



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

Contact details

Director

Kathrin Schmitz
Tel. +49 511 89-33167
kathrin.schmitz@messe.de

Project Management

Stephanie Wieghaus
Tel. +49 511 89-33135
stephanie.wieghaus@messe.de

Operations

Mehtap Kaplan
Tel. +49 511 89-33164
mehtap.kaplan@messe.de

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**Internet & Mobile Solutions
Webciety**

CeBIT

The world's No.1 marketplace for digital business

The world's No.1 marketplace for digital business

CeBIT

**HANNOVER
2-6 MARCH 2010**

cebit.com

THE INTERNET IS COMING HOME

→ With the launch of “Internet & Mobile Solutions” in 2009, CeBIT set new standards. Technical solutions and business models for the Internet remain a driving force behind the growth in digital business.

Divided into three clearly defined display categories (**Digital Media Solutions**, **Web based Solutions** and **Content Management**), “Internet & Mobile Solutions 2010” will showcase all the key trends in online business – at a single venue. It will be the first port of call for decision-makers working in IT, marketing, Internet and communications. Together with the neighbouring **Webciety Area**, “Internet & Mobile Solutions 2010” will create a unique platform for a web-based and content-driven economy.

Gain direct access to the 93,000 business professionals who attend “Internet & Mobile Solutions”, one of the top visitor magnets at CeBIT.



THE THEMATIC HIGHLIGHTS IN 2010

Digital Media Solutions:

Products and systems for the management, publication and distribution of digital content. Highlight: Internet TV – solutions for moving images.

- Internet TV (Web TV / IPTV / Online Video / Streaming)
- Digital Content
- Content Distribution

Web-based Solutions:

Attractive and efficient solutions for the Internet and mobile services. Highlight: eCommerce – using the Internet as a sales channel.

- eCommerce Solutions
- Digital Marketing
- Online Services (Design, Consulting, Infrastructure)
- Mobile Internet

Content Management:

Content management is the foundation for web-based business models. The advent of Web 2.0 is driving the development of content management systems.

- Web Content Management Systems
- Social Media & Web 2.0
- Cross Media Publishing
- Enterprise 2.0
- Web Collaboration



Draw attention to your products and services! Guided tours and walking press conferences will ensure that business professionals and members of the media visit your stand.



YOUR HOME BASE AT CeBIT

→ The “walk-in” concept of the Webciety Area was a big hit with the exhibitors at CeBIT 2009. The hexagonal “home bases” (each equipped with digital presentation technology) are the ideal platform for presenting business-oriented web applications and models – live and in action. In keeping with the “plug & play” principle, all you have to do is hook up your laptop and you’re ready to go.

The unique spatial concept of the Webciety Area is the perfect setting for themed discussions, networking and business concepts.

PUSH
YOUR BUSINESS

Webciety Forum

→ The high-class program consists of business talks, discussions, pecha kucha sessions, open stage events, etc. The Webciety Forum will get to grips with the issues on the agenda at “Internet & Mobile Solutions” – for example, “Enterprise Collaboration”, “Cloud Computing”, the “Future of E-Commerce” and “Digital New Media”.

Webciety will feature prominently in the communication activities for CeBIT 2010. In addition, the top-level CeBIT Global Conferences will devote a whole day to the subject: “Webciety: Surfing the Wave of Change Together”.

Ibrahim Evsan, Geschäftsführer, Sevenoob
Holger Kansky, Referent Multimedia, Bundesverband Deutscher
Zeitungsverleger
Heiko Hebig, Head of Digital Media, Hubert Burda Media
Jörg Sadrozinski, Redaktionsleiter, tagesschau.de/NDR



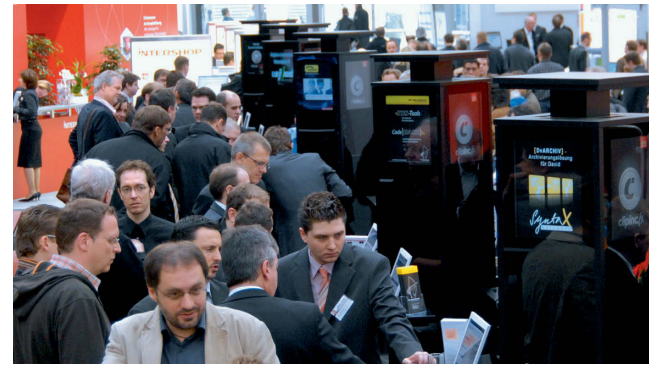
The Webciety Forum is the ideal chance to establish new contacts. The wide-ranging program will attract visitors from all the relevant business sectors.

PUSH
YOUR BUSINESS

MORE VISITORS – MORE BUSINESS

→ CeBIT remains a powerful force – especially in today’s difficult economic climate. Thanks to the increased emphasis on business IT and networking, CeBIT has further consolidated its outstanding role as the world’s No.1 ICT show. This manifests itself in the impressive exhibitor and visitor statistics, as well as the extensive online publicity generated by CeBIT:

- 4,300 exhibitors from 69 countries
- Approx. 400,000 visitors
- 75% of the visitors are business professionals
- 6,000 journalists from 62 countries
- CeBITChannel on YouTube: 555 videos, 179,275 views
- 27,000 live stream downloads from the Webciety Forum
- During CeBIT 2009 Webciety was one of the **Top 10 charts** worldwide on Twitter



“We are back at CeBIT in 2009 after staying away for two years – mainly because the key theme of the ‘Webciety’ is exactly tailored to our needs. We are very happy with our location here in Hall 6, close to the Webciety area. Our results over the first few days have been even better than anticipated. As this event demonstrates, eCommerce and online marketing, i.e. automating key distribution processes and putting them on the Internet, are extremely important issues for many companies right now.”

Dr. Ludger Vogt, Member of the Board, Intershop, Jena, Germany

PRICES, TERMS AND CONDITIONS

STAND RENTAL CHARGES

Basic charge (indoor space)	€ 205/m ²
Basic charge (open-air site)	€ 93/m ²

REDUCED CHARGES FOR EARLY BOOKINGS (OFFER ENDS ON 31 JULY 2009)

Basic charge (indoor space)	€ 198/m ²
Basic charge (open-air site)	€ 88/m ²

Stands with two or more open sides

High-visibility 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
Visitor promotion charge*	€ 39/m ²
Reduced visitor promotion charge for stand space in excess of 1,000 m ²	€ 10/m ²
Space on the upper floor of two-storey stands (price for complete packages will be quoted upon request)	€ 75/m ²

Co-exhibitors

Registration fee (lump sum)	€ 300
Visitor promotion charge* (lump sum)	€ 300
Participation fee (lump sum)	€ 780

Further information about our services for exhibitors is available at:
www.cebit.de/info2010_e

PRICES, TERMS AND CONDITIONS

WEBCIETY HOME BASES

Home base

"Honeycomb" presentation zone (15 m²) as an all-inclusive package (stand construction, logo presentation, general services)

€ 12,600
(+ registration charge)

XL home base

"Triple Honeycomb" presentation zone (45 m²) plus lounge as an all-inclusive package (stand construction, logo presentation, general services)

€ 34,600
(+ registration charge)

Nano home base

Workstation at the Webciety Area (work terminal, logo presentation, general services)

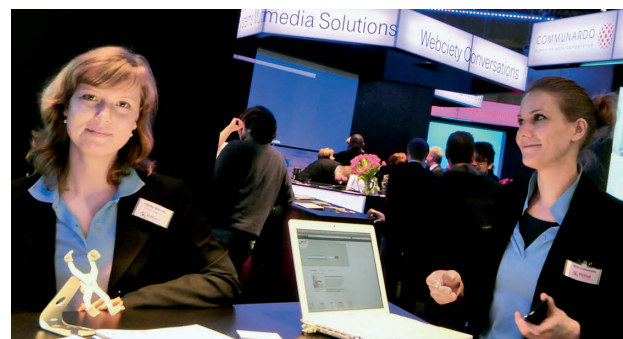
€ 5,600
(+ registration charge)

Partner package (for exhibitors)

Increase your visibility and attract the attention of visitors. Additional marketing and media services at Webciety (Internet, Forum/Area, brochure for visitors)

€ 5,000

Further information is available at: www.webciety.net



* THE VISITOR PROMOTION CHARGE: 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 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. We reserve the right to make changes. Further information about tax refunds for foreign exhibitors is available at: www.vat-refund-international.com