

The power of creativity and innovation



**CeBIT Global Conferences
Partners & Sponsors**

1–5 MARCH 2011 · HANNOVER



Sponsoring the CeBIT Global Conferences 2011

→ With an audience of 4,000 professionals from over 100 nations and promotional coverage of more than a million contacts, the CeBIT Global Conferences represent an ideal opportunity for companies to target their main target groups: CIOs, decision-makers and opinion-leaders from the ICT sector.

In just five short days, the CeBIT Global Conferences (CGC) provide a panoramic view of the digital world's mainstay markets: IT, Telecommunications, Digital Media and Consumer Electronics. In a hand-picked series of keynotes, talks and panels, top experts from around the globe get together to address hot trends across sector borders and spotlight promising innovations and how they are likely to affect the working world and society at large.

Why become a sponsor?

- CeBIT Global Conferences (CGC) offer you an exclusive target group consisting of executives from the top corporate echelons for high-quality exposure of your innovations and solutions.
- Grab the attention of an global audience of professionals at the very center of CeBIT.
- Take advantage of the opportunity for global networking with decision-makers from ICT user enterprises.
- Gain the attention of over 2,000 media representatives from across the globe.
- Meet decision-makers and opinion-leaders.
- Benefit from the communicative synergies at the world's biggest exhibition for ICT solutions, featuring over 4,500 exhibitors and close to 400,000 visitors.
- Promote brand and awareness by making an impressive appearance at the center of CeBIT.
- Offer your customers and prospects a unique encounter with your enterprise.

Your options

1. Sponsorship modules

Needless to say, a targeted conference also offers targeted sponsorship options – at CGC, in the form of individual modules. Choose from these modules to create the package best suited to reaching your company's specific target groups, with zero waste coverage. Combining these modules allows you to reach over a million valuable business contacts. Please indicate the modules you wish to reserve on the enclosed sponsorship form and fax this to the number given. Take advantage of our early-bird discount of **15% for orders received by 30 September 2010**.

2. Sponsorship with a difference!

Your chance to stand out at the CeBIT Global Conferences (CGC): For example, have your own branded chocolate bar served to attendees with their morning coffee. Clever ideas can be used to great effect to position your company in the minds of your target audience. Just tell us what you'd like to do and we'll make it happen.

3. "What's next in tech" – First announcement

As of 2011, CeBIT Global Conferences participants can also use the conferences to unveil their exciting new innovative products and technologies. You're eligible to reserve a 10-minute slot for your presentation, within the context of the overall conference program. These slots are limited to two per day.

You can submit your online application for a presentation slot at www.cebit.de/cgc_nextintech_e, where you'll find all the relevant information on the selection procedure.

Applications for presentation slots are initially free of charge. We will evaluate all applications received – the charge for a confirmed slot is **EUR 7,000 plus VAT**.



On-site poster ads



Inserts in professional journals, Circulation: 100,000



Convention Center (CC), Room 2
Contacts: 2,500

Facts & figures that speak for themselves

Venue

→ Hannover Exhibition Grounds, Convention Center (CC), Room 2

Date & time

→ 1–5 March 2011, daily from 10 a.m. to 1 p.m.

Conference language

→ English

Website

www.cebit.de/cgc_e

Concept

→ Discussion forum dedicated to innovations and cutting-edge solutions from the fields of IT, Telecommunications, Digital Media and Consumer Electronics. CGC puts leading vendors and solution providers in close touch with the user community, setting the stage for superlative matchmaking.

Target groups

→ The CeBIT Global Conferences are targeted at decision makers from industry, the IT and telecommunications sector as well as at entrepreneurs and interested decision-makers and opinion leaders.

Attendance

2008 1,900 attendees

2009 3,133 attendees + 2,135 live streaming broadcasts to 88 different nations

2010 3,852 attendees + 3,949 live streaming broadcasts to 101 different nations

Speakers

2009 34 speakers from the United States, France, Belgium, the United Kingdom, India, Australia and Germany

2010 38 speakers from the United States, the United Kingdom, Russia, Canada, Spain, Australia, France, Israel and Germany

A wide array of promotional opportunities for partners and sponsors

- Thematic and dialogue-oriented targeting of our globally unique CIO database
- Over 140,000 printed mail shots
- One million interactive electronic mail shots
- High-profile website attracting nearly 300,000 visitors
- Ads and supplements in the relevant trade journals
- More than 52,000 Google hits
- Extensive use of social media tools, such as Twitter and XING
- Steady stream of press releases, distributed to over 10,000 journalists
- Intensive promotion of CGC at showgrounds and along public transport routes leading to the showgrounds



Distribution of promotional aids
Circulation: 140,000



Stand-up poster,
coffee break area



Stage branding



15% early-bird discount

on all sponsorship modules
booked by 30 September 2010

Speakers 2010



Anand Agarawala, Founder **bumptop.com** · Thomas Balgheim, Chief Executive Officer **Cirquent GmbH** · Peter Berger, Chief Executive Officer + President **Suite101.com Media Inc.** · Stewart Butterfield, Co-Founder **Flickr.com** · Mark Chung, Chairman of the Board **VUT e.V.** · Zaryn Dentzel, Founder and Chief Executive Officer **Tuenti** · Vivek Dev, Group Director of Innovation **Telefonica S.A.** · Dr. Robert Epstein, President **Creativity International** · Ibrahim Eysan, Founder **sevenload GmbH** · Kevin Eyres, Managing Director Europe **LinkedIn** · Stephen J. Felice, President Small & Medium Business **Dell Inc.** · Joachim Franz, Leiter **Musicload Deutsche Telekom AG** · Dr. Steve Garnett, Chairman and President, Europe **salesforce.com** · Jan Geldmacher, Chief Commercial Officer Enterprise **Vodafone Germany** · Ralf Gerbershagen, Vice President & General Manager Mobile Devices Western Europe **Motorola GmbH** · Dr. Peter Graf, Chief Sustainability Officer and Executive Vice President **SAP AG** · Tim Hadley, Director Corporate Communications **Omnifone** · John Ham, Chief Executive Officer & Founder **Ustream** · Adolfo Hernandez, President Europe, Middle East and Africa **Alcatel-Lucent** · Jon Iwata, Senior Vice President Marketing & Communications **IBM Corporation** · Michael Jones, Chief Technology Advocate, Google & Founder Google Earth, **Google** · Natalya Kaspersky, Chief Executive Officer InfoWatch, Chairperson of the Board **Kaspersky Lab** · Mark Kingdon, Chief Executive Officer **Linden Lab** · Senator Kate Lundy, **Australian Capital Territory** · Andy Mulholland, Global Chief Technology Officer **Capgemini** · Dr. Urban Pappi, Director Broadcasting and Online **GEMA** · Stefan Peter Roos, Managing Director **Proudmusiclibrary.com** · Dr. Zvi Schreiber, Founder and Chief Executive Officer **Ghost Cloud Computing** · Russ Shaw, General Manager EMEA, General Manager Mobile **Skype Technologies SA** · Dr. Dietmar Straub, Chief Executive Officer **KraussMaffei AG** · Mousse T., Producer + Artist **mousse-t.com** · Rob Tarkoff, Senior Vice President **Adobe Systems Incorporated** · B. Kevin Turner, Chief Operating Officer **Microsoft Corporation** · Dr. Werner Vogels, Vice President Worldwide Architecture & Chief Technology Officer **amazon.com** · Conrad Wolfram, Strategic Director of Wolfram Research, **Wolfram|Alpha** and Cofounder of **Wolfram Research Europe Ltd.**

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