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**HANNOVER FAIRS USA OFFERS SMALL AND MEDIUM-SIZED COMPANIES
AFFORDABLE, TURNKEY EXHIBITOR PACKAGES AT TECHNOLOGY'S
TOP GLOBAL EVENT**

**CeBIT 2012, World's Largest Information, Communication and Digital Technology Trade
Show, March 6-10, 2012, in Hannover, Germany**

Princeton, N.J. - May 19, 2011 - Hannover Fairs USA, Inc. (HFUSA), a subsidiary of Deutsche Messe AG, one of the world's top trade fair organizers and exhibition centers, announced today that it is offering a new series of comprehensive exhibitor packages to U.S. small and medium-sized technology companies. These affordable packages will allow smaller technology businesses a unique opportunity to reach qualified decision-makers at a global level during the annual CeBIT 2012 trade fair and conferences, March 6–10, 2012, in Hannover, Germany.

In addition to reaching global buyers and product distributors, HFUSA's cost-effective exhibitor packages provide "Pavilion" group stands and "Workstation" space. Each package offers fully-furnished space and includes marketing and public relations support to capture the attention of international buyers, distributors, resellers and the media.

"For small companies and first-time exhibitors, CeBIT 2012 is an excellent hands-on opportunity to meet qualified buyers and distributors from Asia, Europe and the Middle East, but it can be an intimidating event if you are a smaller company with limited resources," said John Moriarty, Vice President of Sales and Marketing for CeBIT at Hannover Fairs USA. "Our new small and medium-sized exhibitor packages provide a complete trade fair solution that meets our high standards and the unique requirements U.S. businesses face for reaching global markets."

Enterprise applications and software, systems management, Enterprise storage solutions, PC components and peripheral product companies can purchase Pavilion Turnkey Packages that include:

- Row booth for \$795 per square meter (approximately 10.76 square feet) or corner booth for \$825 per square meter
- Booth with wall elements and carpeting
- Overhead company name sign and banner with company logo

- Furniture package
- Electrical and Internet connections
- Company profile listing and five product descriptions in online catalog
- Two exhibitor entrance tickets
- Up to 500 complimentary visitor tickets

These packages include a variety of staff and services, including valuable new business lead generation, a multilingual pavilion hostess/host, interpreter service by appointment, U.S. commercial service export support, pavilion office, lounge with meeting area, advertising and press matchmaking for optimum media exposure.

About Hannover Fairs USA

To learn more about how companies can benefit from exhibiting and attending CeBIT, contact John Moriarty at (609) 987-1202 or jmoriarty@hfusa.com.

Deutsche Messe AG

With a workforce of more than 900 worldwide employees in more than 100 countries and a highly versatile, state-of-the-art exhibition center equipped with first-class infrastructure, Deutsche Messe plays a leading role among the world's top trade fair companies.

About CeBIT

CeBIT is the world's largest Information, Communication and Digital Technology Trade Show and Conference event. More than 339,000 visitors from 90 countries attended the show in 2011 and exhibitors reported more than seven million new business leads from across the globe. CeBIT brings together technology providers and users via four integrated platforms, *CeBIT pro*, professional technology solutions and business operations, *CeBIT life*, consumer technology solutions, *CeBIT gov*, public sector solutions and *CeBIT lab*, research and development.

For more information on CeBIT, visit www.CeBIT.com.

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