



CeBIT Destination ITS

The vehicle that thinks along

1.–5. MÄRZ 2011 · HANNOVER

Heart of the digital world



The comprehensive showcase for intelligent traffic telematics

Whether it involves ITS solutions to support electromobility, the latest developments in navigation and driver assistance technology or the European eCall emergency calling system – the CeBIT Destination ITS provides a comprehensive showcase for Intelligent Transport Systems and Services (ITS).

Staged within CeBIT Telematics & Automotive World, this special display is grouped around a driving simulator which will demonstrate the various exhibitor systems and give visitors a hands-on opportunity to try them out.

Adjacent topic clusters will offer companies a chance to highlight their solutions involving themes like technology, environment and safety.

With over 330,000 IT attending specialists – first movers for ITS systems and top-level managers – CeBIT offers an ideal platform to generate new business leads and make a high-impact presentation of the latest ITS technologies.

The popular “CeBIT in Motion” forum at CeBIT Destination ITS will again feature high-caliber presentations and discussions, along with prime networking opportunities.



Your participation at the show

Seize the opportunity to showcase your products and services to a selected audience of professionals and first movers. Combine a variety of topic cluster workplace options with exhibition space for your demo vehicle and/or a sponsorship package. Your participation is rounded out with access to a café lounge and meeting rooms.

The "S" package

- Workstation with two stools / Power point
- Graphics board at workstation (0.7 x 1m)
- Marketing services*
- Price: EUR 6,900

The "M" package

- Counter with 4 stools / Power point
- Graphics board at workstation (0.7 x 1m)
- Graphics board on rear side of counter (1 x 1.80m)
- 75 beverage vouchers for café lounge
- Marketing services*
- Price : EUR 9,500

The "L" package

- Counter with 4 stools / Power point
- Graphics board at workstation (0.7 x 1m)
- Graphics board on corner wall
- Front and rear (2 x 1.8m each)
- 150 beverage vouchers for café lounge
- Silver sponsorship package
- Marketing services*
- Price: EUR 15,500

A meeting room is available for hourly use on a first-come, first-served basis. Optional services (e.g. Internet, monitors etc.) can also be ordered. Add a one-time registration fee of EUR 300 and German value-added tax to all prices.

*Marketing services: 500 complimentary admission tickets, for which there is no further charge (user registration required). Comprehensive Internet listings, including publication of your company profile and five detailed product descriptions, each with links to up to four different product categories. We are happy to import and format your product descriptions free of charge. There is no limit to the number of product descriptions, but you are responsible for importing and formatting any descriptions in excess of the above-described limit.



Exhibition space for demo vehicle

- Space for vehicle directly adjacent to workplace
- Price: EUR 4,500

Additional options

- Inclusion of your application in driving simulator
- Use of designated open-air site for live demonstrations (50 x 30m)

Sponsoring packages	Silver	Gold	Platinum
Logo printed in "CeBIT in Motion" brochure	x	x	x
Logo displayed on "CeBIT Telematics & Automotive World" website, incl. hyperlink	x	x	x
Logo and name displayed alongside other sponsors at café lounge		x	x
Presentation slot at CeBIT in Motion Forum		1	2
Logo displayed next to presentation wall at "CeBIT in Motion"			x
Individual company rollup at café lounge			x
CeBIT premium passes			3
Price in euros	3,500	5,000	8,000



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