

Eingang Entrance

Advertising your
trade fair
appearance

Visit us!

Hall 2 stand B17

Outdoor advertising

Contact:

Anke Robbers
Tel. +49-511/89-31227
advertising@messe.de

Outdoor advertising structures exist at all heavily-frequented locations outside the exhibition grounds – your large-format advertising is guaranteed to have an impact there! Put up the right message at the right location to gain a decisive competitive edge

Billboards

Our five-meter-wide billboards are a particularly eye-catching option in high-traffic areas like taxi stands, entrance and exit gates, parking lots and mass transit stations. They can be seen at a considerable distance and their striking size makes them an ideal way to draw attention to your trade fair appearance.

Size:

Around 5.0 m wide x 0.9 m high

Frames

Our framed posters are placed around parking lots and entrance gates. They are mounted on walls and fences at eye level to insure your advertising slogans catch the attention of trade fair visitors. A series of images is a particularly effective way of using this medium.

Size:

Around 2.5 m wide x 2.0 m high

Advertising towers

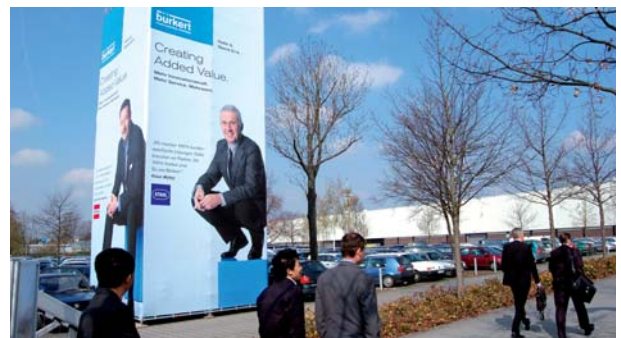
With an advertising surface of 165 square meters on four sides, our advertising towers are a premium form of advertising space. Around ten meters high, these towers are visible from a great distance and are guaranteed to attract the attention of your target groups, thanks to their prominent placement around the exhibition grounds and along heavily frequented access roads.

Size:

Basic surface around 4.18 m x 4.18 m, approx. 10 m high

and steer key target groups directly to your stand. Feel free to contact us for individual advice and quotations. Choose from a wide range of advertising formats to find the right option for your company, then reserve your preferred outdoor locations as early as possible. The various options are listed below.

Further information on outdoor advertising, including photos and location options, is available at www.messe.de/outdoorad



Three-sided displays

These three-sided advertising spaces in A0 poster format are bound to catch the eye of passers-by, no matter which direction they are headed in. The distinctive three-siders can be booked as a set and placed in ten ideal locations at every entranceway around the exhibition center.

Size:

A0 posters, three-sided,
0.84 m in width x 1.19 m in height



XL posters

These extremely large surfaces in poster formats of up to 275 square meters lend themselves to all kinds of designs and radiate a strong, assertive impression. Our high-quality production standards impart a powerful impact to your advertising slogans in prominent locations like the main access roads or the front side of our exhibition parking structures.

Size:

Various sizes, from 90 to 275 square meters

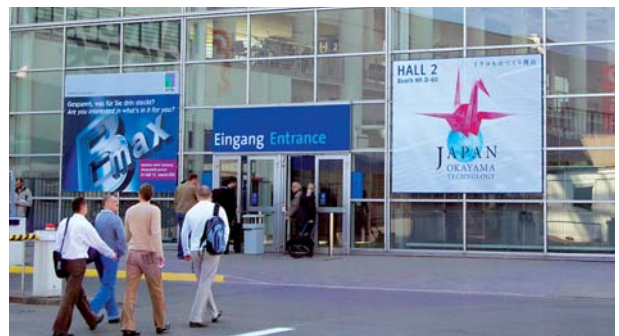


Big banners

Our “big banners” represent a real attention-grabber on the heavily frequented northern perimeter of the exhibition grounds. Located directly at the North 2 entrance gate, their advertising message is sure to reach the large volume of visitors there.

Size:

3,80 m in width x 3,10 m in height



Tradeshow shuttle buses

Our buses are an ideal advertising medium, grabbing the eye of visitors as they make their way around the exhibition grounds. Use our tradeshow shuttle buses as a mobile advertising space to bring visitors directly to your stand. For more details, including the new dimensions and design options, don't hesitate to contact us.

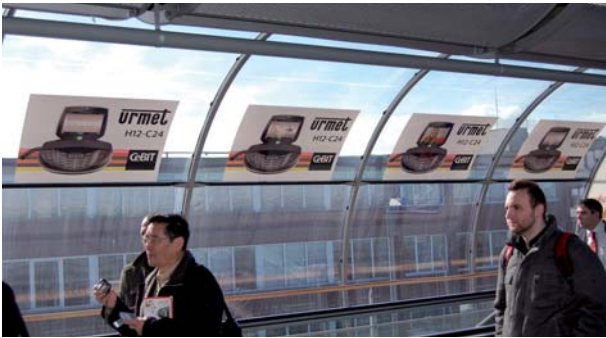


Skywalk advertising

Tens of thousands of exhibitors and visitors use the southern and western skywalks every day, as they represent an ideal, weatherproof way to reach the heavily frequented entrance gates from the large parking lots to the south of the exhibition complex or the “Hannover Messe-Laatzen” train station to the west. Make the most of this heavy volume of

foot traffic by advertising your innovative products on cost-effective skywalk posters mounted at eye level, or on conspicuous floor graphics, extra-large billboards near the escalators as well as numerous other, attractive skywalk options.

Please bear in mind that the skywalks are not in operation for all events.



Skywalk poster, single sided,
around 1.3 m wide x 0.9 m high



Special skywalk poster, 1.3 m wide x 0.85 m high



Floor graphics, large, around 3.0 m wide x 1.3 m high



Skywalk super-billboard,
around 2.8 m wide x 5.06 m high



Billboard, around 3.7 m wide x 2.5 m high



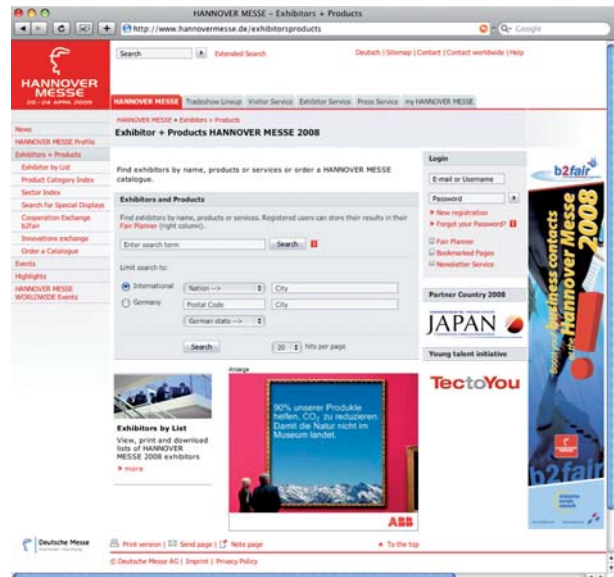
Mega-size west skywalk banner,
around 2.06 m wide x 2.4 m high

Online advertising

Contact:

Katja Anssar
Tel. +49 511 89-34314
advertising@messe.de

According to online advertising studies and market research in general, the frequency of Internet usage as well as the range of technical options for the medium both continue to increase. This means that online advertising will also keep growing in significance – as an already integral component of virtually every cross-media advertising campaign. Millions of ad impressions on our event-based websites speak a clear language: You, too, can exploit this gigantic potential to reach your target groups. Take advantage of this ideal advertising platform! We will be happy to give you more details and fill you in on the specific range of options for the event in question.



Rectangle und Skyscraper

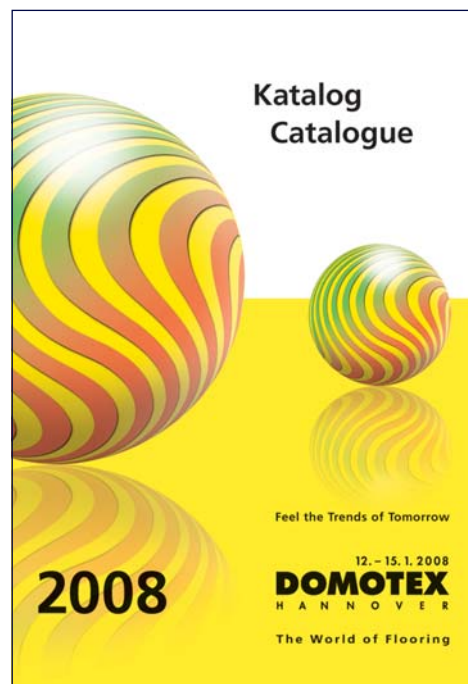
Advertising in the trade fair catalogue

Contact:

Oreste Mallus
Tel. +49 511 89-32345
oreste.mallus@messe.de

The official tradeshow catalogue is a highly popular source of information for tradeshow visitors and industry decision-makers all year long. We will be happy to provide you with more information about your advertising options there, including full or half-page ads, "bookmark ads", placement options, prices and conditions.

Please bear in mind that not every tradeshow necessarily has its own printed catalogue.



Advertising in the trade fair newspapers

Contact:

Anke Robbers
Tel. +49 511 89-31227
advertising@messe.de

The official trade fair newspapers produced by Deutsche Messe appear regularly in large circulation and are distributed free-of-charge to keep international visitors and exhibitors abreast of all the latest developments at the show – including special events, product innovations and VIP visits to the show. The papers also highlight visitor impressions, interesting product exhibits, special-interest articles on companies and services, plus newsworthy items

involving tradeshow happenings and breaking developments in your sector. Make use of this newspaper format as an advertising vehicle to reach your target groups at the trade fair. We will be happy to provide you with more information on advertising formats and insertion options – just give us a call.

TIP: When placing newspaper ads, we recommend you go exclusively through the official newspapers for your event – no other publications are cleared for mass distribution on the exhibition grounds or at the entrance gates.



CeBIT NEWS ISSUE 4
THE OFFICIAL NEWSPAPER OF CeBIT SINCE 1986 www.cebitnews.com Friday, 7 March 2008

Flybook visit us at Hall 25 D05
Estap 19" Cabinets & Racks
HALL 4, STAND D12 SAP
tublox A-GPS Chips & Modules

Satnav R&D Roars Ahead

By Bryan Betts

Satnav designers are becoming ever more inventive to persuade us to buy one model over another. Sanlitter photos, voice control, intelligent routing, add-on content and cool industrial design are all being deployed in the battle to win hearts and minds.

With satnavs – or personal navigation devices, PNDs, to give them their formal name – now in the top four list of Christmas gifts, design is important, says Steve Chang, Senior Director of Mio (Hall 14, Stand G08). Your gadget has to look good on the pub

table in front of your friends, as well as function in the car. Mio's new PNDs use location-based services and content to set themselves apart. For instance, a local search service allows you to pick your destination by category – a pharmacy, say, or a hospital or hotel.

Another company with new navigation content is NAVIGON (Hall 15, E13), whose FreshMaps service provides downloadable map updates – up to 12 of them over three years. Updates are essential if you provide point-of-interest (POI) data, it says.

Ease of use is a major factor too. Supplier user interfaces make it quicker and safer to program or change a route. Garmin (Hall 15, D08) has even introduced a voice-controlled satnav, called nuvo 860. "We use speech recognition to enter addresses, and to control the device," says Garmin Product Manager Olaf Mving. *Continued on page 15*

3G Boom Needs Femtocells

Garhard Kalla

With the ongoing rollout of 3G networks and extensive coverage, network operators are faced with a challenge: how to handle the booming traffic? Another hurdle is that 3G radio does not provide the same coverage inside buildings as 2G. Femtocells address both these problems. A femtocell can be considered as a private

base station covering the home area with 3G signals. The femtocell is typically connected to the backbone by DSL, Ethernet and soon also by fibre. The advantage for the operator is less traffic over the radio infrastructure. Users need only one device for communications inside and outside

Continued on page 14

LEADING Yahoo! is the #1 platform for mobile advertising, reaching 18 million unique visitors* with:

- An unsurpassed breadth of mobile offerings
- Add-identity across the mobile aisle
- Superior targeting so you can reach your best customers.

Yahoo! Mobile. It's on. **YAHOO!**



MESSE ZEITUNG CeBIT
Aus Innovation wird Inspiration.
Kennen Sie uns auf dem Freigelände G04.
Halle 13, Stand C48 **AGM**

...die offizielle Messezeitung Freitag, 7. März 2008, 4. Tag Täglich neu

Die Messe des Luxus

WAS SIE LESEN SOLLTEN:

- Luxus-Messe CeBIT: Wo die Notebook 25.000 Euro kostet die Yacht der Dame auf dem Foto links 89 Euro! Seite 21
- Deibel lädt Messe-Besucher zum Risikobevorzug in Übersee-Container ein Seite 4
- Vorn-Jäger Eugene Kasperky fordert eine Internet-Polizei Seite 6
- Bitte aids frei, lieber Patient, Frauenhofer-Forscher helfen bei Abwehrmaßnahmen Seite 9
- IBM stellt beim weltweiten Businesskongress vor Seite 14
- Bruder Elektronik überwatch den Fahrer. So werden Unfälle gemeldet Seite 14/17
- Bald ist er da - der Welt-Monster von Ferrari-Gigant Seite 19
- Gründer-Rat: Techstars, Winco Nordoff setzt auf Umweltschutz Seite 23
- Auch das noch: Dieter Bublath heute auf der CeBIT Seite 6

Anzeige

Hires-Video Komplettlösungen für Ihre Video-Produktionen
Halle 6 / Stand E02 **ROBOTIX**

Erleben Sie heute im Trendforum der Deutschen Telekom AG.

- 10:30 - 10:45 Uhr Axel Trautman | Design Skills: Neue Ideen aus Effizienz, netzwerk Designprozessen
- 11:30 - 12:15 Uhr Gerhard Rott | Die Preis-Welt, eine Illusion? Warum wir nie auf dem Saturn verlanden werden.
- 13:30 - 14:15 Uhr Dan Tapscott | Wir sind ein Einzelgänger: Warum die neue Stufe globaler Software ist.
- 15:00 - 15:45 Uhr Stefan Manerich | Fußball hinter: Andreas Jung | den Kulissen: Sportschau, Sportjournalistik, Halbzeit und New Media
- 16:30 - 17:15 Uhr Georg Schuster | Affäre auf dem Saturn 2008: PC, Cloud und mobile Anwendungen
- Free Web, Trendforum, 07.03.2008 Halle 26

Deutsche Messe mailing service

Contact:

Jette Bösch
Tel. +49 511 89-35500
mailing-service@messe.de

Direct marketing is a key element in the communications mix and you should not miss out in harnessing its potential to your tradeshow appearance. This mailing service represents our Web-to-print offering, which was developed specially for you, as an exhibitor at our specialist and industrial tradeshows, to help you maximize the volume of visitor traffic at your stand.

The results: Your invitations are more effective, you generate more business leads at your stand and achieve higher sales among new and existing customers.

Take advantage of this service to invite your business partners and customers to the show using postal mail the fast, easy, professional way. Produce your own individual tradeshow mailing in just a few online steps. This innovative, comprehensive service takes the “paperwork” off your hands and includes the following:

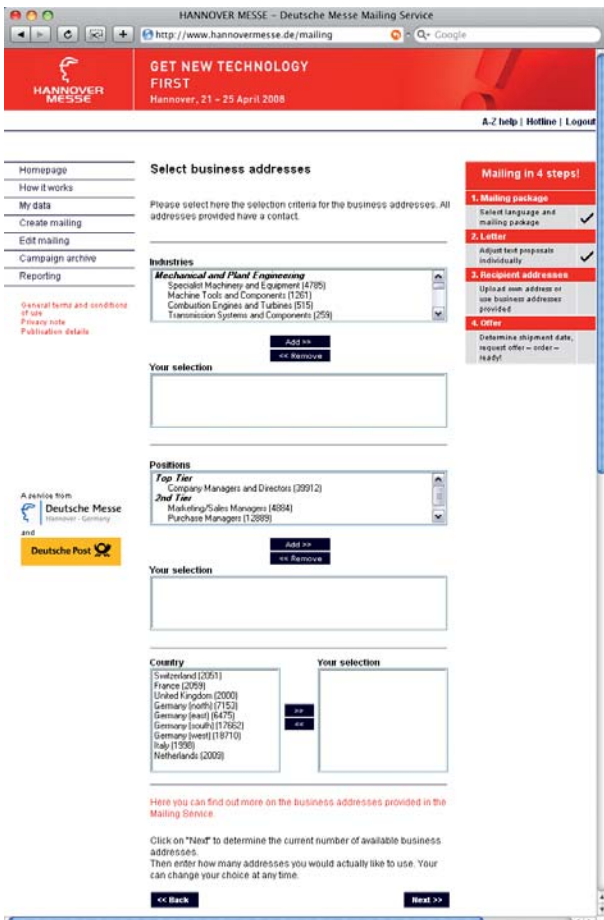
- Suggestions for professional invitation letters
- Mailing kits (letters, complimentary tickets, high-impact advertising enclosures)
- **Free business addresses**
- Printing and collating
- Optimized postage fees

We are also happy to include individual supplements like your image brochure or product flyer in your mailing.

This mailing service is available to you starting around three months before opening day of the event. As an exhibitor, you have exclusive access to this service via OBS+.

We will be happy to answer any questions about your invitation campaign and can fill you in on the exact scope of the service.

Information about complimentary admission tickets can be found under “Tickets and passes”, pages 20 – 22.



Selection of business addresses



Sample letter

Advertising materials

Contact:

Heidi Bauer
 Tel. +49 511 89-31237
 heidi.bauer@messe.de

A wide variety of advertising materials are available for you to conduct broad-based promotional campaigns and inform your business partners, customers

Visitor brochure

This brochure contains a description of the individual display sectors, special events and supporting programs as well as key information on the show itself, for example accommodations and getting there, admission prices etc., making it an invaluable source of information for your customers.

Tradeshow flyer

You can use this flyer to give your customers a short overview of the tradeshow before it begins. The flyer consists primarily of an exhibition map, supplemented by the major display categories and information on show dates and opening times, admission prices etc.

Invitation stationery

An individually printed invitation letter signals how much you value your business partners and customers. Add your company logo and address to our template and use the inside of this invitation stationery to include a personal message and/or inform recipients of your location at the trade fair. For your convenience, this information can either be commercially printed, photocopied, laser-printed or handwritten.

TIP: Include complimentary admission tickets with your mailed invitations (see "Tickets and passes", pages 20–22).

and potential customers about your appearance at the show. Almost all advertising materials supplied by Deutsche Messe are available in unlimited quantities and are free of charge, either via the OBS+ system or as downloads.

For detailed information on our trade fair advertising materials, check out www.messe.de/advertisingmaterial



Space for inserting a personal invitation



Posters

Draw attention to your upcoming trade fair appearance at your own premises, be it in the lobby, in conference rooms or on the notice board. A1-size posters from Deutsche Messe make a lasting impression.



Mailing stickers

Small size, big impact: Use our mailing stickers to brighten up your business correspondence. As an alternative to the standard text („We'll be there: Hall o, Stand oo") you can have your own individual message and company logo printed on the stickers (reproduction proofs of logo required).

Price for mailing stickers with standard text: EUR 27.80 per 1,000.

Price for mailing stickers with individual company imprint: min. EUR 123.60 for the first 1,000, then EUR 27.80 for each additional 1,000.



Downloadable logos and maps

Let the high recognition factor of our trade fairs work for you in your own marketing activities: Include our trade fair logo and map of the showgrounds in your own promotional materials (for example, in ads, PR reports, charts or brochures).



“We’ll be there” banners

Your own website is the ideal place to insert a banner alerting people to your upcoming tradeshow appearance. Around six weeks before opening day of the show, Deutsche Messe will activate its “banner generator,” which automatically creates an uploadable banner containing your hall and stand location when you log onto our website. At the same time, you will receive a link through which users can call up your company and product details for the respective tradeshow.



Accommodations & travel packages

Facilitate your customers’ travel plans by enclosing a flyer with your invitation which contains the addresses of our travel partners abroad. These agencies offer package deals which can save your customers time and money when traveling to our events.

