



Ladies and Gentlemen,

Fast-growing markets, an insatiable appetite for innovations and ever-shorter development cycles characterize the ICT industry today. Nothing has had a greater influence on the way we work and live than modern information and telecommunications technologies, which promote economic growth and shape social trends worldwide.

A major factor driving the rapid pace of change in the digital world is the increasingly close collaboration between suppliers and users in the marketplace.

As the „heart of the digital world“, CeBIT brings both groups together at a senior, decision-making level via our four platforms: CeBIT pro, CeBIT gov, CeBIT lab and CeBIT life. Here you can showcase your products and services at the very place where your target groups come to seek out tomorrow’s trends in technology and management.

Exhibiting at CeBIT makes you part of the digital industry’s most important event worldwide. The combination of flagship international trade fair, Global Conferences with up-to-the-minute contributions from top industry players, and integrated corporate events gives you opportunities to develop new business leads, tap into new sales markets and recruit high-calibre personnel.

In addition, you can take advantage of our services, available all the year round and designed to help you generate new leads and establish new contacts. The aim of all these service offerings is to make your business even more successful. Talk to our professional team about the various participation options. We are working hard to ensure that CeBIT 2012 delivers everything you could possibly wish for and will be pleased to discuss your individual requirements.



I hope very much to see you in Hannover, and look forward to that.

Yours sincerely,

Frank Pörschmann,  
Senior Vice-President,  
CeBIT

# CeBIT – heart of the digital world

CeBIT 2011 was universally hailed as a success – and has set new standards for this event: 7 million business contacts were generated in just 45 hours. Now you can make that success work for your business too by showcasing your company at the world’s most exciting and attractive platform for sales, marketing and contacts. PUSH YOUR BUSINESS – and register today to exhibit at CeBIT 2012.

The facts and figures tell their own story:

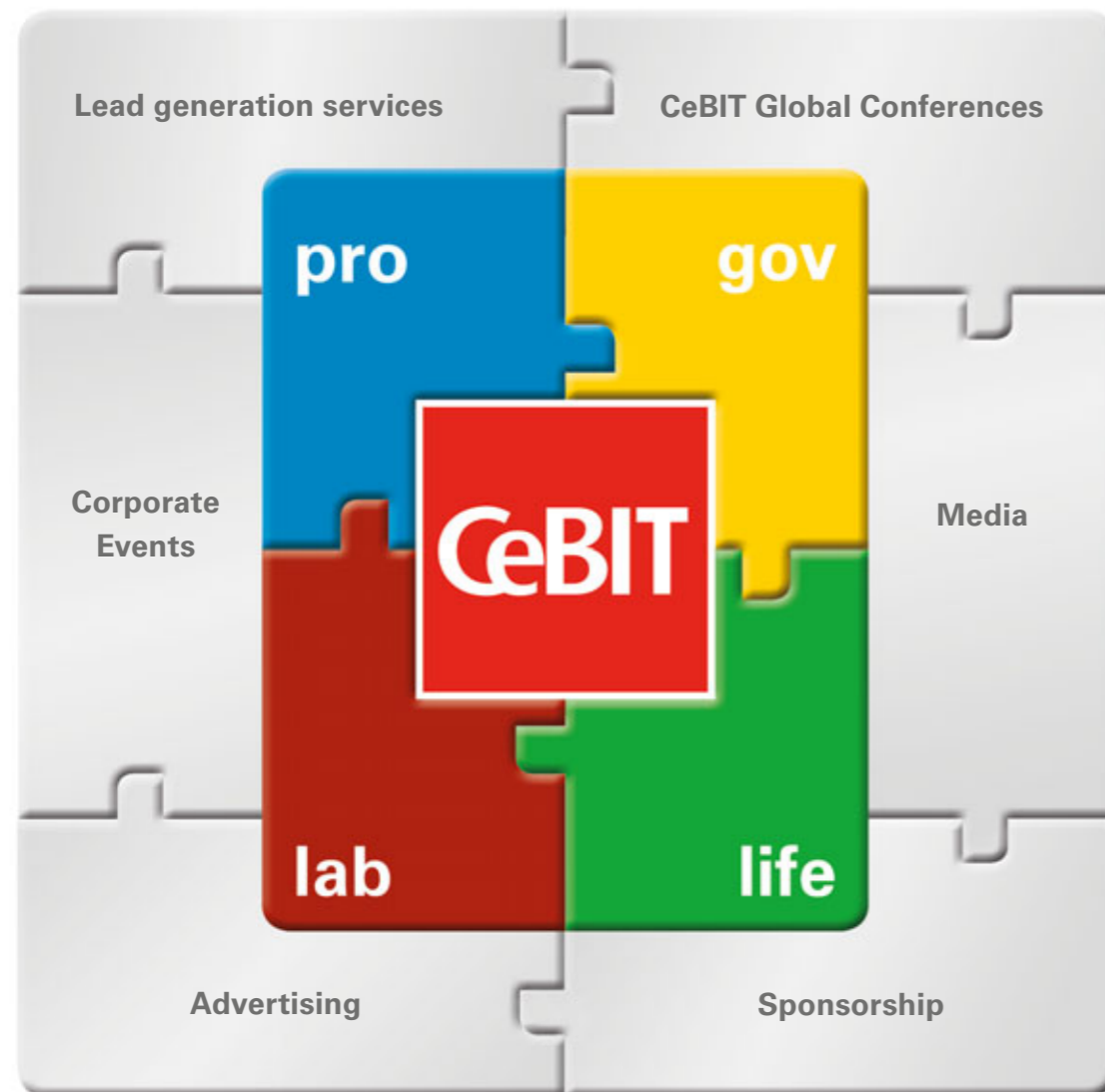
- 339,000** visitors from more than 110 countries
- 20 %** of the trade visitors from countries other than Germany
- 7 million** business contacts
- 72 %** of the trade visitors involved in investment decisions
- 500** CIOs from international concerns with
- 50 billion** euros to invest each year
- > 50 %** of the trade visitors attend no other trade fair apart from CeBIT
- > 5,000** journalists and bloggers from 58 countries
- > 20 billion** media contacts
- 100** international business delegations

All the facts and figures for CeBIT 2011 can be found at [www.aftershow.cebit.de](http://www.aftershow.cebit.de)



## Discover the power of CeBIT

CeBIT is more than just a trade fair: it brings suppliers and users together and serves as an international meeting place for experts, opinion-formers and top decision-makers. The format, based on four different platforms, plus our extensive range of services and professional solutions, ensures that you reach your target group effectively and unlock new sales potential.



## CeBIT services can help you in so many ways

The heart of the digital world gives you everything you need to do business successfully. We provide full support for the planning and implementation of your presentation, as well as the after-show follow-up. And our online and onsite services have been carefully designed to maximize your success as an exhibitor.

### ■ Effective lead generation services

Our comprehensive lead generation services are at your disposal – from matchmaking with promising new contacts and the hosting of delegations to the online marketing campaigns of Deutsche Messe Interactive. And don't forget: every one of our services can be tailored to your exact requirements.

### ■ International networking at CeBIT Global Conferences

In a series of keynote addresses and at high-level summits, leading opinion-formers will be setting trends and discussing the latest developments within the industry. You are invited to play an active part in the world's most important ICT convention by presenting your innovations and strategies to an international audience of industry professionals.

### ■ Attract attention through sponsorship and advertising

Raise your profile at the show simply and effectively by becoming a sponsor, e.g. of selected forums, workshops or workshops. You also have opportunities to attract attention onsite through innovative outdoor advertising or in our print and online media.

### ■ Corporate Events

The international setting of CeBIT guarantees the best possible reception for your corporate events. We'll be pleased to discuss the different format options you can choose for your exclusive presentation.



Would you like to learn more about the services that CeBIT has to offer? Just go to [cebit@messe.de](mailto:cebit@messe.de) or **Tel. +49 511 89-33155**. You can reach us 24 hours a day, 7 days a week. Further information can be found at [www.cebit.de/home](http://www.cebit.de/home)

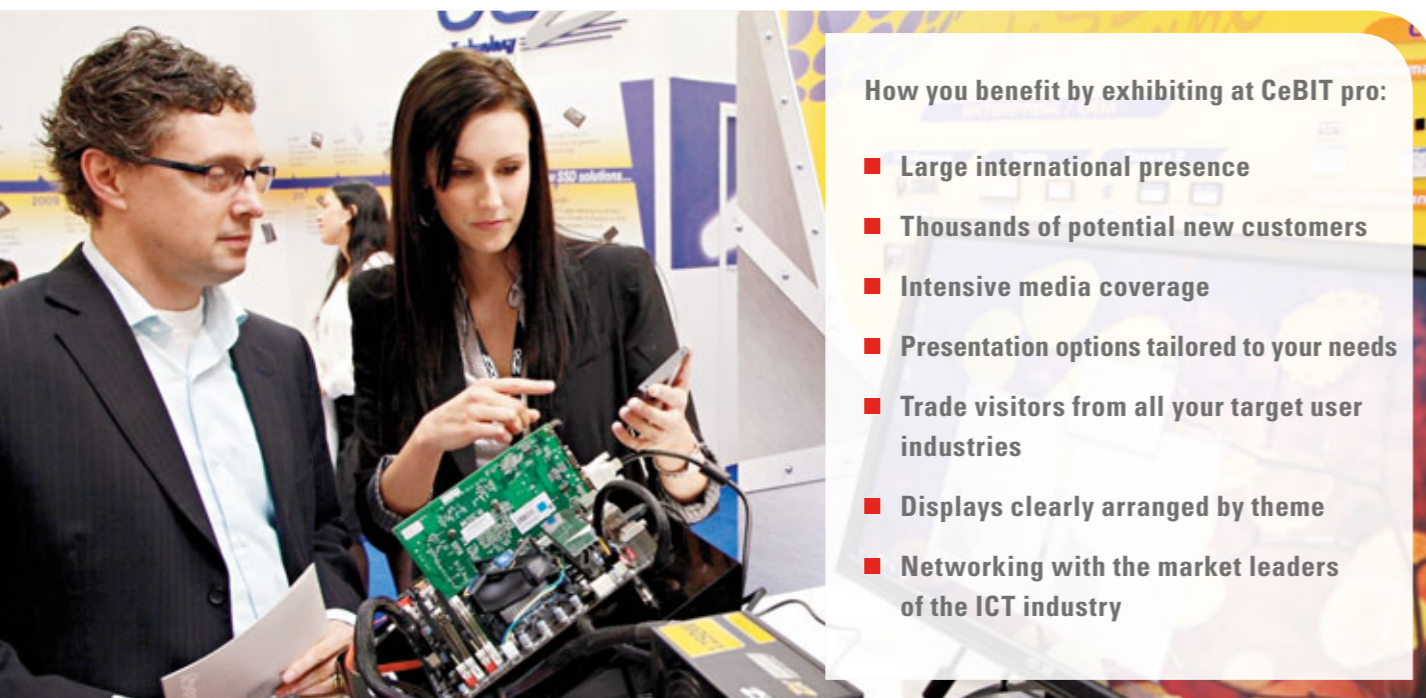


## Professional ICT Solutions for Business Operations

Ever-shorter innovation cycles and the growing integration of single components into complete systems solutions are the key to business success, enabling companies to take effective, targeted action. CeBIT pro showcases the complete spectrum of professional ICT technologies and offers innovative business solutions for all sectors of the industry. So this is the place to present your solutions to an international buying public, and generate new growth for your business.

### Your target group: senior decision-makers from all over the world

CeBIT pro brings together a very diverse range of industries on a single platform. Decision-makers from every sector of the economy – industry, commerce, the skilled trades and services – come here in search of technologies that will make their business more efficient and more competitive.



#### How you benefit by exhibiting at CeBIT pro:

- Large international presence
- Thousands of potential new customers
- Intensive media coverage
- Presentation options tailored to your needs
- Trade visitors from all your target user industries
- Displays clearly arranged by theme
- Networking with the market leaders of the ICT industry

### Exhibitors give their verdict on CeBIT 2011:

» This was an outstanding year for CeBIT, and we could not have found a better way of celebrating IBM's 100th birthday than by coming to the show. We had more customers and more inquiries at our stand than ever before. And the calibre of these contacts was uniformly high. «

*Martin Jetter, CEO of IBM Germany, Ehningen, Germany*



CeBIT pro is divided into three display categories, each of them devoted to a specific theme. The advantage of this is that your presentation attracts focused attention, as it would at a specialized niche trade show, while at the same time benefiting from all the synergies associated with a cross-disciplinary platform. From business IT to mobile communications, from infrastructure to process management: the specialized display categories at CeBIT pro bring suppliers and buyers closer together.

### "Business IT": All there is to know about business processes

Companies need reliable and secure IT applications and infrastructures to increase their efficiency and manage their business processes successfully. The "Business IT" section of the show gives a comprehensive overview of the different topics and issues and provides answers to all the relevant questions. The special presentation "Webciety", for instance, showcases the latest trends and solutions for business-oriented web applications, successful websites and Internet-based business models. Equally topical is "Security World", the leading platform for virtual and physical security. Here you can present your solutions and services in areas such as cloud and network security, biometric systems and anti-spam & anti-virus solutions.

#### Topics:

- Business Transformations, Cloud Services
- IT Services/Managed Services/Outsourcing
- Enterprise Applications, Business Analytics
- Internet Solutions
- Software & System Management
- Output Management/Office Solutions
- Business Storage & Server Technologies
- Security and Protection
- Virtualisation, Cloud Computing
- Banking & Finance

#### Specials

- Cloud Computing World
- Managed Print Services (MPS) Park
- ECM Area
- Webciety Forum & Area
- eCommerce Park
- OSX Business Park
- Open Source Forum
- Virtualisation & Storage Forum
- Forum Software & Systems
- Security Plaza
- AutoID/RFID Forum & Solutions Park



### “Business Communications & Networks”: All the right connections

The dedicated display category for the latest technology trends and solutions in digital speech and data communication covers the entire spectrum of telecommunications, including high-speed connections, unified communication, network systems and computer centres.

One of the highlights is the Telematics & Automotive World where efficient, safe and environmentally responsible mobility concepts plus innovative solutions for integrating ICT into the automotive sector are presented. Further topics include mobile navigation and cooperative driver assistance systems or Car2X communication.

#### Topics:

- Broadband Technologies & Solutions
- Data Center Technologies & Solutions
- Network Components
- Unified Communication
- Telematics & Automotive
- Mobile & Wireless Communication

#### Specials:

- Broadband World
- Professional Data Center@CeBIT
- Forum CeBIT in Motion
- Destination ITS
- M2M Zone



### “ICT Infrastructure”: From components to notebooks

From components and accessories to fully assembled end products: the complete spectrum of ICT is on display here. This is your opportunity to position yourself as a dependable supplier – and your products as the right choice for buyers and dealers. Visitors come here to catch up on the latest trends and products that are driving sales across the marketplace: tablet PCs and 3D technologies, as well as the latest generations of displays, laptops, netbooks and accessories. Planet Reseller is the platform for ICT retailers and wholesalers: As a dedicated trade-only platform for ICT retailers and wholesalers, Planet Reseller is aimed at distributors, systems houses, manufacturers, group purchasing organizations and trade associations. It is the showcase of choice for exhibitors who wish to target buyers and visiting professionals from all channels of commerce.

#### Topics:

- Display Technologies
- Peripherals, Components, Graphics & Sound
- Cases & Coolers
- Storage
- Accessories & Supplies

#### Specials:

- Next level 3D



You can find a complete listing of the topic areas covered in all the display categories at CeBIT pro in our **layout plan** on p.24 or online at [www.cebitt.de/en/pro](http://www.cebitt.de/en/pro)



If you have any questions about the display categories at CeBIT pro, just give us a call or go online. **CeBIT Hotline +49 511 89-33155** or [cebitt@messe.de](mailto:cebitt@messe.de)

### Exhibitors give their verdict on CeBIT 2011:

» CeBIT is one of our most important trade shows, mainly because of the broad range of customers we meet here, including web operators, business customers and administrations. We also use this opportunity to present our innovations to political, media and industry analysts. We're very satisfied with how CeBIT 2011 has gone for us. «

Alf Henryk Wulf, Chairman of the Board, Alcatel-Lucent Germany, Stuttgart, Germany





## ICT Solutions for the Public Sector

CeBIT gov is a dedicated platform for exploring current themes and issues relating to the public sector. The displays on the theme of e-government show how ICT solutions are helping to facilitate the modernization of public administration at every level – European, national, regional and local. In another section devoted to the healthcare industry, issues such as e-health, telemedicine, prevention and demographic change are discussed. If you develop innovative solutions for the public sector, then this is the place to showcase them.

### Your target group: the decision-makers who are shaping our future

By presenting your innovative solutions at CeBIT gov you'll be reaching a broad but select audience. The visitors to this section of the show work in areas such as public administration, the healthcare industry, public safety, education and transport infrastructure.



#### How you benefit by exhibiting at CeBIT gov:

- Coordinated presentation of solutions for the public sector
- A focus of political attention
- Targeted appeal to specific professional groups, thanks to collaboration with key national and international opinion-leaders
- Intensive media coverage

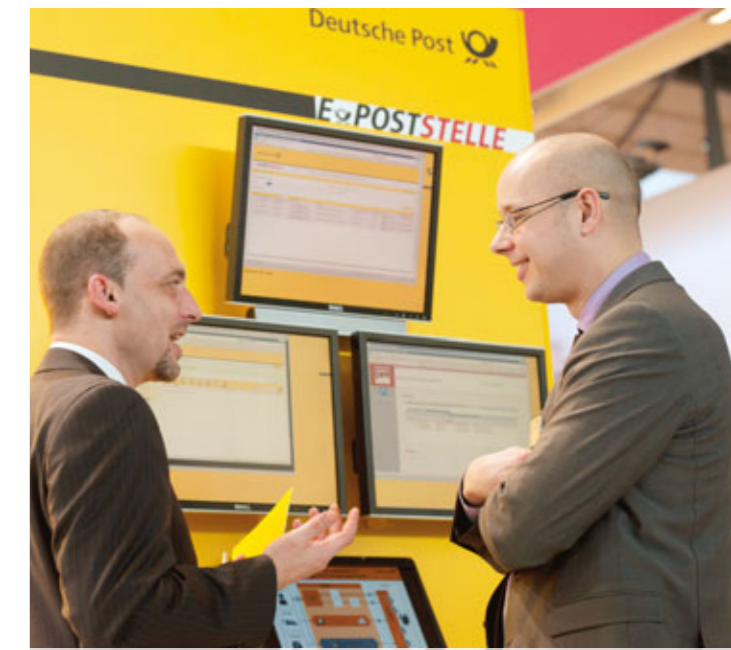
### Exhibitors give their verdict on CeBIT 2011:

» CeBIT is above all an outstanding communication platform for us. We begin discussions here that continue after the show is over. The Public Sector area in Hall 9 is the perfect setting for us, where we meet our customers from public administrations. «

Alexandra Knupe, Marketing and Communication Director, MATERNA, Dortmund, Germany



The then Federal Minister of the Interior, Thomas de Maizière, checks out the online function of his new personal ID card.



### Topics:

- e-Government
- Business Intelligence
- Document Management (DMS)
- IT Support for Delivery of Local Government Services
- Urban Solutions
- Broadband Provision
- Public Safety
- Healthcare Sector
- eHealth
- Telemedicine
- Demographic Change
- Healthcare Management

### Specials:

- Public Sector Parc Forum
- Forum KOMmune INNovativ
- Future Care



You can find further information about CeBIT gov at [www.cebit.de/en/gov](http://www.cebit.de/en/gov)



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» The Association of Statutory Health Insurance Physicians has been a communication partner for telehealth at CeBIT for years. Telehealth is a platform that is very worthwhile for us. We have excellent opportunities here to present ourselves to our members, the statutory insurance physicians, as a service-oriented IT provider with an active role in shaping this field. «

Uwe Köster, Press Office, Lower Saxony Association of Statutory Health Insurance Physicians, Hannover, Germany

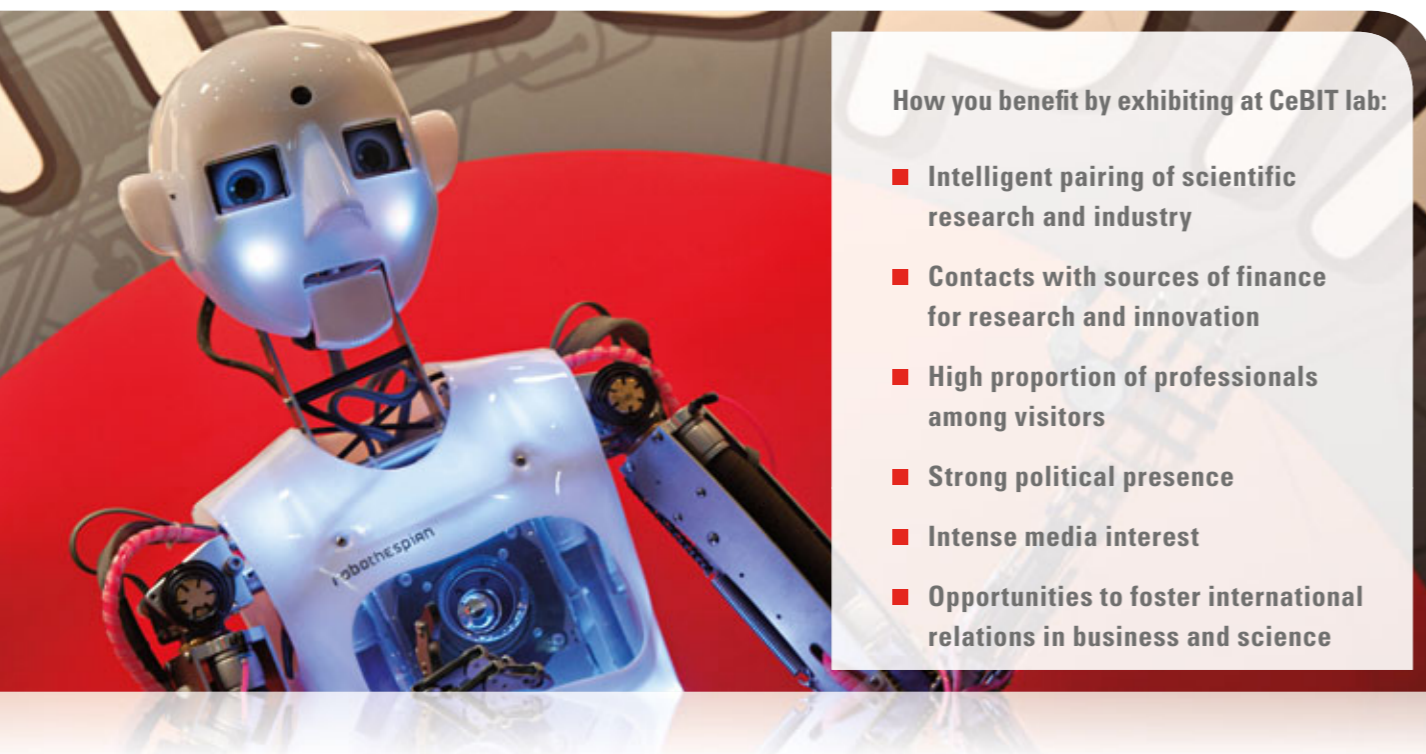


## Research & New Technologies for Innovative ICT

The leading international ICT research platform provides an insight into the future of the industry and at the same time serves as a fascinating point of encounter for scientists, politicians and industrialists. CeBIT lab is a platform where product and business developers from all sections of industry as well as investors come in search of new projects. So if you are working in a college or university, a research establishment or a business start-up, this is the ideal place to showcase your visionary concepts, research findings and prototypes.

### Where innovations are everybody's business

Visitors with a wide range of functions come to CeBIT lab with the same aim in mind – to look to the future and discover what's new. By exhibiting here you'll make business contacts with decision-makers from the manufacturing and service industries, product developers, buyers and investors, as well as PR and media professionals.



#### How you benefit by exhibiting at CeBIT lab:

- Intelligent pairing of scientific research and industry
- Contacts with sources of finance for research and innovation
- High proportion of professionals among visitors
- Strong political presence
- Intense media interest
- Opportunities to foster international relations in business and science

### Exhibitors give their verdict on CeBIT 2011:

» CeBIT is the most important exhibition event of the year for Fraunhofer. In 2011 we opened the door to the city of tomorrow with the Urban Living focus. Fraunhofer research is timely in this field, and finds just the right marketing environment for this topic at CeBIT. «

Welf Zöllner, Trade Show Coordinator, Fraunhofer, Munich, Germany



#### Topics:

- Applied Research
- Basic Research
- Corporate Research
- Start-ups, Spin-offs
- Urban Technologies/Urban Visions
- Web 3.0 – Internet of Things & Services
- green IT
- Assisted Living
- Robotics
- 3D Technologies
- Standardization
- Futurology and Innovations Consultancy

#### Specials:

- CeBIT lab talk – conference forum
- EEN/future match – international matchmaking platform



You can find further information about CeBIT lab at [www.cebit.de/en/lab](http://www.cebit.de/en/lab)



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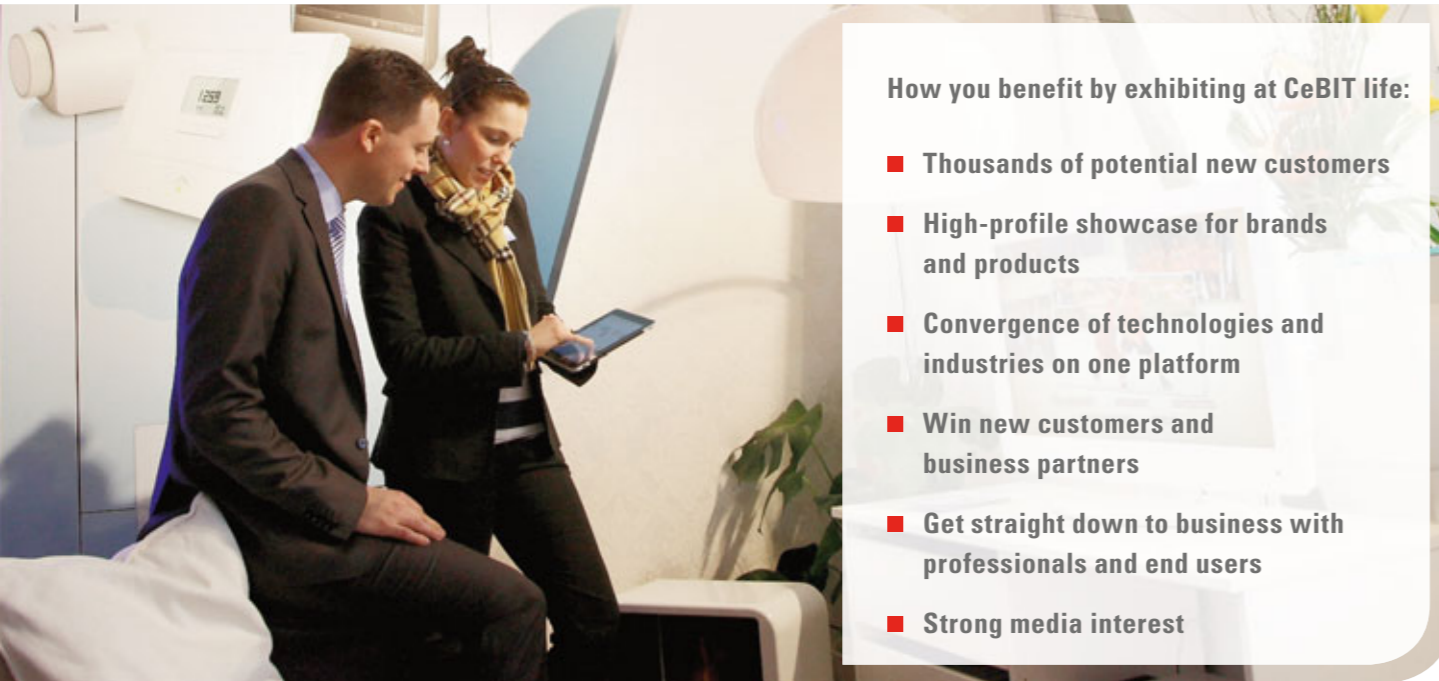
» CeBIT was an outstanding platform again in 2011, to show professionals and interested visitors what research is producing in the areas of ambient assisted living, healthcare and supercomputing, and to present our competition for young scientists of the future. «

Günter Haas, PR Department, German Education and Research Ministry, Berlin, Germany



## ICT Solutions for the Digital Lifestyle

CeBIT life takes a fascinating look at the ICT trends that are shaping the way we work and live today. This section of the show attracts an international audience of technology enthusiasts, keen to view your products and solutions under headings such as Smart Home, Audio and Hi-fi, Film, Gaming and e-Sports.



### How you benefit by exhibiting at CeBIT life:

- Thousands of potential new customers
- High-profile showcase for brands and products
- Convergence of technologies and industries on one platform
- Win new customers and business partners
- Get straight down to business with professionals and end users
- Strong media interest

### Your target group: professional users, dealers and technology enthusiasts

A glance at the breakdown of visitors testifies to the broad appeal of this platform. CeBIT life attracts a diverse mix of skilled workers, architects, building contractors, systems integrators and professionals from the worlds of publishing, music, film-making and the consumer electronics industry. Dealers and buyers come to learn about the latest trends at CeBIT life, where they meet trend-setters and gamers. So your offerings will be seen here by dedicated technology fans, who are looking for solutions, ideas and the latest developments for business or home use.

### Exhibitors give their verdict on CeBIT 2011:

» *The CeBIT Smart Home area received huge numbers of visitors. The visitors to our stand were mainly decision-makers looking for smart home solutions for a wide variety of purposes. The hall had a great energetic atmosphere and we're glad to have been part of a very successful CeBIT 2011.* «

Mary Miller, Senior Director of Marketing, Sigma Designs/Z-Wave Alliance, Milpitas, California, USA

### Topics:

- CeBIT sounds!
- CeBIT Games
- Web & Media
- CeBIT Sports & Health
- Smarter Living

### Specials:

- B2B Area
- Smart Home Forum & Theme Park
- Content Industry Forum – The digital change
- eSport contests
- Concert stage



You can find further information about CeBIT life at [www.cebit.de/en/life](http://www.cebit.de/en/life)



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» *We exhibited at CeBIT 2011 for the first time. The specific area devoted to gaming was decisive for us, and we achieved high visitor frequency in this environment. CeBIT 2011 was a perfect marketing platform for us. We were able to attract many end users to our stand, and awaken their curiosity. In 2012 we'll come again, and definitely with a larger stand.* «

Dr. Fernando Smit Ph.D., President, Playseat, Doetinchem, Netherlands

## Experience the top decision-makers at the CeBIT Global Conferences

For many years the CeBIT Global Conferences have ranked as the world's leading congress for the ICT industry. In 2011 guests from 80 countries experienced the conferences on-site. A further 30,000 followed the proceedings via a live video stream. In 2012 the four-day CeBIT Global Conferences program will provide a comprehensive overview of the four core markets that constitute the modern digital world – i.e. IT, telecommunications, digital media and consumer electronics.



### The highlights in 2011:

- Keynotes and panel discussions featuring more than 50 high-profile speakers – for example:

**Shmuel (Mooly) Eden**, Vice President, General Manager, PC Client Group, INTEL CORPORATION

**Parker Harris**, Co-Founder + Executive Vice President, Technology and Products, Salesforce

**Paul Hermelin**, Chief Executive Officer, Capgemini

**Natalya Kaspersky**, Chief Executive Officer InfoWatch, Chairperson of the Board, Kaspersky Lab

- Summit devoted to the growing “Smart Grid” market. Representatives of the IT and energy industries presented innovative solutions for tomorrow’s electric power market.
- The big players in Cloud Computing: Summit focusing on the implications of cloud technology.
- Neelie Kroes (EU Commissioner for the Digital Agenda, Vice-President of the European Commission) addressed the issue “ICT Solutions for a Better World: Movement for Digital Action – The Digital Agenda of the European Commission”.

Upper photo:  
Jean-Philippe Courtois, President, Microsoft International

Lower photo:  
Alan Mulally, President und CEO, Ford Motor Company

Key issues on the agenda were cloud computing and the use of ICT in the various user industries.



## Become part of the world's most important digital network in 2012

Listen to what the top-decision-makers have to say. Tune into the latest topics and trends. Or contribute actively to the conference program. The CeBIT Global Conferences will take place daily from 6 to 9 March (10.00 a.m. to 1.00 p.m.) in Hall 2 of the Convention Center (CC).

### Discuss innovations and set new trends

You can apply online to speak at the CeBIT Global Conferences. Alternatively, you can propose an interesting topic/speaker.

▶ Apply now: [www.cebitt.de/en/cgc\\_call-for-speakers](http://www.cebitt.de/en/cgc_call-for-speakers)

### Showcase your solutions

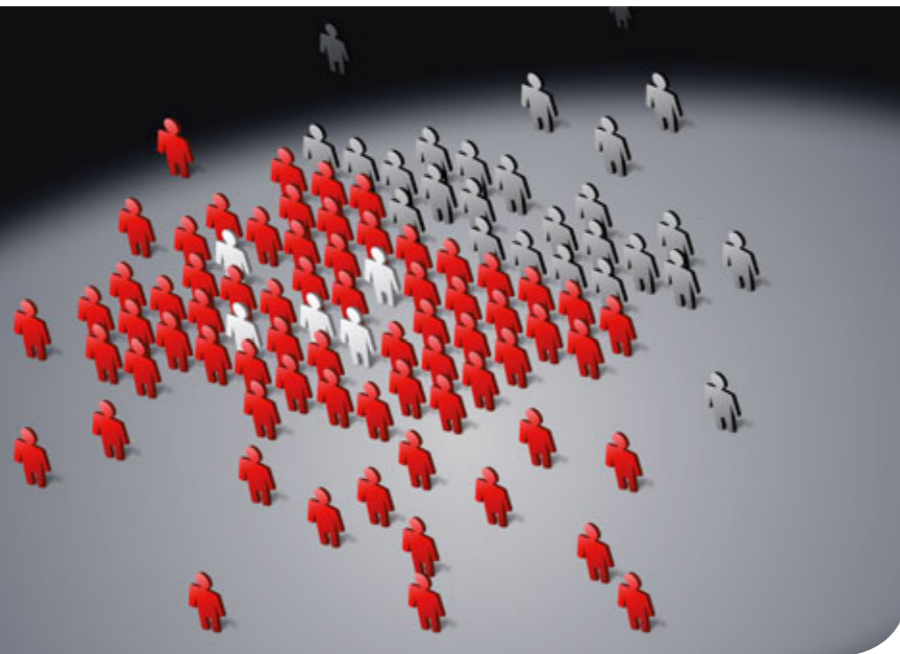
Take the opportunity to showcase your innovative products under the tagline “What’s next in tech”. The number of presentation slots is limited.

▶ Apply now: [www.cebitt.de/en/cgc\\_nextintech](http://www.cebitt.de/en/cgc_nextintech)

### Reach your target audience with the aid of our customized sponsorship modules

Promote your company in the context of the CeBIT Global Conferences. With the aid of our customized sponsorship modules you can reach your target audience without any wasted coverage. By combining all the modules you can generate more than one million valuable contacts.

▶ Further information: [www.cebitt.de/en/cgc\\_sponsoring](http://www.cebitt.de/en/cgc_sponsoring)



## Profit from our effective lead generation services

Alongside effective contact management and an extensive online presence, lead generation is one of the key success factors at CeBIT. Exploit our business services in order to maximize your impact in these areas – before, during and after the show.

## Match & Meet: worldwide contacts, focused business discussions

On your behalf we will help you to identify promising contacts and arrange face-to-face meetings with potential customers and collaboration partners from all over the globe. Our Match & Meet Service is available “online” via our website and “onsite” at the Hannover Exhibition Grounds.

### Match & Meet Online: the benefits

- We identify potential customers, suppliers and partners that match your portfolio
- You decide whom you want to contact by e-mail
- Match & Meet online is available free of charge to registered users – before, during and after CeBIT

### Match & Meet Onsite: the benefits

- Meetings can take place directly at your stand or at the central Match & Meet Area
- We can schedule the meetings on your behalf
- We qualify leads in accordance with your specific requirements

 Further information:  
[www.cebit.de/en/match](http://www.cebit.de/en/match)

## New business all year round via the Internet

Deutsche Messe Interactive puts you in touch with potential customers and business partners all year round and hence maximizes your success at CeBIT.

### Push marketing – reach new customers all year round

- Personalised e-mails to prospective customers
- Selection from a pool of approx. 2 million contacts
- Value-adding editorial output (e.g. whitepapers)
- Collaborative generation of high-quality leads

### Media services – we provide editorial input

- Management of your company data and product data in the exhibitors & products search and info box
- More visitors without any extra effort on your part

### Info box – dialogue with prospective customers

- High-profile presence on portals which decision-makers visit in search of solutions and answers
- Your chance to showcase your company's problem solving capabilities
- New channels for an on-going dialogue with your target audiences



Further information about Deutsche Messe Interactive:  
[www.messe-interactive.de/en](http://www.messe-interactive.de/en)

## Benefit from the focused CeBIT services

At CeBIT we can offer you a broad spectrum of onsite services. Backed by our many years of experience, you'll be ideally placed to present your company with maximum effect and attract decision-makers to your stand. We will gladly advise you personally during the planning phase.

### Marketing and press services: putting your company on the agenda

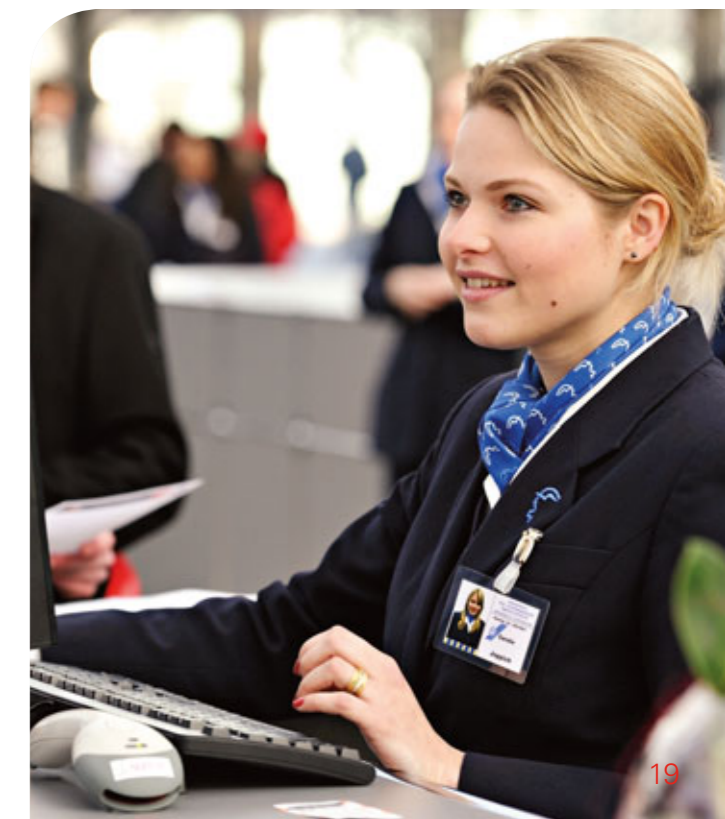
We offer an extensive array of services designed to publicize your presence at CeBIT – ranging from cost-effective invitation activities to the organization of press conferences and sponsoring of press services.

### Stand services: all you need for a perfect presentation

It goes without saying that we can equip your exhibition stand with all the necessary technical services and state-of-the-art communication devices. Here as well, you can capitalize on our extensive experience in the areas of planning and realization.



Further information:  
[www.cebit.de/en/exhibitor-service](http://www.cebit.de/en/exhibitor-service)





» CeBIT remains an indispensable platform for SAP and its partners. It stands out as a truly visionary trade fair in the ICT landscape. Like no other trade fair, it understands the growing convergence of business IT and consumer IT and is totally in step with the latest industry trends. These factors make it a uniquely excellent platform for gauging the current state of the IT market, making new contacts and cultivating existing relationships. «

Michael Kleinemeier, Regional President D-A-CH, SAP Deutschland AG & Co. KG, Walldorf, Germany



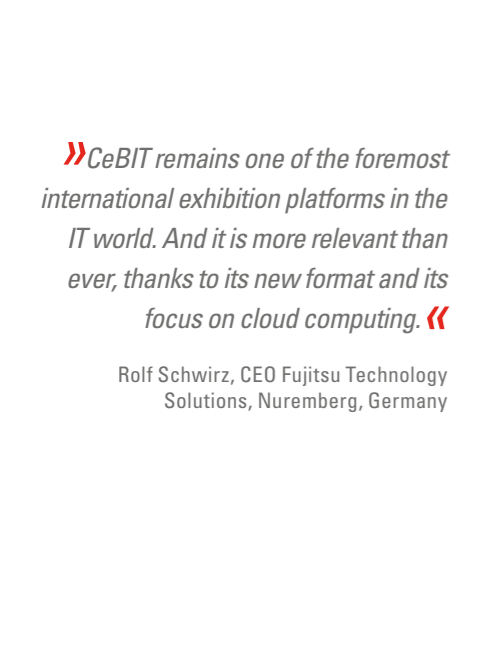
» CeBIT is the place where the industry reloads. [...] We give the trade show a very positive rating. The number of business leads we've made up to today is even higher than expected. «

Ralph Haupter, Chairman of the Management Board, Microsoft Germany, Unterschleissheim, Germany



» CeBIT is a unique platform for us. Visitor response is great. The CeBIT private cloud, cloud computing and energy efficiency topics are right on target. We're getting excellent feedback from interested trade professionals from around the world, and look forward to growth. In other words, the investment in CeBIT 2011 was absolutely worth it. «

Martin Kandziora, Market Communication Director, Rittal, Herborn, Germany



» CeBIT remains one of the foremost international exhibition platforms in the IT world. And it is more relevant than ever, thanks to its new format and its focus on cloud computing. «

Rolf Schwirz, CEO Fujitsu Technology Solutions, Nuremberg, Germany



» We can sum up CeBIT 2011 as very positive. After two years without our own stand, this „new beginning“ paid off: Visitor numbers and the interest in our products at the stand were extremely gratifying, and we were able to make many new contacts. Interest was high in the media, as well. «

Stefan Herrlich, Managing Director, Siemens Enterprise Communications, Munich, Germany



» Our decision to come back to CeBIT this year was the right one. In spite of our doubts in the beginning, it ended up being a complete success. Compared with last year, our customer contacts went up by more than ten percent. The quality was also better than last year. Many visitors had concrete projects in view. We are very satisfied with the results and plan to be here again in 2012. «

Walter Elsner, Managing Director, PCS Systemtechnik, Munich, Germany



» The Managed Print Service (MPS) topic is new; it's never been featured at any other trade fair. MPS is a consultancy service, where we take over companies' entire printing business. Many interested potential customers visited us. We're very satisfied. «

Britta Giesen, Public Relations, Canon Deutschland GmbH, Krefeld, Germany



» We are very pleased with how things went at this year's CeBIT. We had twice as many meetings with customers as last year. «

Karl-Heinz Streibich, CEO Software AG, Darmstadt, Germany



» CeBIT 2011 was a success for us. German Chancellor Angela Merkel visited our stand, and customer visits were also very good overall. And above all, the press was interested in our new SYNC communication system technology. It was a good decision to come to CeBIT 2011 as an exhibitor. The show was an outstanding communication platform for us. «

Marcel Gressard, Ford Focus Product Manager, Ford Werke, Cologne, Germany

## Plan ahead with us

### Basic charges

Basic charge (indoor space) €216/m<sup>2</sup>

Basic charge (open-air site) €100/m<sup>2</sup>

**Reduced charge for early bookings  
(offer ends on 30 June 2011)**

Basic charge (early bookings) €206/m<sup>2</sup>

### 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 m<sup>2</sup>:

Stands open on two sides (corner stand) 25%

Stands open on three sides (end stand) 40%

Stands open on four sides (island stand) 60%

Any space in excess of 120 m<sup>2</sup> will be invoiced at the basic rental price.

### Additional charges

Registration fee, lump sum €350

Marketing fee, including AUMA contribution €39/m<sup>2</sup>

Reduced marketing fee for stand space in excess of 1,000 m<sup>2</sup> €10/m<sup>2</sup>

Space on the upper floor of two-storey stands (price for complete packages will be quoted upon request) €80/m<sup>2</sup>

### Co-exhibitors

Registration fee (lump sum) €350

Marketing fee (lump sum) €300

Participation fee (lump sum) €800



Are you interested in exhibiting in various sections of CeBIT or would you like to participate in one of the themed group presentations or regional pavilions? If so, the CeBIT Team will be glad to advise:

**Tel. +49 511 89-33155 or [cebit@messe.de](mailto:cebit@messe.de)**

### Your chance to shape CeBIT 2012

Do you want to participate actively in the opening ceremony, which attracts more than 2,000 guests. Or would you like to contribute to one of the CeBIT Forums? CeBIT offers you a wide variety of participation and sponsorship options tailored to your individual requirements.



Carola Schaper looks forward to hearing from you: **+49 511 89-34315** or **[carola.schaper@messe.de](mailto:carola.schaper@messe.de)**

## Choose one of our convenient fair-packages

Choose the easy option when planning your CeBIT presentation and opt for one of our practical "fair-packages". These packages embrace stand space, stand construction plus additional services – for example, daily cleaning of the stand, comprehensive insurance and effective marketing services.

### "Basic" fair-package

- Basic stand
- Additional services for an uncomplicated presentation at CeBIT
- Ideal for first-time exhibitors

Sample calculation: 15 m<sup>2</sup> row stand €5,719



### "Comfort" fair-package

- High-grade stand
- Structured ceiling
- Company logo on a back-lit panel
- plus additional services

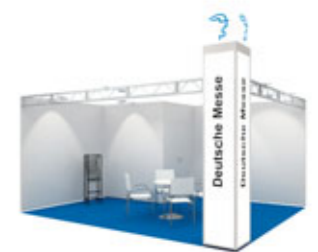
Sample calculation: 20 m<sup>2</sup> corner stand €9,104



### "Premium" fair-package

- High-visibility, open-plan stand
- Illuminated tower
- Revolving logo cube
- Additional services for a professional presentation at CeBIT

Sample calculation: 25 m<sup>2</sup> corner stand €13,158



Further information: **[www.cebit.de/en/fairpackage](http://www.cebit.de/en/fairpackage)**  
The services are described in detail in the Terms & Conditions.



## CeBIT pro

### Business IT

- Business Transformation, Cloud Services
- IT Services/Managed Services/Outsourcing
- Enterprise Applications
  - Enterprise Resource Planning (ERP)
  - Customer Relationship Management (CRM)
  - Business Intelligence (BI), Business Analytics
  - Business Process Management (BPM)
  - Enterprise Content Management (ECM)
  - Human Resource Management (HR)
- AutoID/RFID
- Point of Sale (POS)
- Embedded Software & Systems
- Open Source Solutions
- Software & System Management
- Output Management/Office Solutions
- Business Storage & Server Technologies
- Virtualisation, Cloud Computing
- Banking & Finance World
- Webciety – Internet Solutions
  - eCommerce
  - Digital Marketing
  - Web Content Management
  - Social Media
  - Mobile Services & Apps
  - Web Design & Technologies
  - Digital Learning Solutions
- Security World
  - Anti-Spam & Anti-Virus Solutions
  - Biometrics
  - Card Technology
  - Cloud Security
  - Managed Security Services
  - Network Security
  - Video Surveillance
  - Mobile Security
  - IT-/IP-based Security

### Business Communications & Networks

- Broadband Technologies & Solutions
- Next Generation Networks (NGN)
- Network Components
- IP Technologies/VoIP
- Data Center Technologies & Solutions
- Unified Communication
- Wireless Communication
- Mobile Solutions
- Smartphones
- Telematics & Automotive World
  - Telematics & Navigation
  - Automotive Solutions
  - Transport & Logistics
  - M2M – Machine-to-Machine Communication
  - ITS – Intelligent Transport Systems and Services

### ICT Infrastructure

- Display & TV Technologies
- Computer, PC
- Notebooks, Netbooks, Tablet PCs
- 3D Technologies (Hardware & Software, Applications)
- Cases, Coolers, Power Supplies
- Components, Graphics & Sound
- Peripherals
- Mobile & Personal Storage
- Mobile Phone Accessories
- Accessories, Bags, Supplies
- Visual & Audio Technologies, Imaging
- Consumer Electronics
- Planet Reseller

## CeBIT gov

- ICT Solutions for the Public Sector (municipal, federal, state and European Union)
- eGovernment
- Urban Solutions
- Public Infrastructure
- eHealth
- Healthcare Management
- Telemedicine
- Health Protection & Prevention

## CeBIT life

### Content & Technologies

- CeBIT sounds!
  - Music Industry
  - Audio and Hi-Fi Industry
  - Music Platforms/Music Websites
- CeBIT games
  - eSports
  - Computer, Console, Online, Mobile Gaming
- Web & Media
  - Content & Solutions Provider
  - TV & Cinema
  - Hybrid TV/IPTV/Connected TV
  - Apps
  - Tablets, eReader, Smart Devices
  - Navigation/Car-Infotainment

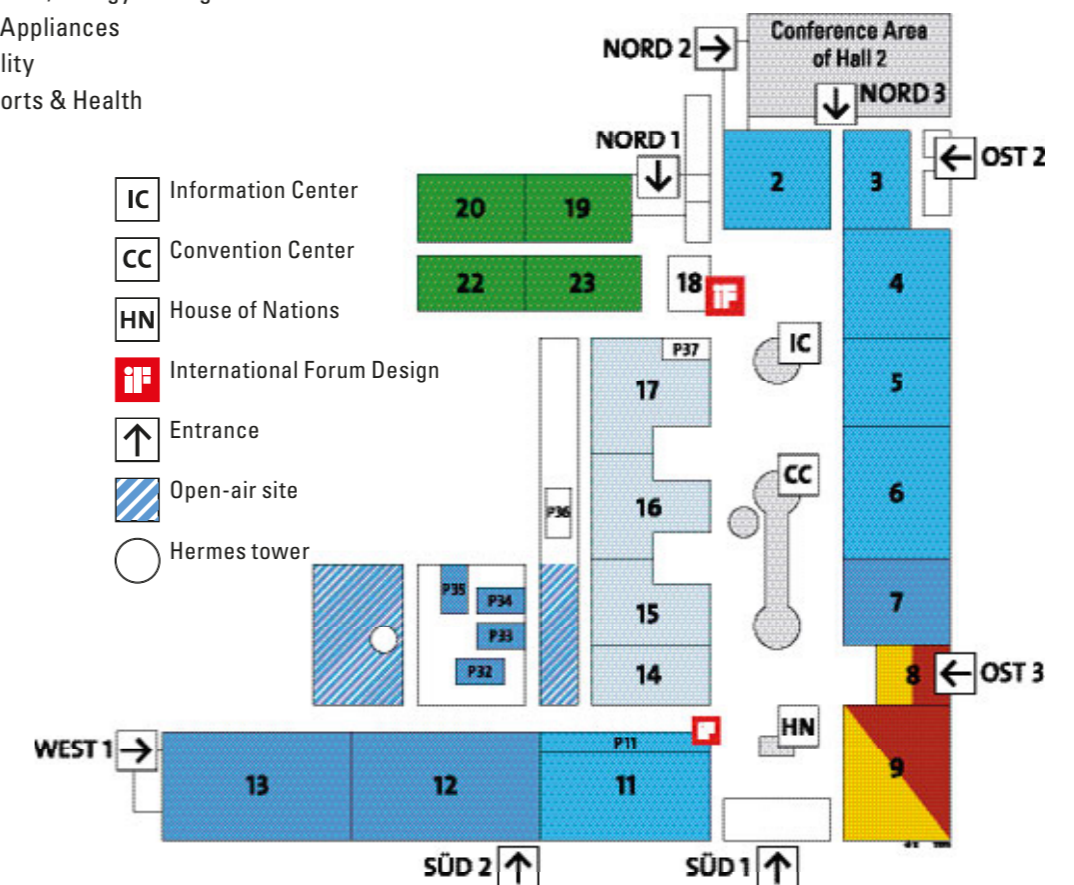
### Smarter Living

- Smart Home
  - Home Automation/ Home Data Networks
  - Home Entertainment
  - Smart Grid/Energy Management
  - Home Appliances
  - eMobility
- CeBIT Sports & Health

## CeBIT lab

### Research & New Technologies

- Applied Research
- Basic Research
- Corporate Research
- Start-ups, Spin-offs
- green IT-Efficiency
- Urban Technologies/Smart Cities/ Disaster Relief
- Robotics
- Internet of Things and Services
- 3D Technologies
- Assisted Living
- Consulting & Standardization
- Education, Jobs & Recruiting
- Industry 4.0
- Innovation Financing





## Five good reasons for exhibiting at CeBIT 2012:

- 1.** Thanks to the clearly structured "platform concept" of CeBIT, you will be ideally placed to reach your **target audiences**, convince potential customers and partners and **generate productive leads**.
- 2.** You will benefit from the unique appeal of an international flagship event which attracts visitors from more than 110 countries, thus ensuring **large numbers of international contacts**.
- 3.** You can present your products and services to **top decision-makers and opinion leaders** and hence raise awareness of your company within the international business community.
- 4.** You can participate actively in the **most important network for the digital world** – the CeBIT Global Conferences.
- 5.** Our **professional contact management services** will match up your company to potential customers and partners – and vice versa.



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### Online registration:

In future we kindly ask all exhibitors to register online via [www.obs.messe.de](http://www.obs.messe.de)

