

**PUSH**  
YOUR BUSINESS

## Open Source & Basic Technologies

Business Storage, Server Technologies and Virtualisation  
Software and System Management

1 – 5 MARCH 2011 · HANNOVER

Heart of the digital world

CeBIT

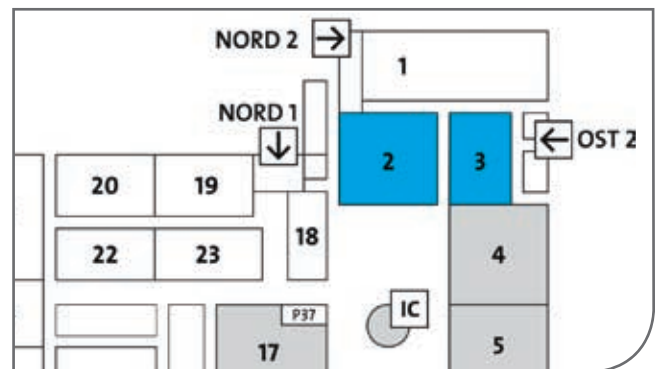
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### Your platform for Open Source and Basic Technologies

→ The crowds of visitors who flocked to the Business IT section of CeBIT 2010 were a clear indication that Open Source applications and Basic Technologies for IT users are high on the list of planned investments for decision makers from all sectors of industry. The display concept for CeBIT 2011 reflects this trend, and we have brought together solutions from various areas in one place in order to target visitors more effectively. As well as Open Source technologies, the resulting concentration of exhibits in Halls 2 and 3 will include **Business Storage, Server Technologies and Virtualisation** and **Software and System Management**. So use the opportunity that CeBIT 2011 presents to reach a professional audience with a high quota of decision makers.

### Here all roads lead to business growth

→ Conveniently for visitors, software applications are located right next to Halls 2 and 3. Halls 3 to 6 house the displays of Enterprise Content Management, Enterprise Resource Planning, Customer Relationship Management, Business Intelligence, Human Resources and Internet Solutions. With this line-up CeBIT covers the entire spectrum of IT-related topic areas.



### At the focus of attention

→ By exhibiting here you'll benefit from the growing interest in Open Source and Basic Technologies – and from the massive sales potential that only CeBIT can deliver:

- 334,000 visitors from 83 countries
- 20% of the professional visitors come from abroad
- 74% of the visitors are responsible for investment projects
- 36% trade visitors with specific investment plans in mind
- More than 5,000 journalists and bloggers
- 100 business delegations from all over the globe
- 51% trade visitors who attend no other ICT event
- 6 million business contacts

# Open Source pulls in the crowds

## You'll see them – and they'll see you

→ New areas of application are being added all the time, and investment keeps on flowing in – Open Source is now recognised as one of the few crisis-proof engines of industry growth. And once again CeBIT 2011 gives this highly popular display area an excellent location in Hall 2. So make the most of the opportunity to present your products and ideas at this outstanding position – as part of Europe's most important commercial event for the Open Source community.

### The topics everyone is talking about

- Cloud Computing
- Virtualisation and High Availability
- Mixed Environments
- Mobile Open Source
- Security
- Open Source Qualification and Training

### The target groups you can expect to reach

- Network administrators
- IT officers from businesses of every size
- Software developers and Open Source community members
- IT officers from local government and public-sector organisations
- HR officers, HR departments
- Linux and Open Source users

»This year Univention GmbH has greatly extended its presence at CeBIT with a stand twice as large as last year's. This is the world's most important ICT trade fair, and we wanted to make a statement as Germany's leading supplier of Open Source infrastructure products. The decision turned out to be the right one. We are delighted with the number of business inquiries we have had, and with the calibre of the people we have met.«

*Peter H. Ganten, Managing Director, Univention GmbH, Bremen, Germany.*

### Your choice of presentation options

→ To make your presentation a success we have teamed up with two highly experienced partners: the respected trade publisher Linux New Media AG and the trade show experts at Pluspol.

#### Open Source Forum

A daily program of high-calibre lectures and keynote speeches – also available online through video streaming.

Contact: [bwuelfing@linuxnewmedia.de](mailto:bwuelfing@linuxnewmedia.de)

#### Open Source Park

Stress-free preparation – book the full-service package at the group presentation!

Contact: [d.seifert@pluspol.de](mailto:d.seifert@pluspol.de); [b.koch@pluspol.de](mailto:b.koch@pluspol.de)

#### Open Source Project Lounge

This is the premier showcase for innovative and unusual non-commercial projects – chosen by a panel of experts. Details of how to enter the competition are published online at [www.linux-magazin.de](http://www.linux-magazin.de)

#### Individual stand

Design your exhibition stand to your own specifications.

Contact: [melanie.stehr@messe.de](mailto:melanie.stehr@messe.de); [christine.gillig@messe.de](mailto:christine.gillig@messe.de)

#### Open Source Sponsoring

Sponsor Open Source and benefit from the advertising effect. Your company logo will be displayed in the Project Lounge, in the Forum and online.

Contact: [michael.hanke@heise.de](mailto:michael.hanke@heise.de); [melanie.stehr@messe.de](mailto:melanie.stehr@messe.de)

#### Linux New Media Awards

CeBIT Partner Linux New Media AG presents awards to companies, projects and personalities for special services to Linux and Open Source.

Further information is available at:  
[www.cebit.de/opensource\\_e](http://www.cebit.de/opensource_e)

# Server Technologies, Business Storage and Virtualisation – where investors can find their new IT infrastructure

→ Increasing demands are being placed on computing centres in terms of data volumes and processing capacity. This calls for innovative solutions and technologies in order to ensure the management of data over extended periods of time and to deliver data security and scalability within a global IT infrastructure. Central areas of interest here include Virtualisation, Business Storage and Server Technologies. In Hall 2 CeBIT offers a first port of call for suppliers of solutions and services based on innovative new technologies. This hall is a favoured destination for international business buyers with major investment needs.



## Your choice of presentation options

### Individual stand

Design your exhibition stand to your own specifications.

Contact: [melanie.stehr@messe.de](mailto:melanie.stehr@messe.de); [christine.gillig@messe.de](mailto:christine.gillig@messe.de)

### Virtualisation & Storage Forum

In addition to your own company stand in the exhibition area, you can also put your message across at the Virtualisation & Storage Forum. This is a great way to engage in direct dialogue with your target group. You'll also have an opportunity to present your latest solutions live at demo points or in the context of a corporate lecture.

### “All in one” package for manufacturers

Complete exhibitor package with demo point and meeting area, plus daily lecture slot and guided tours.

Contact: [claudia.ketzer@arrowecs.de](mailto:claudia.ketzer@arrowecs.de)

### Partner package “Meetingpoint”

Meeting area in the Forum, incl. catering services.

Contact: [claudia.ketzer@arrowecs.de](mailto:claudia.ketzer@arrowecs.de)

### The topics everyone is talking about

- Server and Desktop Virtualisation
- Disaster Recovery
- Data Deduplication
- SSD – Solid State Drive
- Data Management
- High Availability
- Secured Virtualisation

### The target groups you can expect to reach

- IT dealers and manufacturers
- End customers
- Systems houses
- Consultants

»We are delighted with the way CeBIT has gone and with the number and calibre of visitors we have met. The new format for CeBIT, with its solutions-oriented display areas, is exactly the right way to go, in our opinion. In particular, the standard of inquiries has gone up again since last year, which raises expectations of a high ROI. The exhibitors at the Virtualisation & Storage Forum can look back on a very successful show.«

*Claudia Ketzer, Head of Marketing, Arrow ECS GmbH, Virtualisation & Storage Forum, Fürstenfeldbruck, Germany.*

Further information is available at:  
[www.cebit.de/virtualisation\\_e](http://www.cebit.de/virtualisation_e)

# The meeting place of choice for systems experts

→ Another key building block among the basic technologies is Software and Systemmanagement in Hall 3. Here you'll find an informed professional audience for your solutions aimed at delivering an efficient and cost-effective IT management regime.



## Your choice of presentation options

### Individual stand

Design your exhibition stand to your own specifications.

Contact: [melanie.stehr@messe.de](mailto:melanie.stehr@messe.de);

[gamze.ceylan-filiz@messe.de](mailto:gamze.ceylan-filiz@messe.de)

### Software & Systems Forum

The Software & Systems Forum is brought to you by IT magazine iX – a presentation for experts, by experts.

Contact: [michael.hanke@heise.de](mailto:michael.hanke@heise.de)

### Software & Systems sponsoring

Sponsor Software & Systems and benefit from the advertising effect. Your company logo will be displayed in the Forum.

Contact: [michael.hanke@heise.de](mailto:michael.hanke@heise.de); [melanie.stehr@messe.de](mailto:melanie.stehr@messe.de)

### The topics everyone is talking about

- Software Development
- Cloud Computing
- Virtualisation
- Security
- Storage Solutions

### The target groups you can expect to reach

- Developers and consultants
- Architects
- Administrators and CIOs

Find out more at: [www.cebit.de/softsys\\_e](http://www.cebit.de/softsys_e)

»As the supplier of the market-leading solution for service management in Germany, we regard a stand at CeBIT as an absolute must for our company. We were very pleased in 2010 by the high proportion of trade visitors in Hall 3. This led to some very serious inquiries relating to our central theme of Business and IT Alignment, and by the end of the week we had chalked up more new contacts than the year before.«

*Dirk K. Martin, Managing Director of helpLine GmbH, Bad Camberg, Germany.*



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1–5 MARCH 2011