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CeBIT Events Worldwide
www.cebit-events.com

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CeBIT 2010
The world's No.1 marketplace for digital business

CeBIT

2 – 6 MARCH 2010 · HANNOVER

CeBIT

Ladies and Gentlemen:

As the world's leading marketplace for the ICT industry, CeBIT 2009 boasted a tighter format that was more closely geared to the needs of the business community. CeBIT 2010 will be targeted once again very clearly at the business market, with the aim of creating an environment where exhibiting companies can find everything they need to grow their business.

CeBIT differs from other events because of its unique combination of three elements:

- Trade fair – with international exhibitors from the ICT industry and highly qualified trade visitors from all over the world.
- Networking at top level
- Knowledge transfer and information sharing at the CeBIT Global Conferences and numerous specialist forums.

Getting the right mix of these three elements is the secret of CeBIT's success, and it means that...

- ... CeBIT has the highest concentration of international decision-makers in the ICT industry,
- ... well over one million business contacts and encounters between professionals take place at CeBIT every day,
- ... the ICT industry defines its international agenda at CeBIT,
- ... business leaders, politicians and scientists come together at CeBIT in an international setting,
- ... CeBIT is one of the world's top media events of the year, where you can meet more journalists from the trade and business press than anywhere else.

We see CeBIT as a promise to you as decision-makers in the companies that exhibit at the show – a promise that we will work together with you to make your business more successful, generate new growth and open the door to new contacts.

That is what we do: that is what we are here for.

We look forward to seeing you in Hannover at CeBIT 2010.

Yours sincerely,



Ernst Raue, Member of the Board, Deutsche Messe



PROFESSIONAL AND EFFICIENT: YOUR PLATFORM FOR NEW BUSINESS CONTACTS

→ **PUSH YOUR BUSINESS:** With a clear display structure, new services, optimized visitor promotion and a broad-based range of press services, the leading trade fair for the ICT industry gives you what you need to build a successful future for your business. And because CeBIT is a focus of attention for all sectors of industry, it delivers more high-quality contacts. So the formula for success is simple but effective: Leads + Publicity = Business. You can expect a lot from CeBIT 2010. Don't miss out!

THE CONCEPT: FULLY GEARED TO BUSINESS SUCCESS

→ Addressing the issues that matter, setting trends, unlocking sales potential, generating success. Whatever is happening in the world of ICT, you'll find it covered at CeBIT. This is one networking opportunity you cannot afford to miss!



SERVICES THAT ARE RIGHT FOR YOU

→ Make the most of our full-service offerings to maximize the impact of your company presentation. A comprehensive package of marketing measures ensures that CeBIT delivers the results you want. And on the technical side we provide everything you need to set up and run your exhibition stand.



VISITOR MANAGEMENT: AIMED AT YOUR TARGET AUDIENCE

→ International matchmaking: CeBIT mobilizes trade visitors via selected opinion-formers and multiple channels. With access to such a vast potential audience, you can be sure of reaching the target groups that matter when you exhibit at CeBIT.



INTERNATIONAL MEDIA: A MULTI-CHANNEL PRESENCE

→ Online, print, radio, TV: around 6,000 journalists from all the key media segments came to CeBIT in 2009. No other event generates more media interest – which means that your products and solutions get noticed!



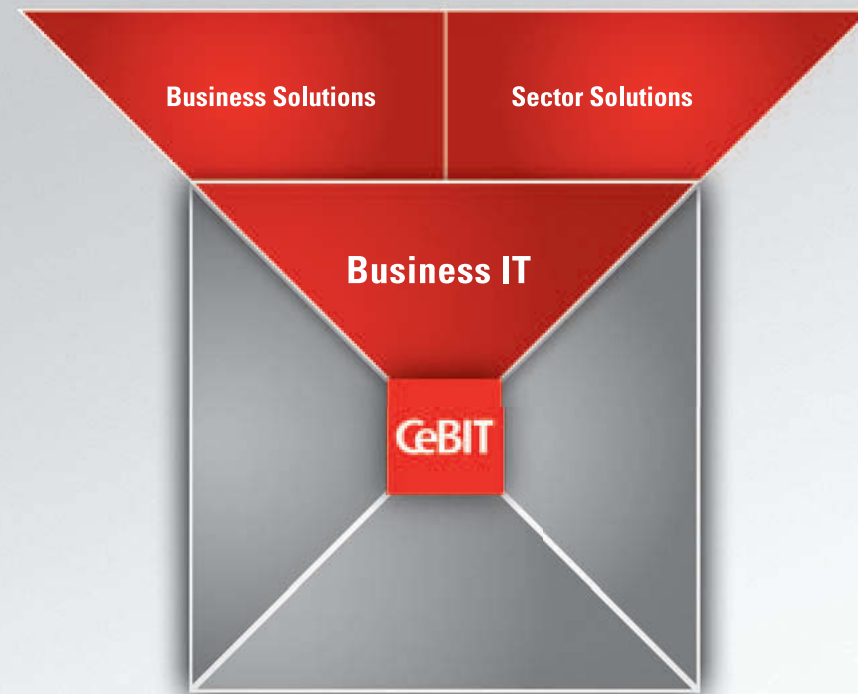
LEADS + PUBLICITY



THE CONCEPT: FULLY GEARED TO BUSINESS SUCCESS



BUSINESS IT



SHOWCASE YOUR BUSINESS SOLUTIONS!

→ Successful businesses need reliable IT solutions. To compete in today's markets, companies must be able to manage their business processes quickly and efficiently. Especially now, modern applications need to be responsive and flexible enough to contain rising costs and keep business processes lean and efficient.

Are you in the business of supplying professional applications for streamlining those processes? Then by exhibiting in the categories Business Solutions and/or Sector Solutions you'll meet exactly the visitor groups and investment decision-makers who are important for your company.

"CeBIT remains the leading platform for the IT industry. The show has started well for us. It has already delivered a number of high-quality leads, which leaves us feeling very positive about the days ahead."

Martin Jetter, CEO of IBM Deutschland GmbH

BUSINESS SOLUTIONS

→ Flexible, affordable business processes for all market and customer needs. Today's applications need to be highly efficient, and they can make all the difference between success and failure in today's fiercely competitive globalized markets. This is a great opportunity to capitalize on emerging trends and show buyers how your state-of-the-art IT solutions can help them to stay out in front.

- AutoID/RFID
- Business Communication
- Business Intelligence
- Business Process Management
- CeBIT Security World
- Cloud Computing
- Consulting & IT Services
- Customer Relationship Management
- Data Center Solutions
- Document Management Solutions
- Enterprise Applications
- Human Resource Management
- Information Management
- Internet & Mobile Solutions
- Learning & Knowledge Solutions
- Managed Services
- Office Solutions
- Open Source
- Outsourcing
- Production Management
- Software as a Service
- System Management
- Telematics & Navigation
- Unified Communications
- Virtualization
- ...

SECTOR SOLUTIONS

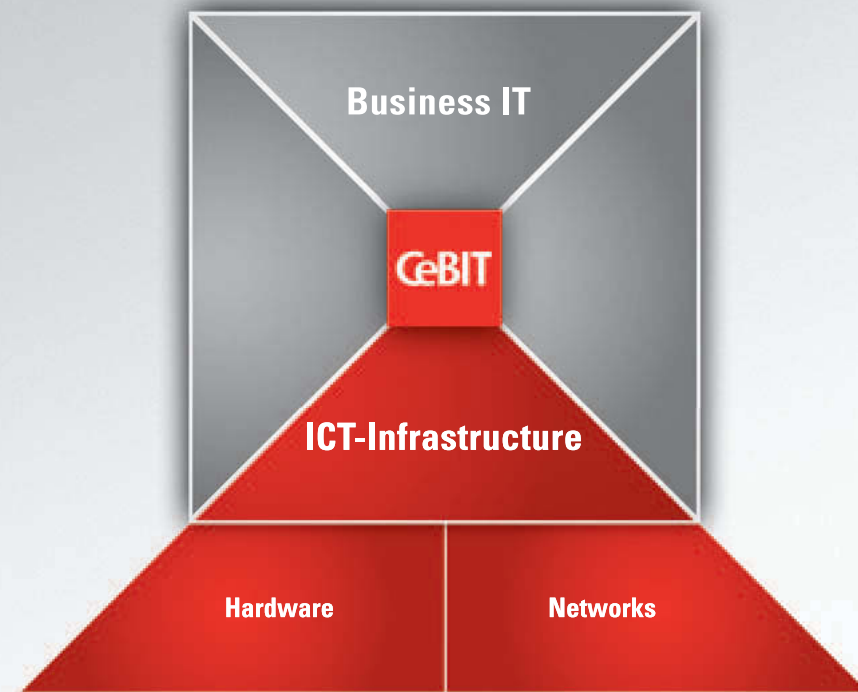
→ Specialists are always in demand. As CeBIT casts its net so wide, it covers every kind of application and solution for every kind of business. And that in turn generates cross-sector synergies that multiply your sales opportunities – just by exhibiting at this one show!

- Automotive Solutions
- Banking & Finance
- eHealth/TeleHealth
- Industrial IT
- Public Sector Parc
- Retail Solutions
- Transport & Logistics
- ...

THE CONCEPT: FULLY GEARED TO BUSINESS SUCCESS



ICT-INFRASTRUCTURE



YOUR PASSPORT TO THE WHOLE OF THE DIGITAL WORLD!

→ CeBIT showcases the entire spectrum of the ICT industry. This is where visitors see the basic, enabling technologies that are the key to convergence, integration, mobility, speed and convenience. From hardware to fully configured network, from single components to the entire range of peripherals – the focus here is on products and concrete applications worth billions in sales.

“We are delighted with the way things have gone at CeBIT 2009. Our product highlights and our new partnership plan have received extremely positive feedback from customers and the press. This has also been reflected in increased order volumes – which leaves us feeling confident about the rest of the year.”

Ulrich Kemp, Chief Operating Officer, LG Electronics Deutschland GmbH

HARDWARE

→ Trade visitors come to CeBIT in search of basic technologies and hardware. The positive responses of dealers, buyers, product developers and decision-makers from businesses large and small show that the ICT industry is still a growth market with huge sales potential. This is your chance to show the international trade public just what your products can do.

- Accessories
- Audio
- Cases, Coolers, Power Supplies
- Components
- Computers, PCs, Note- & Netbooks
- Display Technologies
- Graphics
- Imaging & Photography
- Kiosk Technologies
- Mobile Devices
- Office & Conference Equipment
- Peripherals
- Projection Technologies
- Storage

PLANET RESELLER

→ As the largest international forum reserved exclusively for the trade, Planet Reseller has established itself at CeBIT – and the premier meeting place for distributors, manufacturers, systems integrators, retailing cooperatives and industry associations. With access restricted to trade visitors, exhibitors and journalists, you'll be able to concentrate on what matters: getting down to business. The range of exhibits covers all products and applications of interest to the IT, telecoms and CE markets.

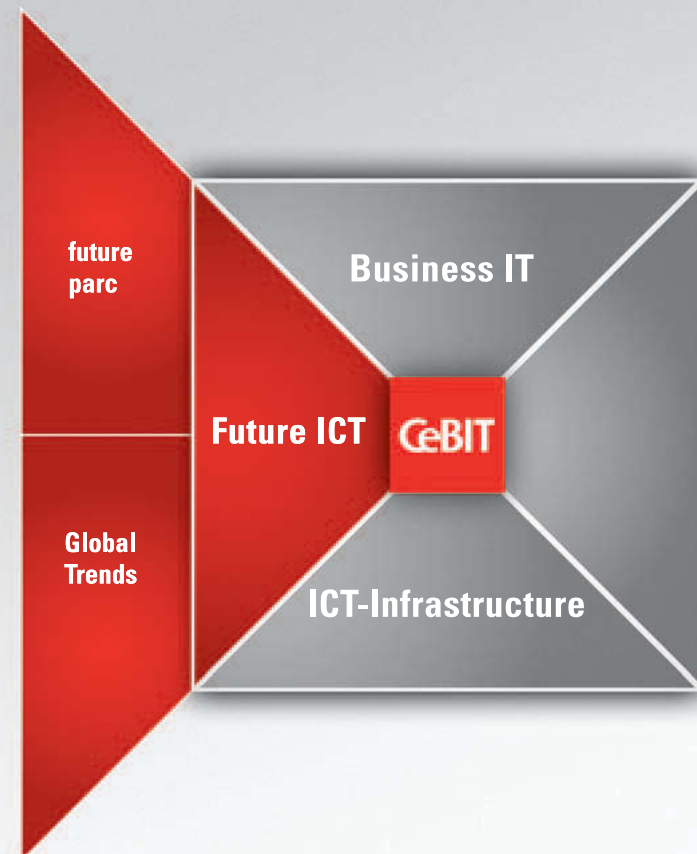


NETWORKS

→ High-performance networks are the basis for technologies such as LTE, UMTS, WIMAX, WLAN and VoIP. And these make it possible for us to communicate with each other, send and receive data or be online around the clock, no matter where we are. Our life at work and in the home is shaped by the possibilities that the worldwide communication network has opened up. Show your target audience how you have used these solutions to make business processes more efficient and optimize market opportunities.

- Backbone Technologies
- Fixed Line Technologies
- Radio & Satellite Communications
- Network Components
- Network Diagnostics
- Network Software & Services
- Wireless Technologies

FUTURE ICT



ESTABLISH A FOOTHOLD IN TOMORROW'S MARKETS!

→ What will our working lives look like in the future? How will tomorrow's communications work? What can the ICT industry do for our environment? Recognizing emerging trends, turning visions into reality, moving forward: in the display area "Future ICT" visitors can see at a glance where future opportunities lie, and explore the possibilities of tomorrow's growth markets. So make sure you are there when the future is taking shape – at CeBIT 2010.

"CeBIT is to us – that meeting place. One of the benefits of CeBit is you have a whole ecosystem here – it is one of the only places in the world where telecom operators, IT companies, computer companies and device companies all come together."

Scott A. Durchslag, Chief Operating Officer, Skype

GLOBAL TRENDS

→ Once a year the industry comes together in one place to review what is happening in ICT worldwide. CeBIT sets global trends and makes them the focus of attention. Where is the digital world headed? How will future technologies change the shape of our economy and society? The answers to these and many other questions can be found at CeBIT. Here, where new markets are created and new sales potential is unlocked, you can position yourself in the front rank of progress with your visionary products and solutions.

- Connected Life
- green IT
- Mobility
- Webciety

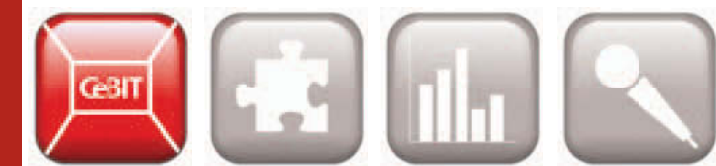
Benefit from the endless fascination of the media and trade visitors with global trends!

PUSH
YOUR BUSINESS

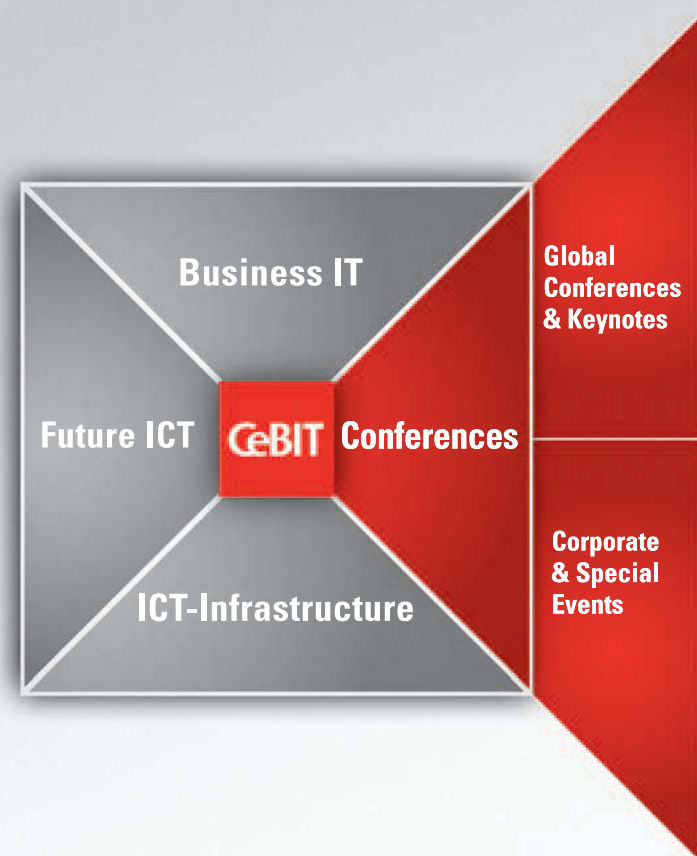
future parc

→ The future is driven by technology – and the trends of tomorrow are showcased at CeBIT by companies working at the cutting edge of technology. As a platform for technology transfer, "future parc" is a laboratory for the future, a global display platform and a partnering facility, all rolled into one. By presenting your innovations in this shop window for the future you can gain a strong competitive lead for your company and your customers in new markets.

- Applied Research
- Basic Research
- Corporate Research
- Semantical World
- User Experience



CONFERENCES



PLUG INTO THE DIGITAL WORLD'S MOST IMPORTANT NETWORK!

→ The hub of the ICT industry and the heart of the action – CeBIT is the international forum for ICT specialists to share information and compare notes. At the CeBIT Global Conferences leading figures from government, business and the scientific community share their predictions with an audience of visiting professionals, while visionary concepts and innovations are unveiled to a wider public. In 2009 CeBIT welcomed some 5,500 participants at this series of events, averaging over 1,300 listeners daily. A total of over 2,000 live news reports were transmitted from CeBIT, on-demand content was downloaded nearly 12,000 times, and around 20,000 web pages were accessed. Can you think of a better place to network at an international level?

“The way I see it, face-to-face encounters are absolutely essential. Direct dialogue cannot ever be fully replaced by any contemporary form of telecommunication or media. It’s all about people getting together at the same time and place so they can actually look each other in the eyes, interact and build mutual trust. There will always be a need for that.”

Prof. Dr. Hans-Gert Pöttering, President of the European Parliament

GLOBAL CONFERENCES & KEYNOTES

→ How is the digital world evolving? How can innovative technologies deliver benefits for business and society? On four days of conferences CeBIT’s top-level congress program focuses on the key global themes, attracting an international audience of senior decision-makers. With every one a potential sales lead, this is a matchmaking opportunity you won’t want to miss!

- **CeBIT Global Conferences**
- **CEC – CeBIT Executive Club**
- **ICT Summit**
- **Opening Ceremony**

Profit from the presence of all these decision-makers at CeBIT to develop new high-level sales leads!



→ More than 100 delegations from Germany and other countries visited CeBIT in 2009 to learn about the latest innovations. Enjoy privileged access to high-ranking figures in government, business and the scientific community!

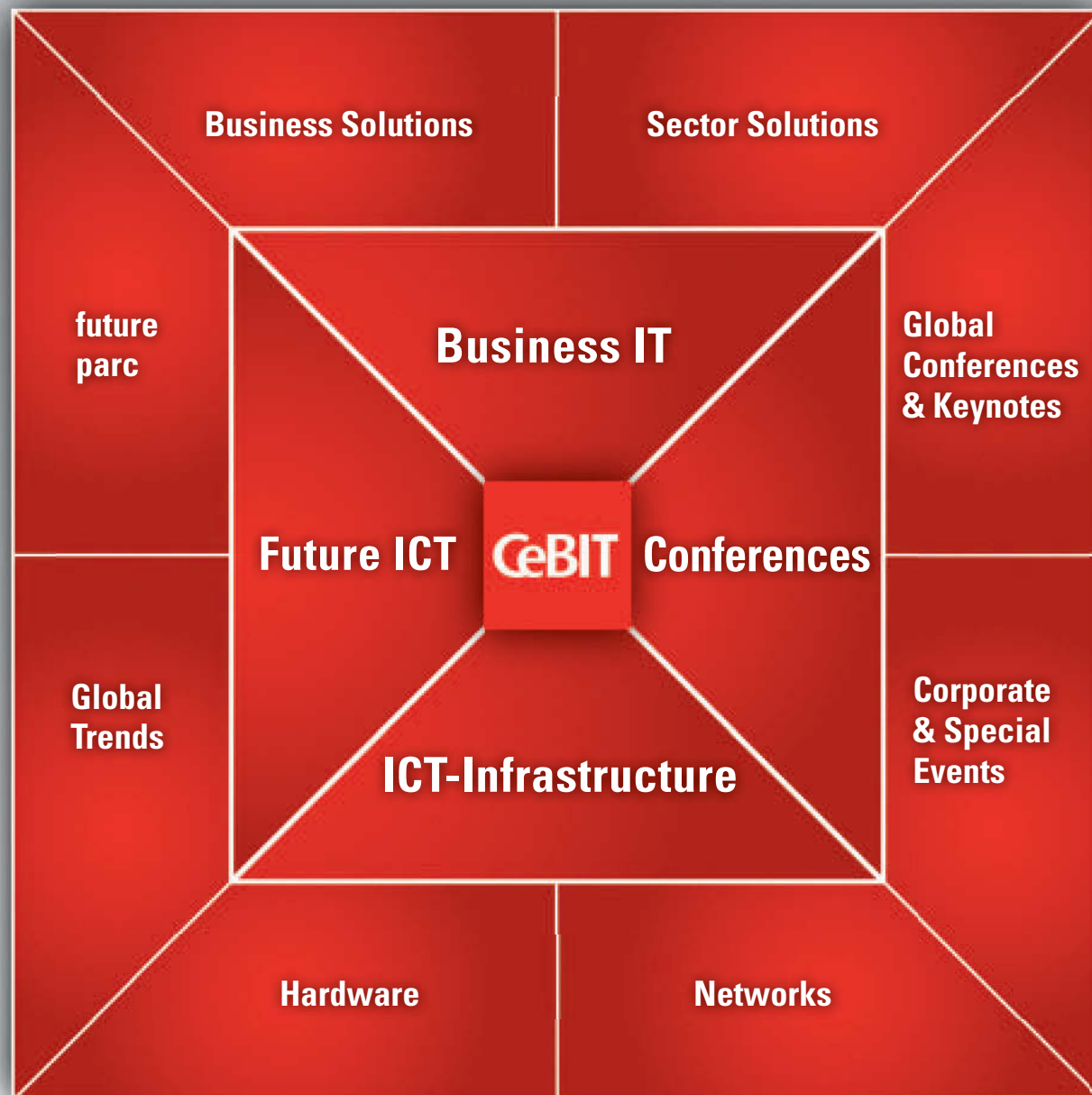
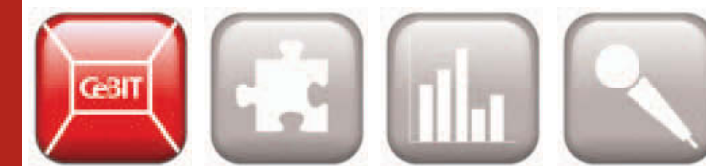
THE LINE-UP OF SPEAKERS AT THE 2009 CeBIT GLOBAL CONFERENCES: Dr. Ferri Abolhassan, Chief Systems Integration Officer and Member of the Board of Directors, T-Systems · Léo Apotheker, Deputy Chief Executive Officer, SAP AG · Craig R. Barrett, Chairman of the Board, Intel · Joel Berger, Managing Director GSA & Northern Europe, Fox Interactive Media Germany, MySpace · Marco Börries, Executive Vice President, Connected Life Yahoo! Inc. · Senator the Honorable Stephen Conroy, Minister for Broadband, Comm. and the Digital Economy, Australia · Thorsten Dirks, Chief Executive Officer, E-Plus · Dana Dunne, Chief Executive Officer, AOL Europe · Scott A. Durchslag, Chief Operating Officer, Skype · Dr. Stefan Groß-Selbeck, Chief Executive Officer, XING AG · Matthias K. Hartmann, General Manager IBM Global Business Services, Germany · Reid Hoffman, Chairman & Chief Executive Officer, LinkedIn · Aymar de Lencquesaing, Senior Corporate Vice President & SHBG President, Acer Inc · Dr. Sven Lorenz, Chief Information Officer, Porsche AG · Som Mittal, President, Nasscom · Andy Mulholland, Global Chief Technology Officer, Capgemini · Stephan Musikant, Managing Director, Cio GmbH · Dr. Karsten Ottenberg, Chief Executive Officer, Giesecke & Devrient GmbH · Dr. Reinhard Ploss, Member of the Managing Board, Executive Vice President, Head of Operations, Infineon AG · Jean-Laurent Poitou, Managing Director Electronics & High Tech (EHT), Accenture · Dr. Georg Pölzl, Managing Director, T-Mobile Germany · Prof. Dr. Hans-Gert Pöttering, President of the European Parliament · Frank Rosenberger, CCO Consumer Business at Vodafone Germany and Arcor · Dr. Joachim Schaper, Vice President EMEA, SAP Research, SAP AG · Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer, President BITKOM e.V. · Peter F. Schmid, Managing Director, mobile.international GmbH · Alexander Schmielgellow, Chief Executive Officer, sevenload GmbH · Karl-Heinz Streibich, Chief Executive Officer, Software AG · Teri Takai, Chief Information Officer, California · Prof. Dr. Helmut Thoma, Founder of the RTL broadcasting firm and Supervisory Board Chairman of Freenet/Debitel · Enrique Tufet-Opi, Vice President Corporation Office and General Counsel, Epson Europe B.V. · B. Kevin Turner, Chief Operating Officer, Microsoft · Ben Verwaayen, Chief Executive Officer, Alcatel-Lucent · Dr. Werner Vogels, Vice President & Chief Technology Officer, Amazon

CORPORATE & SPECIAL EVENTS

→ CeBIT meets your needs with forums and workshops tailored to your interests, organizes themed special events, and is the perfect platform for your own corporate events.



THE CONCEPT: FULLY GEARED TO BUSINESS SUCCESS



ONE CeBIT REPLACES A WHOLE HOST OF OTHER EVENTS

→ Every section and every segment of the ICT world is covered in Hannover. And because CeBIT is so clearly structured, exhibitors and visitors can quickly locate their particular area of interest.

"CeBIT has long been a significant platform for Intel. As the IT industry's flagship show, CeBIT showcases the opportunities to emerge stronger from the crisis by concentrating on innovations and intelligent solutions. CeBIT has become even more attractive from our point of view due to its increased focus on socially important issues."

Hannes Schwaderer, Managing Director, Intel GmbH

FOCUSED AND EFFECTIVE: CeBIT SERVICES FOR EXHIBITORS

→ CeBIT offers a complete portfolio of services designed to ensure that CeBIT 2010 is a resounding success for your company. With our assistance you'll be in a position to plan and implement your company's presentation with maximum effectiveness.

Our portfolio embraces marketing services targeted at potential visitors, high-impact media services, as well as wide-ranging technical services. We will also work together with you in order to develop solutions that are perfectly tailored to your individual requirements.

Further information:

www.cebit.de/exhibitorservice

CeBIT Hotline: Tel. +49 511 89-33155

INVITATION SERVICES

→ **Complimentary admission tickets** – included in the visitor promotion charge – are an effective way to attract selected visitors to your stand. If you choose the **e-ticket** option, you'll have direct access to the visitors' registration data. The CeBIT **Premium Pass** offers an exclusive range of benefits and is the ideal incentive for your key-account customers and business partners.

CONTACT MANAGEMENT SERVICES

→ Contacts are the very essence of a successful trade show. Our contact management services will help you to build new business relationships before, during and after CeBIT. Your company and its products will attract international attention – all year round – on **cebit.com**. Finally, our sophisticated lead management tools will enable you to generate new business after CeBIT 2010. Simply contact us and we'll put together a tailor-made package.

ADVERTISING & COMMUNICATION

→ Advertising is a key component in any successful marketing campaign. Outdoor advertising at the CeBIT site gives you direct access to your target audience, without any wasted coverage. In addition, you have the option of advertising on www.cebit.com – the passport to clearly defined target groups all over the globe. Don't hesitate to contact us.

MEDIA SERVICES

→ CeBIT + the media = a broad audience. The CeBIT media services ensure that your company and product innovations hit the headlines in business journals and in the general interest media. We will help you to transport your message via international media channels and establish direct links with the journalists who report on CeBIT. Located at the heart of the CeBIT show, the Press Center is a magnet for media multipliers from all over the globe.

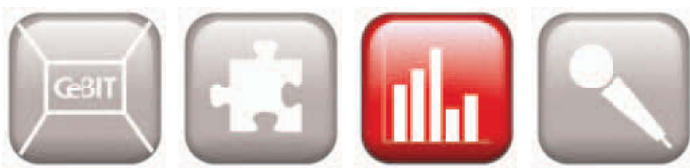
TECHNICAL SERVICES

→ You need an electrical connection? A video projector? A computer monitor? An espresso machine? If so, the Deutsche Messe team will make all the necessary arrangements. We plan and organize everything – from individual components to complete turnkey exhibition stands. We look forward to hearing from you.

More contacts, more business:

our support services ensure that your company receives the attention it deserves!





TOMORROW'S BUSINESS RELATIONSHIPS ARE WAITING TO BE TAPPED

→ An event without equal. Thanks to its unique multiplication effects, CeBIT adds value in all areas. The visitors profit from the professional exhibitor and product search functions (complete with online matchmaking), as well as the extensive range of on-site services. The visitors' registration details will be made available to you after the event – a useful tool for cultivating new business contacts. At CeBIT you get to meet decision-makers face to face: your future customers and business partners.

56 % of the visitors do not attend any other ICT shows apart from CeBIT. Unlock this unique source of business potential.



IMPRESSIVE: THE VISITOR STATISTICS

→ CeBIT generates new business – even in difficult times. In spite of the current financial crisis, CeBIT 2009 mobilized hundreds of thousands of industry professionals, thus underlining its status as the world's leading ICT show:

- Approx. 400,000 visitors
- High percentage of professional visitors (75 %)
- 20 % of the visitors come from outside Germany

The entire digital world reaps the benefits of CeBIT Hannover. Reserve your place at the world's No.1 ICT event in 2010.



BREAKDOWN OF VISITORS ACCORDING TO BUSINESS SECTOR

IT services, IT consultants	19.0 %
Public authorities and institutions	13.3 %
Service providers and freelance professionals	12.6 %
Commerce	9.8 %
Telecoms services	9.4 %
Manufacturing industry	7.4 %
Banking, finance and insurance	4.6 %
Transport and logistics	3.5 %
Healthcare and medical technology	3.2 %
Energy	2.8 %

INVESTMENT POWERHOUSE CeBIT

Visitors with responsibility for investment decisions	73.9 %
Visitors who are planning specific investment projects	37.2 %
Total investment volume (approx.)	€ 7.0 bn

Total investments worth € 7 billion, visitors from major international companies operating in a complete spectrum of business sectors ... in short, CeBIT 2009 asserted itself as the world's premier marketplace for the ICT industry. PUSH YOUR BUSINESS in 2010!



VISITORS FROM A COMPLETE SPECTRUM OF BUSINESS SECTORS:

3M · Adidas · Aldi · Allianz · Amazon · Amgen · Apollo · Audi · AXA · BASF · Bayer · Beiersdorf · Bertelsmann · BMW · Boeing · Bosch · BP · CA · Caterpillar · Citigroup · Coca-Cola · Commerzbank · Continental · Daimler · Dataport · Deutsche Bahn · Deutsche Bank · Deutsche Börse · Deutsche Leasing · Deutsche Post · Dresdner Bank · E.ON · eBay · Edeka · Electronic Arts · ENBW · Exxon · FINAKI · Foster Wheeler · Fresenius · General Electric · General Motors · Google · Henkel · Henry Schein · HiPP · IAC · Johnson & Johnson · Juniper · Karstadt · Kaufhof · Kraft Foods · Lidl · Linde · LinkedIn · Lufthansa · MAN · Maxim · McDonald's · Media Markt · Merck · Metro · Neckermann · News Corporation · Opel · Otto · Otto Bock · Pfizer · Porsche · Procter & Gamble · PSI · Real · Rewe · Rheinmetall · RWE · Salzgitter · Saturn · Staples · Starbucks · Talanx · Tchibo · Tengelmann · Thyssen Krupp · Toyota · TUI · TÜV Rheinland · United Internet · Vattenfall · Verizon · Volkswagen · Walt Disney · Yahoo!



“CeBIT is the world’s largest technology trade fair. CeBIT is all about pumping up your business..., pumping up the economy, finding new customers around the world, because in today’s economy the world is the marketplace. And when it comes to technology, if you want to see the best you all know that CeBIT right here is the place to be.”

Arnold Schwarzenegger, Governor of California



UNRIVALLED INTERNATIONAL PUBLICITY

→ Every year CeBIT commands the undivided attention of the international ICT community. Harness this publicity to your corporate goals. Exploit CeBIT’s 365-days-a-year presence in international media channels.

Exploit the positive CeBIT image for your products and solutions!

PUSH

YOUR BUSINESS

ACCREDITED JOURNALISTS AT CeBIT 2009

Journalists from 62 countries

approx. 6,000

BREAKDOWN OF ACCREDITED JOURNALISTS BY MEDIA CATEGORY

Trade media	42 %
Radio and TV	15 %
Online media	14 %
Daily newspapers and business media	12 %
General interest publications	5 %
Bloggers	3 %
Other media	9 %

SEE YOU AT CeBIT!



LEADS + PUBLICITY



ACHIEVE YOUR OBJECTIVES

→ Success comes almost automatically if you decide to exhibit at CeBIT 2010, the central forum for the global ICT industry.

The benefits in brief for exhibitors at CeBIT 2010:

- Strict orientation towards the interests of visitors
- Top-level networking
- Unique multiplier concept
- Customized presentation options
- International issue-driven communication
- Global agenda setting
- Top-flight program of conferences and congresses

PUSH YOUR BUSINESS 2010!

"You can't save your way out of a recession, you have to invest your way out of a recession. (...) I can't get anymore excited than I am about CeBIT and about what goes on here. This is really the best, I think, that the world has to offer. It's the innovation engine at its best."

Craig R. Barrett, Chairman of the Board, Intel Corporation



STAND RENTAL CHARGES

No price increases compared with 2009!

Basic charge (indoor space)	€ 205/m²
Basic charge (open-air site)	€ 93/m²

REDUCED CHARGES FOR EARLY BOOKINGS (OFFER ENDS ON 31 JULY 2009)	
Basic charge (indoor space)	€ 198/m²
Basic charge (open-air site)	€ 88/m²

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 m²:

for stands open on two sides (corner stand)	25 %
for stands open on three sides (end stand)	40 %
for stands open on four sides (island stand)	60 %

Any space in excess of 120 m² will be charged at the basic rental price.

Additional charges

Registration charge (lump sum)	€ 300
Visitor promotion charge*	€ 39/m²
Reduced visitor promotion charge for stand space in excess of 1,000 m²	€ 10/m²
Space on the upper floor of two-storey stands (price for complete packages will be quoted upon request)	€ 75/m²

Co-exhibitors

Registration fee (lump sum)	€ 300
Visitor promotion charge* (lump sum)	€ 300
Participation fee (lump sum)	€ 780

***THE VISITOR PROMOTION CHARGE: WHAT YOU GET FOR YOUR MONEY**

- Efficient access to additional target groups thanks to the all-year-round presence of your company and products on [cebit.com](#)
- Complimentary admission tickets (available in printed and electronic versions) help you recruit new customers and build customer loyalty
- Updating of your customer database using the registration details supplied by your invited guests
- Professional visitor advertising backed by an international, cross-media communication campaign
- Feedback from market research surveys helps you plan your presentation more effectively

THE FAIR PACKAGES

→ Make things easy by opting for one of our convenient all-in “fair-packages”: “Classic”, “Comfort” or “Premium”. Everything you need is included: stand space, stand assembly, additional services, such as daily cleaning and comprehensive insurance, as well as attractive marketing services.

“Classic” fair package

Example: 15 m² row stand with Type A stand and additional services, from	€ 5,415*
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“Comfort” fair package

Example: 20 m² corner stand with Type B stand and additional services, from	€ 8,390*
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“Premium” fair package

Example: 25 m² corner stand with Type D stand and additional services, from	€ 10,975.50*
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*Early booking prices for one-year contracts

For detailed information on individual services see the terms of participation or go to www.cebit.de/fairpackage_e.

CUSTOMIZED PRESENTATIONS

→ The CeBIT Team looks forward to putting your individual projects into practice – for example, in-house trade shows at CeBIT, company road shows or special events for customers. There are no limits to your creativity. Thanks to its various sized halls, pavilions and extensive open-air site, CeBIT is the ideal venue. For further information call the CeBIT hotline (+49 511 89-33155) or send an e-mail to cebit@messe.de

CeBIT FIRST – INTERNATIONAL STARTER AREA

→ 2010 will see the launch of a new platform (“CeBIT first”) for companies that are exhibiting at CeBIT for the first time. This group presentation is the convenient option for companies that intend to gain a foothold at the world’s biggest ICT show. At CeBIT first starter areas you can rent a demo point with clearly defined services at a fixed price of 2,995 euros. CeBIT first will be divided into two sectors: one for software and one for hardware. If you are interested please contact cebit@messe.de or call via the CeBIT hotline at +49 511 89-33155.

NEWCOMER SPECIAL

→ If you are planning to exhibit at CeBIT for the first time, we suggest that you take advantage of the Newcomer Special. This complete package for first-time exhibitors gives you a convenient option: 15 m² row stand boasting a modular stand system, furnishings and fittings, free advertising aids, as well as numerous services, all at a total price of 5,274 euros. For more details go to www.cebit.de/newcomerspecial_e

All prices are subject to VAT.
Provided that the relevant legal conditions are met, foreign exhibitors can apply to the Central Federal Tax Office (Bundeszentralamt für Steuern*) for a refund of Value Added Tax. Applications for refunds must be submitted no later than six months after the end of the calendar year in which the trade fair or exhibition took place.

*www.vat-refund-international.com