

PUSH
YOUR BUSINESS

AutoID/RFID

The leading trade fair for state-of-the-art identification technologies

1–5 MARCH 2011 · HANNOVER

Heart of the digital world

CeBIT

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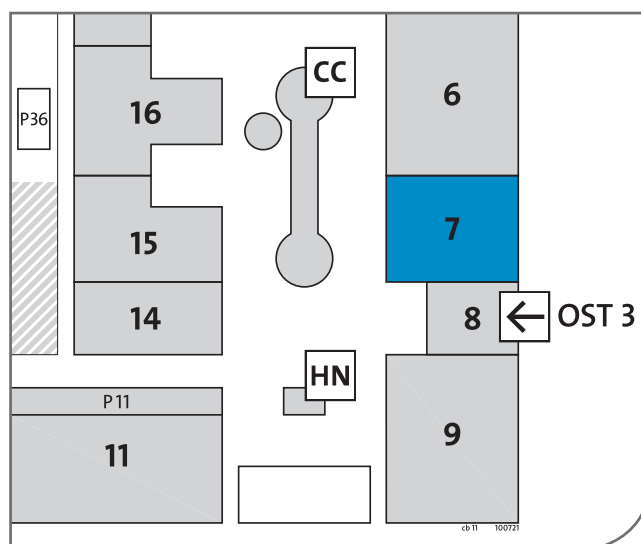
AutoID/RFID

Identify opportunities for success

→ One area of technological innovation with huge potential at CeBIT 2011 is AutoID/RFID, which gets its own dedicated display area in Hall 7. All the latest developments from companies worldwide are featured here, with applications across the industry spectrum. Tracking & tracing is one of the hot topics at AutoID/RFID next year. Techniques and technologies that are commonplace in commercial logistics are now being applied in many other sectors of the economy. Focal areas of interest range from the identification of persons and objects and entry and access control to sector-specific solutions for industries such as car making, aviation and pharmaceuticals. After all, automatic identification technologies help to streamline business processes and reduce costs. The areas of application are virtually unlimited. For instance, fitting vehicles with specially adapted license plates allows RFID tracking, which then opens up all kinds of possibilities such as entry controls, city centre toll systems, section control speed measurements and full journey profiles. So if you are in the AutoID/RFID business, this is the place to show off your latest products to potential buyers.

Ideally placed: Sales opportunities at AutoID/RFID

→ The organizers of CeBIT have given careful thought to the precise location of the different sections of the show, placing them strategically where they will generate crossover interest with neighbouring display areas. So, for example, Hall 7 houses not only AutoID/RFID, but also Telematics & Automotive World. Other related fields of technology such as ERP, Entry Control, Industry Applications and TeleHealth are located close by. The concentration of related topic areas in one place boosts visitor traffic and attracts more decision-makers from industry, commerce and the public sector – thus generating additional sales potential for exhibiting companies.



Keeping track – topic coverage at AutoID/RFID

→ You'll find all aspects of AutoID/RFID covered at CeBIT 2011, with display categories devoted to the different areas of application and product types:

Automatic identification and data acquisition

- RFID technology, 1D und 2D bar coding
- RFID readers, antennas and sensor systems
- RFID tags and RFID transponders, smart labels
- Bar code readers and 2D imagers
- Label printing and process-oriented labelling methods
- Contactless card technology, smart cards

IT and service offerings

- Mobile computers/handhelds for decentralized systems
- Mobile computers for barcode and RFID applications
- Middleware for SCM/ERP integration
- Systems integration and consultancy services

Security

- Entry control
- Product security and anti-counterfeiting
- Data protection and secure identity

The highlights in 2011 at the AutoID/RFID Solutions Park

→ The AutoID/RFID Solutions Park is a must-see for anyone who wants to find out about the contactless identification of objects and discover how RFID technology is already turning future visions into present reality. Make the most of this opportunity to showcase your products and services at the AutoID/RFID Solutions Park. This eye-catching special display, now being staged for the fifth time, attracts a lot of interest from visiting professionals and provides an invaluable point of reference for AutoID technology and its applications. Book a presentation area close to the innovative sector-specific solutions that are relevant for you – showcased as so-called “beacon exhibits” and supported by user businesses.

The CeBIT AutoID/RFID Forum

→ Forming the centrepiece of the display area is the AutoID/RFID Forum, presented by the trade journal “RFID im Blick”. Strategically positioned at the heart of Hall 7, the Forum hosts a program of high-powered presentations and panel discussions on current trends and developments in AutoID technology – in other words, it will serve as a magnet to attract visiting professionals with an interest in this field.



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

It all adds up to one thing: you need to be there!



→ Every year CeBIT attracts a highly diverse professional audience and provides a platform for dialogue between specialists in different disciplines. Hot topics of the day such as AutoID/RFID are always a focus of special interest, attracting visitors in large numbers and ensuring that a presence at the show pays off for exhibiting companies.

- **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

»This year we used CeBIT to launch two new products. We were targeting suppliers of security solutions for IP-based networks and suppliers of security applications for use in libraries and commerce. We chose CeBIT for the double launch because this was the only place where all the relevant target groups would be present at the same time. Our press campaign for medical technology also produced excellent results, and for much the same reasons: CeBIT was the one place where we knew all the relevant media representatives would be in attendance.«

Andreas Löw, Marketing, Feig Electronic GmbH, Weilburg, Germany

Ways to succeed

→ You have a choice of presentation options at AutoID/RFID, ranging from a convenient all-inclusive stand package to a more customized stand concept. Invest in your own success, and contact us now to book your place in 2011!

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

Your AutoID/RFID Solutions Park

→ For companies exhibiting at the AutoID/RFID Solutions Park we offer a comprehensive "no worries" package in a corporate branding, which gives you stand space, stand plus assembly and a whole range of services, including marketing – for a professional and problem-free presence at the show.

"Comfort" package AutoID/RFID Solutions Park (plus registration fee)	€ 510/m ²
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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

More information about presentation options is available at www.obs.messe.de

*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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