



ECM, Input/Output Solutions

100% Business. 100% Opportunities.



The global marketplace for ECM, Input/Output Solutions

Anyone interested in discovering new solutions, trends and the latest developments in methods aimed at capturing, managing, storing, preserving and supplying business content must not miss the display dedicated to ECM, Input/Output Solutions at CeBIT.

In fact, it is the only event in the world which showcases every aspect of enterprise data processing, including the systematic networking and integration of company data in other digital company processes – at a national and international level.

More knowledge, bigger opportunities

In the age of digital information first-class ECM and efficient Input/Output management represent a definite competitive advantage – and this no longer applies only to global players. It is therefore not surprising that the display category ECM, Input/Output Solutions is a priority among top decision-makers. More than 25,000 visitors at CeBIT are interested in seeing innovative solutions from these sectors.

In this sense, CeBIT is not simply the leading global event for the IT sector but has become one of the most important marketplaces for providers of ECM, Input/Output Solutions. As you can see, your potential customers are already here – will you be coming to meet them?

Good reasons to exhibit

1.

More leads, greater success

The ECM display area is specifically designed to create the right platform for lead generation, information and networking.

2.

100% Business

At no other IT show will you encounter such a concentration of top decision-makers and potential IT investors.

3.

Unique opportunities

For 50% of the decision-makers at CeBIT, this is the only IT show that they attend.

4.

Global attention

Present your company to visitors from across the globe, including the many representatives of the national and international press!

Where professionals meet: Market leaders, innovators, top decision-makers!

The display category ECM, Input/Output Solutions is located in Hall 3 next to the busy East entrance. The neighbouring displays dedicated to Business Storage, ERP, CRM and BI, as well as the presence of global players in Halls 2 and 4, ensure a constant flow of visitors and are the logical counterpart to the other displays. No other trade fair covering this sector provides the conditions that allow market leaders and innovative thinkers to present the state of the art, allowing top decision-makers from more than 110 countries to discover leading-edge solutions.



The keynote themes

- Input Solutions
- Enterprise Content Management/Business Process Management
- Output Solutions
- Office Solutions/Mailing Solutions
- Workplace Management/Client Solutions

The top target groups

- Company directors, decision-makers; CIOs
- IT managers, IT administrators
- Line-of-business decision-makers

Let us present your potential customers

210,000 visitors

CeBIT is the world's most important IT business event, attracting over 210,000 visitors from 110 countries.

>50% exclusive visitors

Half of the visitors report that CeBIT is the only IT show they attend.

2,000 key decision-makers

At CeBIT you will meet more than 2,000 CIOs and other key decision-makers.

31% come with definite investment plans

Approx. one third of the visitors arrive with clear investment plans in mind

25 billion € investment volume

At CeBIT 2014 investment in IT projects totalled more than 25 billion euros.

More than just a trade show stand – everything geared to your success!

We offer a comprehensive service designed to make sure that your presentation at CeBIT is a complete success. In 2015 we will again be working together with our partners BITKOM and VOI to ensure that all participants enjoy ideal conditions for making new contacts and getting good business contracts.

BITKOM ECM Solutions Park

Present your company effectively alongside other representatives from the ECM, Input/Output Solutions market at the BITKOM joint display stand.

VOI ECM Area

As a member of the VOI organization you have the opportunity to showcase your solutions at the very popular VOI joint display stand and at the same time make valuable business contacts in the process.

ECM Forum

The CeBIT ECM Forum is a joint project initiated by CeBIT and BITKOM with the support of the VOI. The aim is to concentrate information on ECM, Input/Output Solutions at a central forum in Hall 3.

Business Center

Set apart from the bustle of Hall 3 the Business Center offers a suitable atmosphere for high-level talks and business negotiations. With meeting rooms of various sizes and the pleasant lounge you will find an ideal area that is available for renting throughout the whole trade show.

Peter Schnautz, Managing Director of InoTec GmbH

“Since 1992 InoTec has consistently exhibited at CeBIT and enjoyed a great deal of success. The development of the show into a B2B event is something we fully support. The focus on trade visitors has meant that the proportion of high-calibre contacts at the InoTec stand is almost 100 percent. Hall 3 has become an established hub for input and document management. The who’s who of the DMS sector meet at CeBIT. And useful spin-off effects are generated by the proximity of closely related themed displays such as ERP and CRM in the neighbouring exhibition halls. Visitors find that this greatly simplifies their search for information on the different applications and DMS solutions appropriate to their individual requirements. InoTec regards CeBIT as the ultimate leading international trade fair for the IT sector.”



If you have any questions, don't hesitate to contact us. More information can also be found online at www.cebit.de/en/ecm



Your presentation at CeBIT: Individual or turnkey stand

Exhibitors at CeBIT can choose from a comprehensive range of customized service offerings designed to showcase your business to optimum effect. Whether you opt for an individual stand or go for one of our all-inclusive packages – we can supply everything you need.

Individual stands

- Create your own presentation to showcase your innovations and choose which services you want to book from our comprehensive range of technical and marketing services.

Basic cost for hall space

from € 230/m²

Clever turnkey solution

- Alternatively, opt for one of our fair-packages, which considerably reduce the amount of effort you need to invest before and during the event. Stand space, stand assembly, basic utilities, contact management, catering services and numerous marketing services are all part of the package. And your costs are easily calculated online: www.cebit.de/en/fairpackage

12 m² fair-package Basic, row stand

from € 5,321

All prices are subject to VAT at the current rate.



Individual services geared to your success

Optimal coverage on all media channels and strategic lead generation will help you maximize your trade fair success. Customized marketing services can be ordered individually.

■ Advertising/Sponsoring

We would be pleased to advise you on the various innovative forms of advertising available, e.g. online, print media and at the venue, as well as the opportunities for sponsoring conferences, forums and networking events. Extend your marketing reach! www.cebit.de/en/marketing

■ Media

Benefit from our international expertise in order to present your company effectively to the media and reach potential customers. We will help you with the planning of PR activities – for example, press conferences at the trade fair venue, streaming media and much more besides. www.cebit.de/en/pr

■ E-mail campaigns & lead generation

Deutsche Messe Interactive is an effective online service that not only generates potential business partners during the trade fair itself, but also creates contacts for you all year round: www.messe-interactive.de

Convenient and simple cost control: Book at obs.messe.de

The CeBIT Online Business Service allows you to calculate your trade fair costs in advance – before you book. This easy-to-use system means that you have complete control over your costs and can easily choose the services required for your stand.

If you need advice, just get in touch – we'll be pleased to help.

Weitere Informationen zum Bereich ECM, Input/Output Solutions finden Sie im Internet unter www.cebit.de/en/ecm



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