

# CeBIT Security World

**PUSH**  
YOUR BUSINESS

**CeBIT**

**HANNOVER**  
2.–6.3.2010  
[cebit.com](http://cebit.com)

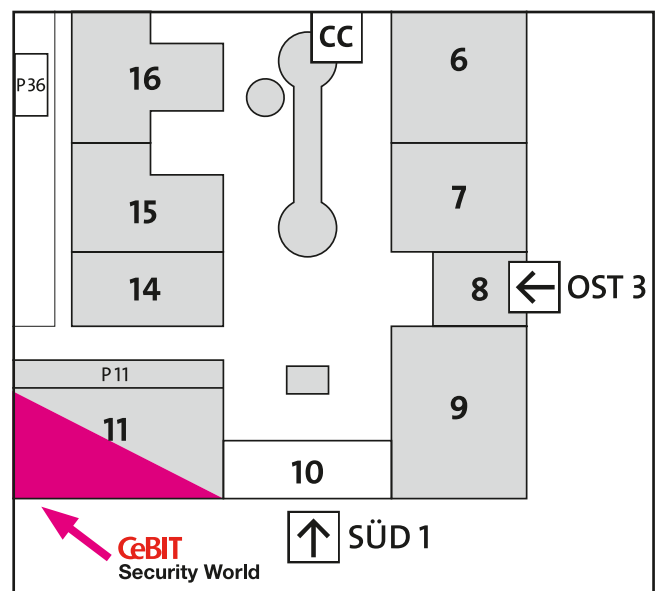
The world's No. 1 marketplace for digital business

## SAFE AND SOUND: CeBIT SECURITY WORLD AT CeBIT 2010

→ New services, a clearly structured array of products and systems, focused communication with visitors – on this basis CeBIT 2010 will generate strong stimuli for digital business. An integral part of the CeBIT line-up, “Security World” ranks as one of the world’s leading trade show platforms for IT security. It embraces a complete international array of innovative technologies: software applications, authentication tools, card systems, mobile security, network security, video surveillance, live hacking – to provide just a few examples. All the relevant segments of the IT security market are concentrated here under a single unifying umbrella. As an exhibitor you’ll gain direct access to top decision-makers and have an excellent opportunity to tune into the latest trends and innovations. In short: Push your business!

## OPTIMUM ACCESS TO DECISION-MAKERS

→ CeBIT Security World is favourably located next to the West 1 entrance, one of the most heavily frequented access points to CeBIT. Following its successful premiere in 2009, CeBIT Security World will take place in Hall 11, where it will be augmented by “Banking & Finance World” (a magnet for decision-makers in the financial services industry), as well as by the display categories “Business Communications” and “ICT Infrastructure”. In other words, you can count on reaching a broad audience for your innovative security solutions. By exhibiting at “CeBIT Security World” you can be sure of unlocking new sources of business potential.



“Although our company is well known, we still like to use CeBIT as a platform for our branding. So far, we have always succeeded in attracting plenty of potential customers at the fair. And the quality of contacts has certainly improved. We opted for a stand in Hall 11 for the first time this year. This was a good decision, because visitors who came to see us there really knew what they were looking for.”

*Sandra Grözinger, Marketing, Astaro AG*

# CeBIT SECURITY WORLD

## THE INTERFACE FOR DISCUSSIONS, BUSINESS AND INNOVATIONS

→ CeBIT Security World is tailored precisely to the requirements and interests of the visiting public. It is a central meeting place, a forum for business contacts and a platform for innovation. In short, it is the perfect shop window for your company's products and services. The following benefits speak for themselves:

### Broad-based appeal

One CeBIT visitor in three is convinced that IT security is a burning issue. Thanks to our sophisticated target-group management tools, we'll ensure that the relevant decision-makers attend your stand.

### High-quality leads

CeBIT attracts a huge audience of industry professionals from all over the globe. A large proportion of the attendees are ready and willing to invest in new technology. 35% of the visitors in 2009 said that IT security is one of the most important topics featured at CeBIT. This equates to around 105,000 potential visitors at CeBIT Security World in the coming year. In other words, there's no better place for effective networking and focused discussions with customers.

### Comprehensive portfolio

CeBIT Security World presents a comprehensive array of products and systems and attracts all the major market players. You'll be in a unique position to monitor the competition and find out which technologies are in high demand – today and tomorrow.

"This year's CeBIT met all our expectations – in terms of quantity/and/quality. (...) We secured new resellers, won new customers, and had many interesting discussions. Demand for our security solutions, which protect against cyber crime, continues unabated."

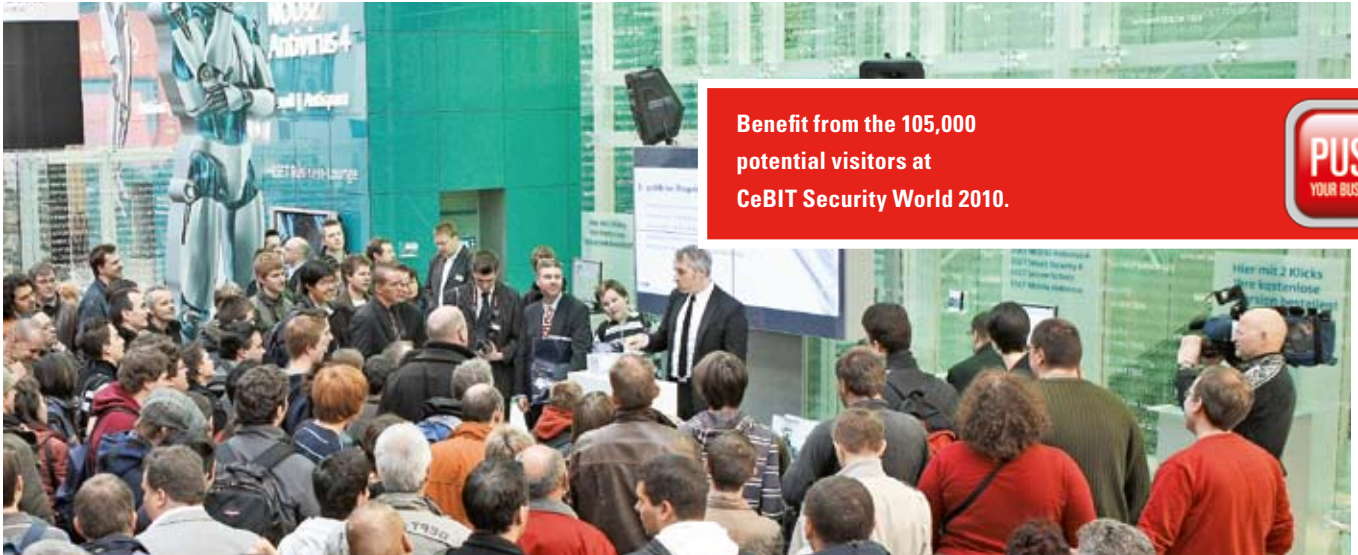
*Tobias Motzet, Director Marketing, Kaspersky Lab Central Europe*

## AT A GLANCE: THE PRODUCT CATEGORIES

- Anti-spam solutions
- Anti-virus software
- Security tools & services
- Biometric systems
- Card technology
- Authentication solutions
- Access control systems
- Security software & hardware
- Mobile security
- Cryptography
- Computer centre security & availability
- Data recovery
- Business continuity
- Network security
- Video surveillance



## MORE DEPENDABLE THAN ANY PASSWORD: TESTIMONIALS OF CEBIT EXHIBITORS



“At CeBIT 2009, there was a hall dedicated to IT security for the first time. This new approach was very well received by exhibitors and visitors alike – the hall was very busy throughout! We certainly reaped the benefits of having our own stand in Security World.”

*Angelika Felsch, IronPort Marketing Manager Central & Eastern Europe, Cisco Systems*

“As well as giving our company the opportunity to showcase its entire product portfolio, CeBIT also helps us generate new business. After all, sales are the key to success. We were delighted with how things went right from the word go. We were also interested in putting out a clear message – and we certainly succeeded in that respect. (...)”

*Isabell Unseld, PR Manager Central Eastern, Western Europe, McAfee GmbH*

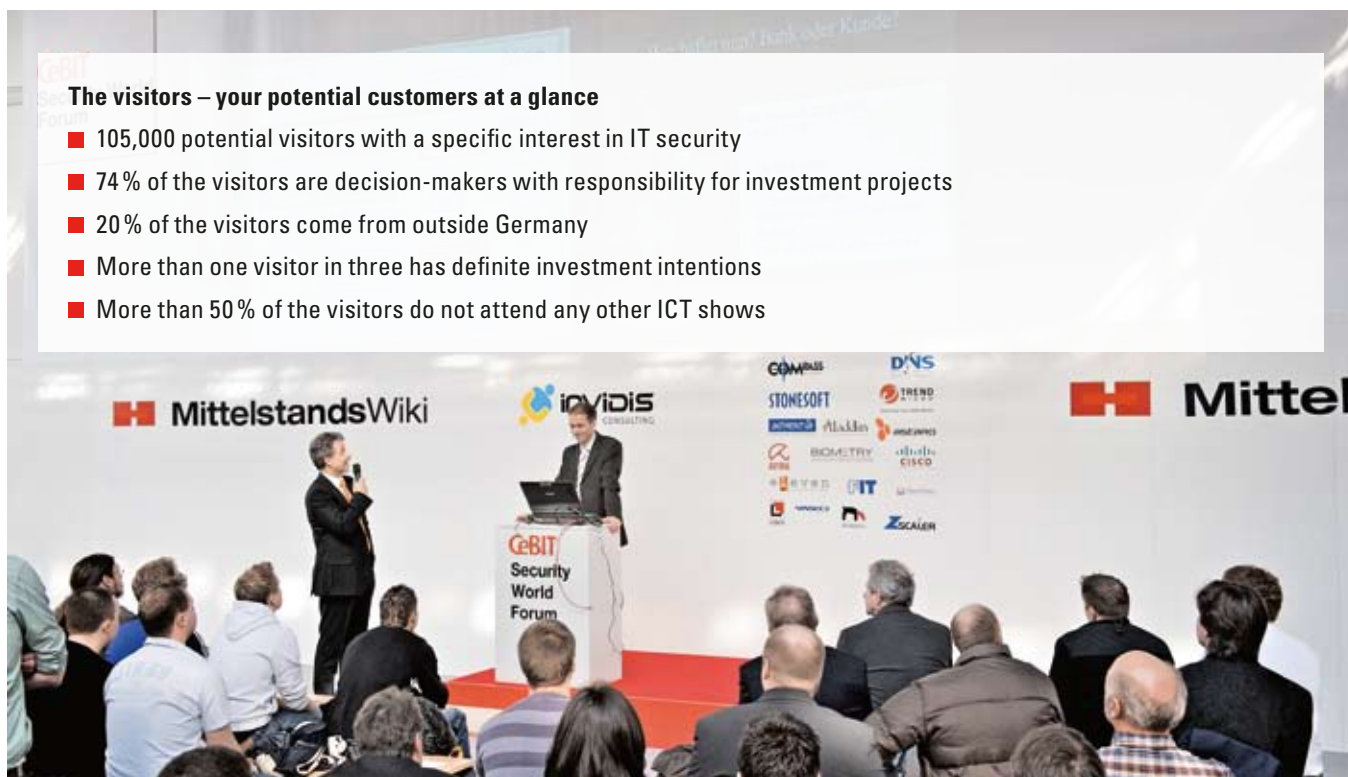


# SEE YOU AT CeBIT 2010!

## YOUR KEY TO SUCCESS

### The visitors – your potential customers at a glance

- 105,000 potential visitors with a specific interest in IT security
- 74 % of the visitors are decision-makers with responsibility for investment projects
- 20 % of the visitors come from outside Germany
- More than one visitor in three has definite investment intentions
- More than 50 % of the visitors do not attend any other ICT shows



"We were pleasantly surprised by the success of CeBIT 2009 – we noticed a rise in the caliber of the visitors compared to last year. Interestingly, this year even on Saturday we still made contact with a number of potential business partners at IT system houses and SME users."

*Rainer Witzgall, Executive Vice President, Avira GmbH*

More information can be found in your brochure for CeBIT 2010 or online at: [www.cebit.de/security\\_e](http://www.cebit.de/security_e)  
If you have any further questions, please don't hesitate to contact us. A member of the team will be pleased to advise you.



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