

PUSH
YOUR BUSINESS

CeBIT Security World Safeguard your business success

1 – 5 MARCH 2011 · HANNOVER

Heart of the digital world

CeBIT

pro

Security World

Your marketplace for IT security

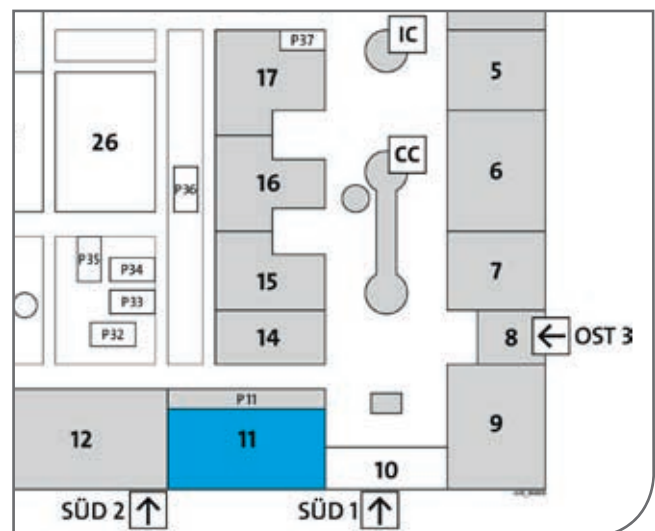
→ IT security is one of the hottest topics at CeBIT. In fact, the exhibit category CeBIT Security World is one of the biggest highlights of its kind worldwide. In 2010 no fewer than 216 companies from 31 countries presented their products and services to an enthusiastic audience of industry professionals. Take this opportunity to showcase your security solutions on an attractive exhibition stand, as well as in the context of conferences, lectures and panel discussions. You'll not only attract the attention of decision makers, but also see the reactions of the marketplace to your innovations.

Direct access to relevant contacts

→ In 2011 CeBIT Security World will take place at its established location in Hall 11. Favourably located near to the West 1 entrance, one of the most heavily frequented access points to CeBIT, this venue is a key success factor. Hall 11 is also home to Banking & Finance World. The display categories Planet Reseller, Business Communications and ICT Infrastructure are all located in the immediate vicinity. This means that you can access additional decision makers with a strong interest in efficient security solutions.

The benefits in brief

- Top decision makers from a broad spectrum of sectors, concentrated at a single venue
- Wide-ranging business contacts and international networking opportunities
- Leading forum for IT security trends and innovations – an ideal opportunity for market monitoring
- Strong media resonance, thanks to the presence of large numbers of journalists

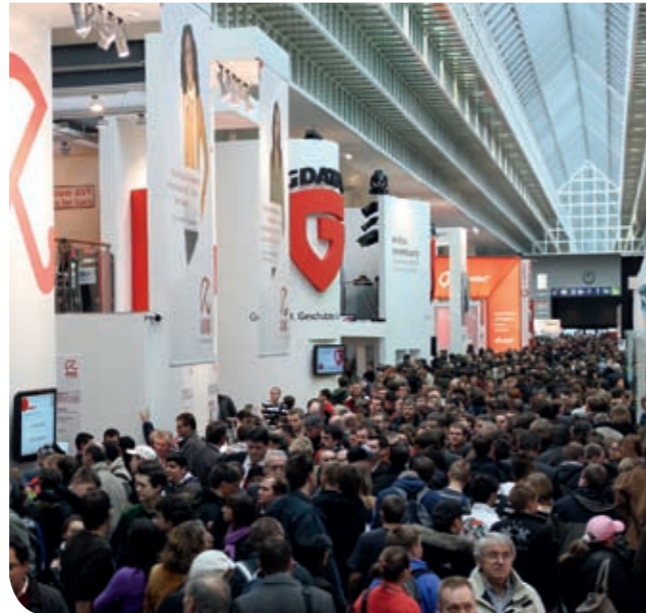


The ideal place to do business

→ IT security is a top investment priority in all business sectors. CeBIT Security World covers a broad spectrum in order to satisfy the information requirements of the visiting public. This creates an ideal opportunity to communicate with your target audiences and prepare the ground for new business. In addition, CeBIT Security World offers ample scope for market monitoring – thanks to its all-inclusive concept and the presence of all the leading players and products. There is no better place to tune into the latest trends and see what your competitors are planning to do next.

The product categories:

- Anti-spam solutions
- Anti-virus software
- Firewalls
- Security tools & services
- Biometric systems
- Card technology
- Authentication solutions
- Security software & hardware
- Mobile security
- Cryptography
- Computer centre security & availability
- Data recovery
- Business continuity
- Managed security services
- Network security
- Video surveillance



Your audience

- **334,000** visitors from **83** countries
- **74%** are industry professionals responsible for investment decisions
- **20%** come from outside Germany
- **36%** come to CeBIT with specific investment plans
- **€ 10 billion** investment volume
- More than **5,000** journalists and bloggers
- More than **20 million** media contacts
- **100** business delegations
- **51%** of the visitors do not attend any other ICT event
- **6 million** business contacts

Further information about CeBIT Security World can be found at www.cebit.de/security_e

PUSH
YOUR BUSINESS

What the exhibitors had to say about CeBIT Security World

»Traditionally, the coffee consumption at our CeBIT stand is our unofficial 'success barometer'. Never before have we needed so much caffeine in order to combat the fatigue which was the logical consequence of the vast number of visitors who attended our presentation. This year's CeBIT exceeded even our most optimistic expectations. Our hot topics – virtualisation and computer centre security, as well as worry-free solutions for the SME sector – evoked great interest among our distribution partners. CeBIT has once again proved to be the leading platform for obtaining information about IT trends and innovations and for communicating with interested parties and new customers.«

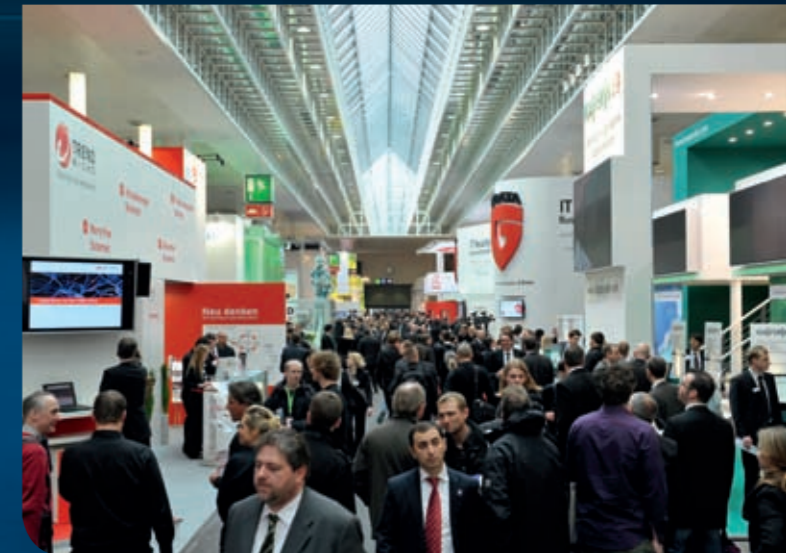
Frank Schwittay, Managing Director Central Europe, Trend Micro, Hallbergmoos, Germany.

»CeBIT is a globally significant PR platform for showcasing new products. No other trade show attracts as many media representatives. Customers from all over the globe flock to CeBIT, and there's probably no better place to introduce product innovations. We are very pleased that IT Security has now been allocated its own hall. In recent years our company has derived positive benefits from CeBIT, especially on the demand side. In times of crisis it is important to send out positive signals. We are looking ahead positively to 2010.«

Tobias Motzet, Director Marketing Central Europe, Kaspersky Labs GmbH, Ingolstadt, Germany.

»By taking part in CeBIT we can give our German customers a quick and concise update on state-of-the-art technology. No other forum allows visitors to acquaint themselves with such a concentrated line-up of innovations. The more a company depends on the Internet, the greater the importance of IT security. From the first day onwards we were very pleased with the outcome of CeBIT.«

Hans-Peter Bauer, Vice-President Central & Eastern Europe, McAfee GmbH, Unterschleißheim, Germany.



Your login for success

→ To make sure you stay on the “safe side” you can choose from a variety of different options and support services. Contact us for further advice and information.

Stand rental charges

Basic charge (indoor space)	€ 210/m ²
Basic charge (open-air site)	€ 95/m ²

Stands with two or more open sides

High-visibility stands with two or more open sides are subject to an extra charge. For stands of up to 120 m²:

Corner stand (2 open sides)	25%
End stand (3 open sides)	40%
Island stand (4 open sides)	60%

Any space in excess of 120 m² will be charged at the basic rental price.

Additional charges

Registration charge (lump sum)	€ 300
Marketing fee	€ 39/m ²
Reduced marketing fee for stand space in excess of 1,000 m ²	€ 10/m ²
Space on the upper floor of two-storey stands (price for complete packages will be quoted upon request)	€ 77/m ²



Co-exhibitors

Registration charge (lump sum)	€ 300
Marketing fee (lump sum)	€ 300
Participation fee (lump sum)	€ 800

All prices are subject to VAT at the current rate. Subject to change. For more information about VAT refunds for foreign exhibitors, go to: www.vat-refund-international.com

fair-packages

The easy way to exhibit: our all-in “fair packages” consist of stand space, plus stand construction services.

You can also find further information on the Internet at: www.obs.messe.de and www.cebit.de/fairpackage_e



Deutsche Messe
Hannover · Germany

Deutsche Messe
Messegelände
30521 Hannover
Germany

Tel. +49 511 89-0
Fax +49 511 89-32626
cebit@messe.de
www.messe.de

Your contacts:

Mike Bär
Tel. +49 511 89-33163
mike.baer@messe.de

Gunda Lippoldt
Tel. +49 511 89-33114
gunda.lippoldt@messe.de

Nicole Zacher
Tel. +49 511 89-33178
nicole.zacher@messe.de

