

PUSH
YOUR BUSINESS

CeBIT Banking & Finance World

The leading trade fair for ICT in banking and financial services

1 – 5 MARCH 2011 · HANNOVER

Heart of the digital world

CeBIT

pro

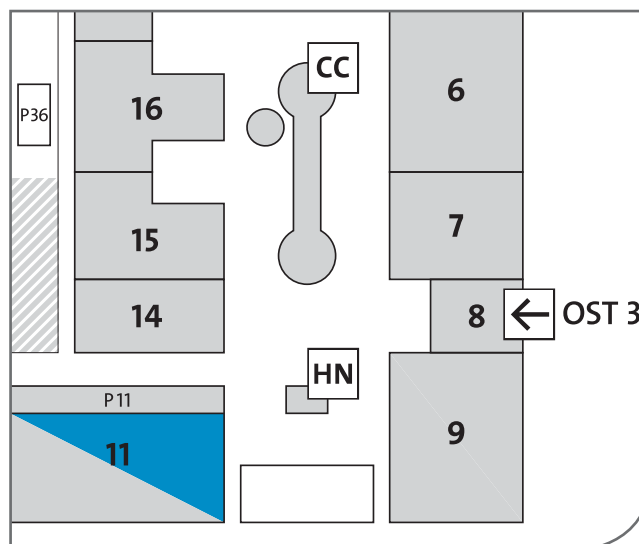
Banking &
Finance World

Highly rated: the banking and finance section of CeBIT

→ CeBIT Banking & Finance World is a unique networking and business event for financial service providers. Companies exhibiting a broad variety of hardware and software solutions for financial institutions find here the perfect place to discuss the latest industry trends and establish direct contact with an international audience of potential buyers. Forming part of the new CeBIT pro platform, the show attracts professional users looking for solutions designed to give them a competitive edge.

The whole range of IT solutions for the banking and finance world is concentrated in hall 11, along with the closely related IT security area. This puts all the relevant suppliers together under one roof, creating a marketplace with maximized opportunities for synergies.

Pick up valuable new orders, win new customers and gather inspiration for your business. At CeBIT Banking & Finance World you'll meet senior decision-makers and industry experts eager to discuss issues such as outsourcing, risk management, multi-channel banking and much more.



»CeBIT is a definite must for us. We meet our established customers here, make contact with potential new customers – and this year we are unveiling a world first. We have developed a unique solution for combining UMTS technology with smart card technology and USB connectivity. There's no better platform than CeBIT for launching that kind of innovation onto the market.«

Salim Güler, Vice President Business Development, KOBIL Systems GmbH, Worms, Germany

The perfect setting for your business

→ On the agenda again for 2011 are all the latest topics and trends in the banking & finance sector. Use this focused presentation of the issues that concern the industry as a showcase for your business.

The main display categories

Equipment & Systems, Software

- e-business/e-commerce systems
- Sales/Customer management systems
- Card/Payment systems
- Transaction management systems
- Business intelligence systems
- Human resources management
- Information/Communication management systems
- Core banking systems
- Equipment, roomware

Financial Solutions

- Banking
- Corporate finance
- Financial planning, private provision, pyramid selling
- Financial consulting & rating
- Asset management
- Complementary financial services

New opportunities at the CeBIT Banking & Finance Community Club

→ At the heart of CeBIT Banking & Finance World is the Banking & Finance Community Club – the new networking facility for all sections of the finance industry.

Away from the crowds and bustle of the exhibition area, the Community Club offers you exclusive facilities for conducting business talks in a stylish setting or presenting your product highlights to a select audience. You can receive your premium customers in the spacious welcome lounge or in one of the meeting or conference rooms. A full range of lounge facilities and services, including a café-bar serving cold drinks and snacks, an information counter, a cloakroom and a get-together starting at 6.00 p.m., will ensure that you and your guests have a really enjoyable time. What's more, our marketing services will help you achieve the smart, professional brand image you want to project.

Come and join us at the Community Club and invite your customers to the new networking hub at the heart of CeBIT Banking & Finance World!



Show the professionals what you can do



»CeBIT scored high in 2010 with a new hall layout and lots of new display ideas. Deutsche Messe has also revamped the format of the Banking & Finance show and put it into an attractive setting. The new Community Club works particularly well as a central meeting and communication area for financial service providers and systems manufacturers.«

Alexander von Stülpnagel, SIZ Vice-Chairman, SIZ Informatikzentrum der Sparkassenorganisation GmbH, Bonn, Germany

→ The concentration of all ICT-related areas in one place attracts a broad and diverse professional audience to Hannover each year. Large numbers of senior decision-makers and industry experts contribute to a highly productive interdisciplinary dialogue at all levels. By signing up now to exhibit at the show you can be certain of extending your circle of business contacts and attracting international media coverage.

- **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

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

Make CeBIT your own show

→ You have a choice of presentation options at CeBIT Banking & Finance World, ranging from a convenient all-inclusive stand package to a more customized stand concept. From initial planning to final dismantling of the stand after the show, our professional exhibition team will help you every step of the way and ensure your presentation goes according to plan.

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



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

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



Deutsche Messe

Hannover · Germany

**Deutsche Messe
Messegelände
30521 Hannover
Germany**

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

