

PUSH
YOUR BUSINESS

Next level 3D

The new dimension in 3D stereoscopy

1–5 MARCH 2011 · HANNOVER

Heart of the digital world

CeBIT

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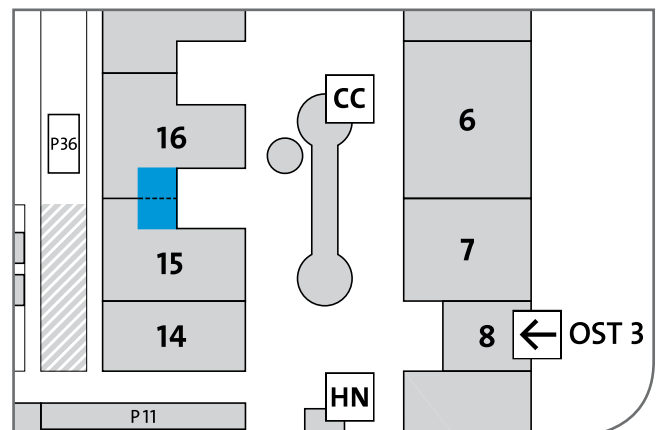
Next level 3D

Next level 3D: seeing the future

→ Following the great response to 3D technology at CeBIT 2010, coverage of the topic area will be extended in 2011. For the first time, suppliers of 3D hardware, 3D software and 3D content are being brought together in one place to create a complete picture of the products and services that make up the value-adding chain in 3D stereoscopy. Given the extraordinary levels of interest among trade visitors and technically interested end users, as well as comprehensive media coverage, you can be sure that your presentation will be warmly received. With its 3D presentations and movie theatre, this section of CeBIT 2010 was a top talking point for journalists covering the show, and should prove even more attractive in 2011. This is good news for you as an exhibitor, of course. 3D applications are set to become increasingly common in the home in the medium term, whether in the form of games consoles, TVs or mobile applications. It all adds up to an exciting challenge – and a fantastic market opportunity – for manufacturers and the trade. The attractive location in Hall 16 offers you the perfect showcase for your company and products.

3D movie theatre – a guaranteed crowd-puller

→ A special highlight of the show is the 3D movie theatre, where advertising trailers and animation sequences are used to demonstrate the very latest visual possibilities. In 2010 the participating manufacturers got an enthusiastic reception from the visiting trade public, which is why the 3D movie theatre is a central part of the line-up again in 2011.



Guided Tours

→ Next level 3D will also be one of the destinations of the CeBIT Guided Tours again in 2011. The Guided Tours, which take place after the CeBIT Global Conferences, give exhibitors on the itinerary direct access to a professional visitor audience that includes a high quota of key business decision-makers from all over the world.

The complete spectrum of 3D stereoscopy

→ The simulation of three-dimensional forms is now a standard technique in numerous branches of industry. In the car industry, the film and entertainment industry, medicine and scientific research, 3D models and graphics have been used for many years as tools for the development of prototypes and the testing of new processes. 3D-generated content maximizes visual impact and is thus registered more quickly by the observer. More and more companies are capitalizing on this by systematically adopting 3D techniques in their marketing campaigns. The enhanced visual appeal

pays dividends particularly in the placement of advertising messages online, on TV and in the cinema, at the point of sale as well as in product and corporate presentations.

Now that all aspects of 3D technology are being grouped together for 2011 in a single dedicated display area, you will benefit from a concentrated flow of visitor traffic that includes key decision-makers from all sectors of industry – and more potential customers for your business.



The varied product portfolio of our exhibitors includes

3D Hardware

- Monitors (TFT, CRT, Plasma, LCD)
- Projectors (slide, video, beamer)
- Spectacles
- Cameras
- Scanners
- Kiosk systems/digital signage
- Printers

3D Software Content (stereoscopic end products)

- Live-action films
- Animation films
- Games
- Presentations
- Photographs
- Technical drawings (3D components/assemblies)

3D Software Tools (software for the creation of 3D formats)

- Video editing
- Post-production
- CAD tools
- Graphics software

Show the professionals what you can do



→ Every year CeBIT attracts a wide and varied professional audience, and the show plays a major role in fostering dialogue and a cross-fertilization of ideas between individual areas of specialization.

- **334,000** visitors from **83** countries
- **20%** of the professional visitors come from abroad
- **6 million** business contacts
- **74%** of the visitors are responsible for investment projects
- **€ 10 billion** investment volume
- More than **5,000** journalists and bloggers
- More than **20 billion** media contacts
- **100** business delegations from all over the globe

→ The positive feedback from exhibitors underlines the high quality and commercial value of the show experience. Top international brands and corporations confirmed the success of their presentation in 2010:

Fujifilm | Fraunhofer Institute | Nvidia | Seefront | Carl Zeiss | ACL | Bitmanagement Software | Pride Eagle Technology | Scanmotion | Schneider Digital | Storz Medienfabrik | VisuMotion

»Ever since 'Avatar' hit our cinema screens, everyone's been talking about 3D. Our 3D theatre here at CeBIT has 50 seats. We screen a show every half hour, and the theatre is always filled to capacity. This is the first time we have exhibited at CeBIT, and we are very pleased with the outcome.«

Lucas Menuzzi, Head of Hardware, Storz Medienfabrik, Esslingen, Germany

It's time to take a stand – the choice is yours!

→ The new location in Hall 16 is divided into two distinct zones, designed to meet different types of needs. The separate B2B Area is for exhibitors whose offers are aimed exclusively at trade visitors. The open-plan Consumer Area, on the other hand, is for exhibitors who in addition to trade visitors are also targeting the professional end customer.

Participation charge	€ 550/m ²
Marketing fee*	€ 39/m ²
Registration fee per exhibitor/ co-exhibitor	€ 300

Available stand sizes

Stand units available for the B2B Area		
9 m ²	12 m ²	18 m ²
Stand units available for the Consumer Area		
15 m ²	20 m ²	30 m ²

If you have special requirements in terms of stand size or design, we will be glad to quote for your specific needs.

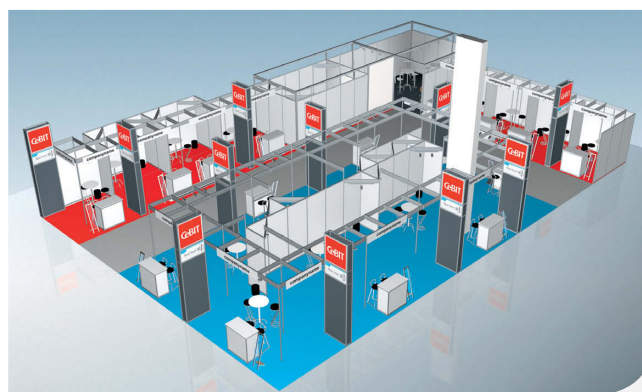
*The marketing fee: What you get for your money

→ The marketing fee buys you a highly effective package of PR and marketing measures designed to target your main customer groups.

- Efficient access to additional target groups thanks to the all-year-round presence of your company and products on cebit.com
- Complimentary admission tickets (available in printed and electronic versions) help you recruit new customers and build customer loyalty
- Updating of your customer database using the registration details supplied by your invited guests
- Professional visitor advertising backed by an international, cross-media communication campaign
- Feedback from market research surveys helps you plan your presentation more effectively

What you get at the group display

→ If you contribute to the group display and book a complete stand package, you'll enjoy a number of benefits. The package includes all necessary stand fittings and furnishings – information counter, bar stools, high-level desk, brochure racks, etc. – together with a full range of services such as stand assembly, daily stand cleaning, security services, Internet connection, host-ess drinks service and the use of the lounge area, kitchen and storage facilities at the group display stand.



You can find further information online at www.cebit.de/nextlevel_e

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



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