



# Special Programs for California Companies to Push Your Business at CeBIT 2010

CeBIT, the world's No. 1 marketplace for digital business, offers California technology vendors and service providers the best international platform for global business growth.



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→ 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.

## California companies can take advantage of these programs and opportunities...

### TURNKEY EXHIBITION OPTIONS

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

#### Typical turnkey packages include:

- Booth structure with wall panels and carpeting
- Basic furniture package
- Lighting and Electrical Socket
- Hard-wired internet connection
- Company name (text only)
- Overhead banner 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 staff
- Shared conference rooms for private meetings
- Coffee, tea, softdrinks & cookies for you and your guests

**Pricing begins at \$825 per square meter (inclusive of fees) + applicable VAT.**

→ OR, take advantage of economical Fair Packages providing stand-alone turnkey exhibit space.

Fair Packages offer a 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.**



**Also, enquire about special promotional pricing and exhibit programs for first time exhibitors at CeBIT 2010!**

### SPECIAL SERVICES FOR CALIFORNIA EXHIBITORS AT CeBIT 2010!

- Your signage will be branded with the California Inspiration logo
- Your company will be listed in a pocket directory of California participants distributed online prior to the event and in print on-site.
- Your management will receive invitations to the California Networking Reception, bringing together CA vendors and international buyers.
- Your marketing team can take advantage of the California Matchmaking service offered

**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.**

### For more information contact:

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