



Public Sector Parc

The leading trade fair for the public sector

1 – 5 MARCH 2011 · HANNOVER

CeBIT

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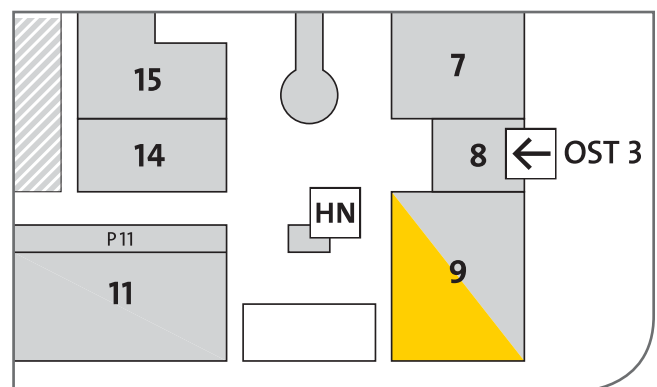
Public Sector
Parc

Heart of the digital world

Better through innovation – market potential in the public sector

→ As the leading trade fair for the public sector, Public Sector Parc is one of the core display areas at CeBIT. It is a part of the CeBIT gov platform and the only trade show that presents the complete range of ICT solutions for the public sector. The focus is on practical and innovative applications for local government administration, federal and regional government as well as specialized support processes for public safety/security and public order. With its diverse and highly professional topic portfolio and the wealth of detailed information on offer, Public Sector Parc is the most important fact-finding and communication platform of its kind, and the meeting place of choice for senior decision-makers from all areas of the public sector.

This is where managers from public administration and government, IT managers and system users can meet and talk face to face with ICT suppliers and service providers. In 2010 the two shows Public Sector Parc (Hall 9) and TeleHealth (Hall 8) – now linked together under the CeBIT gov branding – attracted some 40,000 trade visitors. So come and join us in building on that success by presenting your innovations at Public Sector Parc in 2011.



KOMmune INNovativ: the new special display area

→ Ongoing modernization in the public sector is creating new opportunities for local government organizations to become more responsive to the needs of the individual citizen and to offer a more efficient service by improving their processes. KOMmune INNovativ groups together ICT solutions for local government administration, and thus serves as a logical meeting place for suppliers and users. The new display area is ideal for showcasing your products and services, and offers you a choice of presentation options: you can either rent your own individual display area, or team up with other exhibitors in a group display.

Everything revolves around your presentation

The principal display categories

- Broadband services/Telecommunications
- Education/Training networks
- Business intelligence
- Cloud computing
- Germany's 115 national access number for government services
- Document management systems (DMS)/ Process support
- e-democracy
- e-government
- e-justice
- e-procurement
- EU Service Directive
- Financial management/e-payment
- Geo-information/geographical information systems (GIS)
- IT security/Digital signature
- IT support for local government procedures
- Public safety and security (fire and rescue service)/ Public order
- Open data
- Human resources management
- Software for building industry and facility management
- Web 2.0/Internet portals/Online services

Make a strong impression – at the Public Sector Parc Forum

→ The Public Sector Parc Forum gives you the opportunity to showcase your company or organization along with your latest products, solutions and services. Here you can demonstrate your expertise in panel discussions and presentations, using the dialogue between public officials, reference users and solutions suppliers to set your company apart from the competition. The extensive program allows for lively exchanges on the latest socially relevant developments in the public sector.

Many activities, one goal – to make you succeed

→ In collaboration with leading professional associations and other key disseminators, Public Sector Parc is organizing “**Local Government Days**” for various federal regions. Providers of ICT systems for local administration get the opportunity to meet regional decision-makers and association representatives.

→ Themed itineraries – so-called “**Guided Lines**” – ensure that potential customers and buyers can find their way to your stand.

→ You can present your company to a wide audience of business entrepreneurs and interested citizens within the special presentation “**BÜRGER trifft BEHÖRDE**” on the CeBIT Saturday. As an exhibitor you will benefit from direct contact with end users and extensive media coverage of these socially relevant issues. Personnel departments of exhibiting companies can introduce themselves here as future employers and meet potential job applicants.

→ Meanwhile our extensive range of service offerings is designed to make your presentation go as smoothly as possible. Our **conference and seminar rooms** give you additional options for your business meetings. Moreover, you can use **complimentary admission tickets**, which are free of charge for you as exhibitor, to invite existing and prospective customers to the show as your personal guests.

Further information can be found online at www.cebit.de/publicsector_e

PUSH
YOUR BUSINESS

The main topics at Public Sector Parc

Budget consolidation through IT

→ The potential for consolidating budgets through the strategic use of IT is a much-discussed issue. Visitors come to Public Sector Parc to find out about the latest solutions.

IT concepts for the public sector

→ If you've been developing solutions for concentrating data, applications and structures while meeting all the relevant security criteria, this is your chance to showcase them to a professional audience and promote the benefits of your solutions.

IT-supported process optimization

→ IT-supported processes for streamlining administrative processes are essential for local government authorities today, as they offer substantial long-term cost savings. Another advantage of intelligent IT solutions is that they counteract the effects of demographic change and the associated shortages of skilled personnel.

Professional solutions for public authorities and emergency services

→ Suppliers of ICT solutions for domestic security and public order organizations can now present their specialized products and applications in the new dedicated display area. They reach all the relevant target groups – from police, fire and ambulance to other rescue and emergency services.

Lasting solutions for managing administrative processes

→ The professional management of administrative processes calls for integrated IT systems that optimize the conduct of business on a permanent basis. Showcase your solutions for financial management and business intelligence here and benefit from widespread demand for your products.

Geo-information and its many applications

→ The uses of geo-information are growing fast in many different areas of the public sector and in business. Use the platform that Public Sector Parc offers to show potential buyers where geo-data are generated, how they can be integrated, and what they can bring to business processes.

The new personal ID card

→ At Public Sector Parc many exhibitors will unveil their innovative services based on the new personal ID card – from applications for secure verification of identity on the Internet to online shopping using an ID card instead of a credit card.



The right format for all needs

→ As an exhibitor you have a wide choice of presentation options. You can rent your own individual display area, large or small, depending on your requirements – or you can choose one of the group displays.

Stand rental

Basic charge (indoor space)	€ 210/m ²
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Reduced charges for early bookings (offer ends on 31 August 2010)	
Basic charge (indoor space)	€ 203/m ²

Stands with two or more open sides

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

for stands open on two sides (corner stand)	25%
for stands open on three sides (end stand)	40%
for stands open on four sides (island stand)	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	€ 77/m ²

Co-exhibitors

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

fair-packages

→ If you prefer the convenience of an all-inclusive package, then one of our fair-packages is right for you. All of them come with a range of services designed to help you prepare your presentation as easily as possible. You can find out all about our full-service packages at www.cebit.de/fairpackage_e

Group displays

- Participate to one of the following group displays:
- Solutions for local government (KOMMune INNovativ)
 - Solutions based on geo-data
 - Solutions for public authorities and security agencies

Information about available sizes, terms and conditions, as well as the availability of conference and seminar rooms, can be obtained from the contact persons named below.

*The marketing fee: What you get for your money

- 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

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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