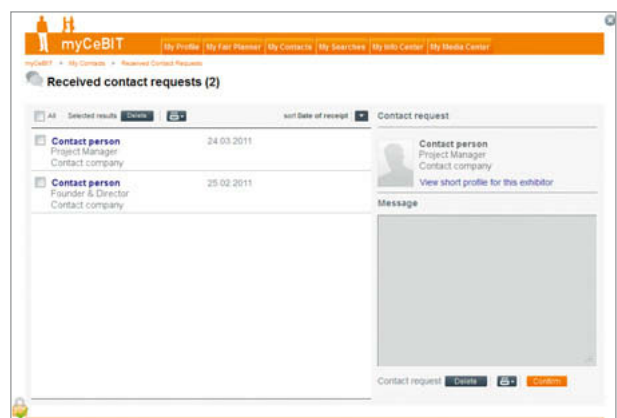
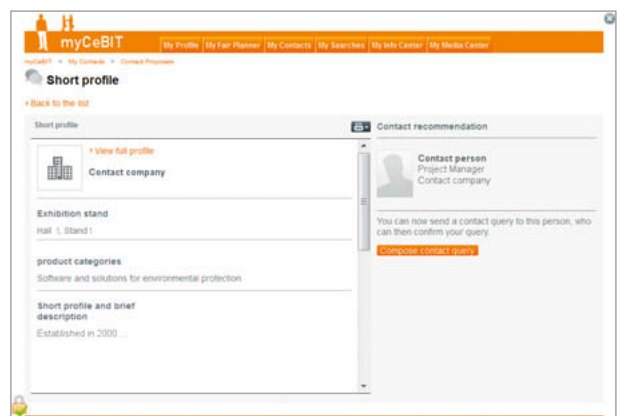
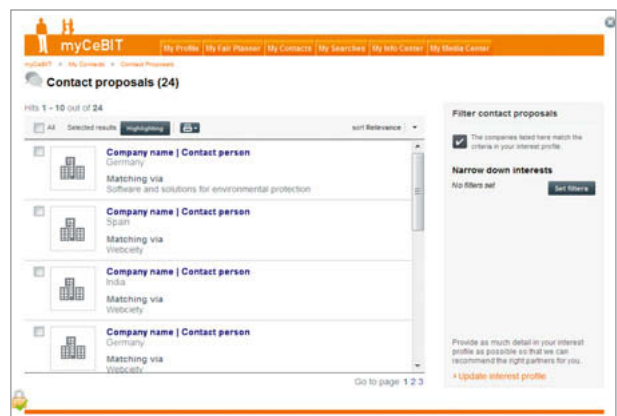
Match & Meet is an online contact exchange that uses detailed online profiles to identify and bring together providers with potential customers and collaboration partners. We can provide you with a range of service packages, from basic online contact initiation to arranging meetings with potential partners during the tradeshow.

Participation

As an exhibitor, you will automatically be given a basic Match & Meet profile when you enter your product category listing in OBS. The profile will be visible to potential partners, who may contact you. You can also contact potential partners directly and arrange times to meet with them during the tradeshow. To enable this, we offer various Match & Meet services and functions that you can add to your basic package.

You will find more information on the various service packages available for the 2012 tradeshow season on the following Web pages:

- www.domotex.de/en/information-for/exhibitors/customer-service-center/match-meet-online
- www.cebit.de/en/information-for/exhibitors/customer-service-center/lead-services/match-meet
- www.hannovermesse.de/en/information-for/exhibitors/customer-service-center/lead-services/online-matchmakings



Contact:

Match & Meet Hotline
 Tel. +49 511 89-34550
match&meet@messe.de

Parking permits

Ample paid car parking is available on the periphery of the exhibition grounds. During tradeshows, special parking lots are available for buses, trucks and vans. To the south of the exhibition grounds, opposite Hall 13, there are also parking facilities for RVs/caravans and mobile homes, including restrooms and showers and hookups for electricity and water. We recommend ordering your long-term parking permits in advance, although you can also buy them during the show at the Exhibitor Service Center (German abbreviation: ASC).

The prices for long-term parking permits depend on the duration of the event. See OBS for further details (including daily parking rates).



Parking permit for display in windshield



Ticket for exit gate

Contact:

Marion Kisser

Tel.: +49 511 89-33594

marion.kisser@gfv.messe.de

and

Zaneta D'Errico

Tel.: +49 511 89-33401

zaneta.derrico@gfv.messe.de oder

parkscheine@gfv.messe.de

Exhibitor passes

Deutsche Messe automatically allocates each exhibitor a certain number of exhibitor passes, granting his/her display stand hosts and temporary staff free access to the stand while the show is running. The number of passes depends on the show and the size of the stand. If additional passes are required, we recommend ordering these in advance using OBS. You can also pick up exhibitor passes onsite at the Exhibitor Service Center (German abbreviation: ASC). Any exhibitor passes not used must be returned within two weeks after the end of the tradeshow, otherwise they will be charged for.

Note: During the stand assembly and dismantling periods, no exhibitor passes are needed to gain access to the exhibition grounds.



Contact:

Ticket-Team

Tel.: +49 511 89-33179

AKV-Team@messe.de