



EXHIBITING OPPORTUNITIES FOR SOFTWARE VENDORS AT CeBIT 2010

The world's No. 1 market place for digital business



CeBIT offers vendors of all types of business software applications the best international platform for global business growth.



→ CeBIT is the world's leading marketplace for information, communication and digital technologies with **400,000 attendees/buyers** and almost **4,500 exhibiting companies** from around the world. Plus, CeBIT attracts **5,000 members of the press** eager to report on the newest trends and products.

Take advantage of these programs and opportunities...

US SOFTWARE DEMONSTRATION PAVILION; TURNKEY EXHIBITION KIOSK

→ Exhibit in an organized, sector-themed pavilion with economical turnkey programs providing full furnishings, amenities and services. A turnkey kiosk in a group setting makes exhibiting easy and affordable. You provide the staff, a computer and graphics and we take care of the rest.

Typical turnkey packages include:

- A workstation kiosk display
- One bar stool and waste bin
- Lighting and Electrical Socket
- Hard-wired internet connection
- Overhead sign with company logo

PR and Marketing provisions

- 500 complimentary visitor tickets
- 1 Company Profile Listing in the official online/electronic catalog
- 5 Product Descriptions in official online/electronic catalog (in upto 4 Product Categories)
- Exhibitor entrance tickets

Use of the common pavilion space

- Multi-lingual pavilion hostess
- Shared meeting area
- Coffee, tea, softdrinks & cookies for you and your guests

Pricing begins at \$4,100 (inclusive of fees) + applicable VAT.

TURNKEY FAIR PACKAGE

Fair Packages offer an economical turnkey approach for companies that want an independent presence. Stand construction, infrastructure and services are provided by a single source at a competitive price and can be tailored to your specific requirements. Choose from three levels: Classic, Comfort or Premium. Fair packages require a minimum purchase of 15 square meters.

Pricing from 332 Euros per square meter + 540 Euros flat fee per exhibitor + applicable VAT.

CUSTOM STANDS AND RAW SPACE OPTIONS

→ We offer complete support to companies that exhibit independently—from floor space procurement to design and construction—we can help reduce your workload. Whether you are a large vendor with an existing stand, an industry group representing a technology sector, or a government body representing a group of companies, we can deliver a custom exhibition solution that is attractive, functional and affordable.

Pricing provided upon specifications.



Special promotional pricing and exhibit programs for first time exhibitors at CeBIT 2010!

NEWCOMER SPECIAL

→ If you are planning to exhibit at CeBIT for the first time, consider taking advantage of the Newcomer Special. This complete package for first-time exhibitors gives you a convenient option:

- 15 sqm row stand boasting a modular stand system, furnishings and fittings, free advertising aids, as well as numerous services, all at a total price of 5,379 Euros.

Regardless of your goals—increasing sales, establishing distribution, networking, generating media exposure or evaluating your competition—CeBIT provides you the ideal environment to achieve them.



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