



CeBIT



Partner State California

@ CeBIT 2009

Special Programs for California Exhibitors at
the World's No. 1 Marketplace for Digital Business

- Economical Turnkey and Custom Exhibit Packages
- California Pavilion and Group Stand Environments
- Specialized Forum and Presentation Opportunities
- Exposure-Enhancing Sponsorships
- Dedicated Networking, Matchmaking and Press Activities



CeBIT—The World's No. 1 Digital Marketplace

→ It's the one place on earth offering endless possibilities to exploit the potential for new business. As the flagship event for the ICT industry, CeBIT is the leading marketplace for digital solutions, trends and innovation—and the largest convention on ICT-related topics and issues. And, with the inclusion of the Partner State California program, CeBIT 2009 becomes the optimum launch pad for new and increased international business.

When you exhibit at CeBIT your audience of potential customers includes nearly half a million attendees and almost 6,000 exhibiting peer companies. Plus, CeBIT attracts 7,000 members of the press eager to report on the latest products and trends. 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.

Key Figures from CeBIT 2008

Attendees:	495,000 from 96 countries
Press:	7,000 from 72 countries
Exhibitors:	5,845 from 77 countries

CeBIT 2009 – A MUST FOR YOUR FUTURE BUSINESS SUCCESS

■ New topic areas, new visitor groups

CeBIT is always adding new display categories to cover current areas of interest and the latest trends. This attracts new target groups to the show every year. The Partner State California program, with its associated activities, will be a big draw.

■ Well-defined target groups for more effective business

Benefit from a high percentage of trade visitors at CeBIT and talk directly to the decision-makers.

■ One flagship trade fair, one meeting place

Save yourself time and money: at CeBIT you can cultivate high-value business contacts without having to travel far and wide.

■ More communication, more knowledge transfer

Exchange information with senior professionals and leading international companies at the industry's most important networking event.

■ One goal; profitable investments

Trade visitors to CeBIT 2008 placed orders worth ten billion Euros during the show.



"CeBIT is the most important event of the year for the global ICT industry."

Steve Ballmer, CEO Microsoft Corporation



Partner State California

Extra Visibility, Opportunities for Golden State Exhibitors



HIGHLIGHTS OF THE PARTNER STATE CALIFORNIA PROGRAM INCLUDE:

- **The German-California ICT Summit**—a one-day, economic-focused conference program to build awareness and a foundation for greater cooperation and to present success stories and perspectives from both markets.
- **California-European CIO Summit**—a one-day conference for government, institution and public sector CIOs from California and around Europe. The emphasis is to share ideas on issues most pressing to this group and discuss best practice policies. Hosted by Ms. Teri Taki, Chief Information Officer, State of California.
- **California Welcome Center**—A variety of exhibition participation options in all sectors of CeBIT, highlighted by the primary California Center and Pavilion in Hall 6, which will feature a focus on Digital New Media solutions, Web-based solutions and Enterprise Mobility. See pages 4-5 for more on display options.



GOVERNOR ARNOLD SCHWARZENEGGER

CeBIT 2009

California is honored to be the "Partner State" for CeBIT 2009, the world's largest and most influential information and communications technology (ICT) event, which will be held March 3-5, 2009, in Hannover, Germany. This is a distinction historically awarded to countries (such as recent past CeBIT partners France and Russia), and California's selection as the first state to be so honored is an outstanding recognition of our important role in the innovation economy.

As a leader in the ICT industry, I urge you to consider taking an active role in CeBIT 2009, where a vast amount of business and marketing opportunities await you. In 2008, CeBIT attracted 493,000 attendees from ninety-six countries, 5,900 exhibitors from seventy-seven countries and more than 7,000 press and media representatives from seventy-two countries.

Our state's ICT companies, institutions, associations and citizens are leaders in the research, development and application of technologies used around the globe, and at CeBIT 2009, the world will learn what California has to offer. We will present several forums and exhibitions which will highlight not only the key industries and technologies relevant to our state, but also many California companies looking to export their products to the global marketplace.

I have no doubt that the world will be impressed, and I hope you are going to be a part of the action. California looks forward to your participation in CeBIT 2009.

Sincerely,


Arnold Schwarzenegger

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- **Forum participation and presentation opportunities** within the Digital New Media Solutions forum or the dozens of other sector-specific forum and conference programs running in the halls during CeBIT. Additional opportunities are also available in the wide-reaching CeBIT Executive Labs program. See page 6-7 for more on presentation opportunities.
- **Sponsorship offerings for extending market reach.** Specialized programs for California companies to sponsor forum programming, events, activities and services are available, allowing your message to reach audiences far beyond the confines of your exhibit space. See pages 8-9 for details.
- **International matchmaking and export assistance programs** provided in Hall 6. The world can meet California at the Matchmaking Center, adjacent to the American Business Center with assistance services and hosting provided by the US Department of Commerce.
- **California Networking Night reception.** Hosted by the State of California and inviting all California-based exhibitors to participate and meet potential international business partners.
- **Specialized press activities** designed to bring even greater media access to California companies large and small.

The Partner State California program is supported by:



How to Exhibit Cost-Effective Options that Deliver Results

California Welcome Center, Hall 6

→ The California Welcome Center, located within the Internet & Mobile Solutions (IMS) sector of CeBIT in Hall 6, is a full-service, turnkey exhibition environment for California companies seeking to exhibit their products and services in the Enterprise Mobility, Web 2.0, Social Networking, Virtual World Technology and New Media Content Distribution arenas. It also serves as the home base and nerve center for the Partner State California Program and its affiliated services.

The California Welcome Center offers participants:

- **Turnkey exhibition space** as described on page 5 beginning at \$800 per square meter. Units of 6, 9, 12 and 15 square meters are available as well as a Workstation Package beginning at \$3,950.
- **The Internet & Mobile Solutions Forum**, a five-day, 20-session conference program covering topics related to Digital New Media Solutions. See page 7 for more details. This well-publicized forum will greatly increase visitor and press traffic to the California Welcome Center.
- **The California Forum**, an open, on-the-show-floor presentation environment designed for California companies to feature product demonstrations and technology or market-focused white paper content.
- **The Matchmaking Center**, where all California-based exhibitors can gain the assistance of specialists to arrange meetings with

prospective clients and business partners and use private meeting room facilities.

- **A Catered Lounge** in which to relax, enjoy refreshments, hold an impromptu meeting and escape the stress of the booth for a few minutes.



- **The American Business Center**, hosted and staffed by the US Department of Commerce, provides export market information and assistance through its 30 international trade specialists on site. CeBIT has been a certified event of the USDOC since 1986.

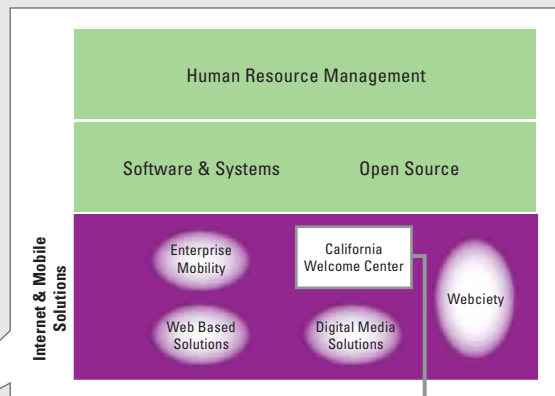
- **Private Meeting Rooms** which may be reserved at no charge for exhibitor-client meetings.

- **Management Offices** for Hannover Fairs USA and the State of California so immediate assistance is always available.

HANNOVER FAIRGROUNDS—CeBIT 2009



HALL 6—INTERNET & MOBILE SOLUTIONS SECTOR



Floor plans as of 15 August 2009 and subject to change. Renderings as of 15 August 2009 for illustrative purposes only. Final design and build may be different.

Have it Your Way

Additional California Exhibit Options

→ Hannover Fairs USA makes it easy to get in front of the most powerful ICT buying audience ever assembled in one place at one time. In addition to the California Welcome Center, California companies have a variety of industry sector-specific exhibition options to choose from. These include pavilion-based and independent turnkey exhibit programs for smaller, new-to-market firms as well as fully independent and custom-build stands for larger, more established companies.

TURNKEY PAVILION/GROUP STAND PACKAGES

→ 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.

A typical package includes:

- Booth with wall elements and carpeting
- Standard furnishings
- Company name sign
- Overhead banner with company logo
- Overhead lighting
- Electrical receptacle
- Listings in online show directory
- Exhibitor entrance tickets

NEW FOR 2009!

Newcomer Workstation Option*

Is your product or service software or web-centric, minimizing your need for space? Our new Workstation option provides you a simplified, economical turnkey exhibit option. Pricing begins at \$3,950 + applicable VAT.



*Newcomer option available only to firms not exhibiting at CeBIT in the past 3 years.



Pricing for participation in HFUSA-organized group exhibits starts at just \$800 per square meter—a reduction of 27% from 2008 rates!

Services include:

- Multilingual pavilion management staff
- Interpreter service
- Shared conference rooms for private meetings
- Fax services
- Common lounge area with refreshments
- Nightly security and cleaning

Pricing begins at \$800 per square meter + applicable VAT.

FAIR-PACKAGES

→ 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. **Pricing from 324 Euros per square meter + 522 Euros flat fee per exhibitor.** (Fair-packages require a minimum purchase of 15 square meters.)

INDEPENDENT AND CUSTOM STANDS

→ 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 an industry group representing a technology sector, a government body representing a group of companies or a large corporation, we can deliver a custom exhibition solution that is attractive, functional and affordable. Pricing provided upon specifications.

Contact your Hannover Fairs USA sales representative for a complete list of amenities and services for each option above.

Bang for Your Buck Sponsorship Opportunities

EXCEED YOUR BOUNDARIES

→ Extend your marketing reach beyond the confines of your exhibit space with a variety of attention-getting sponsorship opportunities. Golden State exhibitors have numerous California-specific sponsorship options available:

Main California Pavilion Sponsorship (Hall 6): 2 @ \$25,000 ea.

Attach your name and brand to the prestigious and highly visible California Welcome Center in a big way!

- Company name and logo on Pavilion signage and lounge area
- Company name and logo on cups and napkins in California Pavilion lounge
- Table top signage within lounge
- Company presentations (5) within the California Forum
- Panel participation opportunity for one key executive within the IMS/Digital New Media Solutions or related Forum(s)
- Additional visibility in Partner State California Program Guides
- 9 m² exhibit space in California Pavilion (or larger with first 9 m² at no cost)
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Company name and logo on all California Pavilion marketing materials



Internet & Mobile Solutions (IMS)/Digital New Media Solutions Forum Sponsorship (Hall 6): 2 @ \$25,000 ea.

Benefit from direct association from one of the largest and highly attended conferences at CeBIT!

- Company name and logo on stage signage and exterior forum signage
- Keynote opportunity for company CEO or President within the IMS/Digital New Media Solutions or related Forum(s)
- Company presentations (5) within the California Forum
- Company video presentation at start and end of Forum program - each day (video content provided by sponsor)
- Additional visibility in Partner State California Program Guides
- 9 m² exhibit space in California Pavilion (or larger with first 9 m² at no cost)
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit)
- Company name and logo on all IMS/Digital New Media Solutions Forum marketing materials

IMS/Digital New Media Solutions Forum (Hall 6) Program Track Sponsor: 4 @ \$10,000 ea.

Sponsorship of one of these targeted tracks is a sure way to get your message in front of a most interested audience.

- Company name and logo on stage signage during specific program track
- Company presentations (5) within the California Forum
- Panel participation opportunity for one key executive within the IMS/Digital New Media Solutions or related Forum(s)
- 10% discount on exhibit space in the California Pavilion
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit)
- Company name and logo on all IMS/Digital New Media Solutions Forum marketing materials

IMS/Digital New Media Solutions Forum Program Guide: 1 @ \$8,500

You can't tell the players without a program! This resource will be utilized by thousands of visitors.

- Company name and logo on IMS/Digital New Media Solutions Forum Program Guide, which will be distributed to all Forum attendees
- Company presentation (5) within the California Forum Panel
- Participation opportunity for one key executive within the IMS/Digital New Media Solutions or related Forum(s)
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit)
- Company name and logo on all IMS/Digital New Media Solutions Forum marketing materials

Secondary California Pavilion Sponsorships: @ \$15,000 ea.

(Availability by display sector and market demand)

Your opportunity to brand an industry sector-specific piece of real estate with your image!

- Company name and logo on Pavilion signage
- Company presentation (5) within the California Forum (Hall 6)
- Additional visibility in Partner State California Program Guides
- 10% reduction on exhibit space within selected Pavilion
- Static display presentation for marketing brochures adjacent to lounge
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Company name and logo on all relevant Pavilion marketing materials

California Networking Reception @ CeBIT 2009: 2 @ \$12,500 ea.

Be associated with the crème-de-la-crème of California and their business partners...As well as good food & refreshment!

- Company name and logo signage in reception room
- Welcome remarks by company senior executive (with California senior official)
- Company video presentation at reception (1 min. max., video provided by sponsor)
- Company name and logo on cups and napkins in reception
- Company presentations (5) within the California Forum (Hall 6)
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)



California Matchmaking Area (Hall 6): 1 @ \$15,000

Those buyers serious to do business will be here. Your message can be waiting for them!

- Company name and logo in California Matchmaking area
- Company presentations (5) within the California Forum (Hall 6)
- Literature display within California Matchmaking area
- 10% reduction on exhibit space in California Pavilion of your choice
- Additional visibility in Partner State California Program Guides
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Company name and logo on all Partner State California Matchmaking program marketing materials

California – Germany ICT Business Summit March 3, 2009 (in conjunction with BITKOM) Platinum Sponsorship: 4 @ \$20,000; Gold Sponsorship: 3 @ \$15,000; Silver Sponsorship: 3 @ \$10,000

[Applicability code: (P)=Platinum, (G)=Gold, (S)=Silver]

A one day summit providing superior exposure to government & business leaders and lots of press!

- Speaking slot for C-level executive in Germany – California IT Business Summit, March 3rd (P, G, S)
- Speaking slot for C-level executive in California/European CIO Roundtable, March 4th (P)
- Company name and logo on all Germany – California IT Business Summit signage and marketing materials (P, G, S)
- Disseminate company brochure at Germany – California IT Business Summit (P, G)
- Editorial coverage in “Success Stories” publication (P)
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit), BITKOM website (www.bitkom.org/california) and relevant State of California agency website(s) (P, G, S)
- Company presentation and speaking opportunity within California Pavilion (P, G)
- Additional visibility in Program Guides (P, G, S)

California-European CIO Summit (04 March 2009): 3 @ \$10,000

Your direct channel to California and Europe's most influential CIOs, public sector buyers and yes, more media.

- Company name and logo on all signage and marketing materials
- Company name and logo (with link) on CeBIT website (www.cebit.de/california), Hannover Fairs USA website (www.hfusa.com/cebit) and relevant State of California international trade agency website(s)
- Speaking opportunity for key management within CIO Summit
- Company presentations (5) within the California Forum (Hall 6)
- Additional visibility in Partner State California Program Guides

OTHER SPONSORSHIPS AVAILABLE TO CALIFORNIA COMPANIES

Wireless World and IPCentral Pavilion (Hall 13): 1 @ \$15,000

- Company name and logo on all fixed Pavilion signage
- Company presentation (2) and panel speaking opportunity (1) within respective forum program
- Additional visibility in Forum Program Guides
- First right of refusal for premium location exhibition space with waiver of premium surcharge
- Inclusion in video programming at start and close of Forum programming (video provided by sponsor)

- Company name and logo on cups and napkins in Pavilion lounge
- Tabletop and banner signage within lounge
- Literature display rack at entrance to lounge
- Company name and logo (with link where applicable) on all relevant print & online communications, promotional materials and informational sources including the relevant pages on the CeBIT website (www.cebit.de) and Hannover Fairs USA website (www.hfusa.com/cebit)

Wireless World and IPCentral Forum (Hall 13): 1 @ \$10,000

- Company name and logo on all fixed Forum area signage and stage/screen surround
- Company presentation (1) and panel speaking opportunity (1) within respective forum program
- Additional visibility in Forum Program Guides
- First right of refusal for premium location exhibition space with waiver of premium surcharge
- Inclusion in video programming at start and close of Forum programming (video provided by sponsor)
- Literature display rack at entrance to lounge
- Company name and logo (with link where applicable) on all relevant print & online communications, promotional materials and informational sources including the relevant pages on the CeBIT website (www.cebit.de) and Hannover Fairs USA website (www.hfusa.com/cebit)

USA PC Components & Peripherals Pavilion (Hall 21): 1 @ \$14,495

USA Enterprise Storage Solutions Pavilion (Hall 2): 1 @ \$14,495

TeleHealth Pavilion (Hall 9): 1 @ \$9,995

- Company name and logo on all fixed Pavilion signage
- First right of refusal for premium location exhibition space with waiver of premium surcharge
- Company name and logo on cups and napkins in Pavilion lounge
- Tabletop and banner signage within lounge
- Literature display rack at entrance to Pavilion lounge
- Company name and logo (with link where applicable) on all relevant print & online communications, promotional materials and informational sources including the relevant pages on the CeBIT website (www.cebit.de) and Hannover Fairs USA website (www.hfusa.com/cebit)

Important Note: All pricing above is excluding German VAT (value-added tax) which currently is set at 19%. This tax will be added to all sponsorship invoicing. However, under most conditions, US companies can apply for a refund of this tax at the conclusion of the event. Ask your sales representative for full details.



See and Be Seen

Presentation Opportunities for California Companies

→ CeBIT 2009 offers California exhibitors unprecedented access to speaking platforms, forum participation and live demonstration opportunities. From the California-centric Digital New Media Solutions Forum within the Internet & Mobile Solutions (IMS) sector of CeBIT in Hall 6 to the California Forum stage offering company presentations and product demonstrations to more than 40 other sector-specific conference programs your company will certainly have the chance to have its management and message be seen and heard by industry peers, potential buyers and the global press in attendance.

The IMS/Digital New Media Solutions Forum, a 5-day, 20-session program adjacent to the main California Pavilion, will showcase the best of California's offerings in Web-based digital media, social networks and virtual worlds; mobile and multi-channel content distribution strategies and applications; advanced multimedia technologies; and a forward-looking prognosis for these sectors for entertainment and enterprise. A true blend of Hollywood and Silicon Valley sure to attract industry and press alike!

INTERNET & MOBILE SOLUTIONS (IMS)/DIGITAL NEW MEDIA FORUM

	Tues., March 3	Wed., March 4	Thur., March 5	Fri., March 6	Sat., March 7
Video Presentation 9:00 am-9:45 am	Big screen presentations by sponsors and content purchasers				
TRACK 1: 10:00 am-11:15 am	Multi-Channel Content Distribution				
Session Title	Shaking up Television: From Web TV to User-Generated Content	Media 2.0: One Show, Many Platforms	Distribution Strategies for the Next Billion Media Consumers	Future Pipes: The Leading Edge of Content Distribution	Hyper Reality: Virtual Worlds and Games Drive Next Gen Entertainment
TRACK 2: 11:20 am-12:35 pm	Web-based Digital Media, Social Networks & Virtual Worlds				
Session Title	Tapping into New Users & Customers with Social Network Applications	Cheaper & Faster Software-based Business Solutions with Enterprise Mashups	The Power of Social Networking in the Enterprise	The Value of Virtual Worlds & 3D Web for Companies	Digital Sign Language: How Video is Transforming Your Retail Experience
Company Presentations 12:45 pm-1:20 pm	Live presentations by sponsors and content purchasers				
TRACK 3: 1:30 pm-2:45 pm	Mobile Applications & Strategies for New Media Distribution				
Session Title	Mobile Devices: Which Devices And Programs Work For Which Businesses	Building the Distribution Model for Mobile Video	Personalized Mobile Social Networking	Mobile Video Killer Apps = Huge Profits. Where's the Next Match Winner?	
TRACK 4: 3:00 pm-4:15 pm	Advanced Interactive Media Services				
Session Title	P2P: What Business Models are Making Money in this Uncharted Territory?	Piracy in PayTV (And Elsewhere): 35 Billion in Lost Euros, and Counting...	Home Networking: Which New Companies are Building Tomorrow's Future Today?	Broadband + IPTV 2009: The Hidden Gems and Untold Opportunities	
Company Presentations 4:30 pm-5:25 pm	Live presentations by sponsors and content purchasers				
Video Presentation 5:30 pm-6:00 pm	Big screen presentations by sponsors and content purchasers				

Program developed in cooperation with:





CeBIT GLOBAL CONFERENCE/EXECUTIVE LABS OFFER YET ANOTHER AVENUE

→ As a component of the Global Conference Program, CeBIT Executive Labs is where the champions of the ICT industry get together with high-ranking, outspoken members of the user community (and an audience of industry professionals and media) for a few rounds of lively and enlightening debate on some of the hottest issues in ICT. Panelists from both sides of the vendor/user divide will share their respective views and explore common ground when the curtains go up on this executive think tank.

	Tuesday, 3 March 2009	Wednesday, 4 March 2009	Thursday, 5 March 2009	Friday, 6 March 2009
	Public Sector Trends and Solutions	Consumer Trends and Solutions	Business Trends and Solutions	Web 2.0 Trends and Solutions
10.00 – 10.45	CeBIT Keynote	CeBIT Keynote	CeBIT Keynote	CeBIT Keynote
10.45 – 11.00	Break	Break	Break	Break
11.00 – 13.00	Executive Lab	Executive Lab	Executive Lab	Executive Lab
13.00 – 13.45	Lunch break	Lunch break	Lunch break	Lunch break

CeBIT Global Conference Program is Held in the Conference Center Building, Room 2 Each Day



The CeBIT Audience

The Industry's Global Meeting Place

→ 495,000 qualified international attendees want to see you at CeBIT. CeBIT provides both quality and quantity with a high proportion of decision-makers whose total planned investments amount to 10 billion Euros!

Attendees by Business Sector

Manufacturers of hardware, end-user equipment and infrastructure	17,000
Telecoms services	34,700
Software companies	27,800
IT services, IT consultants	68,600
Service providers and freelance professionals	44,400
Commerce	34,000
Transport and logistics	10,500
Public authorities and institutions	44,100
Skilled trades	9,400
Construction industry	6,500
Banking, finance and insurance	15,500
Healthcare and medical technology	12,300
Energy	6,900
Travel and tourism	2,200

Manufacturing industry:	31,400
– Basic materials and primary products	6,900
– Capital goods	19,100
– Automotive industry (including component suppliers)	10,800
– Mechanical and plant engineering	5,400
– Electrical engineering	3,600
– Consumer goods	4,000
– Food and semi-luxuries	1,400



“CeBIT 2008 was busy and continues to be a prime event for our sales and channel force in the EMEA region. Our booth presence here provides one of the main platforms we leverage annually to showcase our extensive line of application-optimized high-performance earth-friendly server products – to Europe and to the rest of the world.”

Angela Rosario, Senior Manager, Corporate Marketing Programs, Super Micro Computer, Inc.

Attendees by Job Responsibility

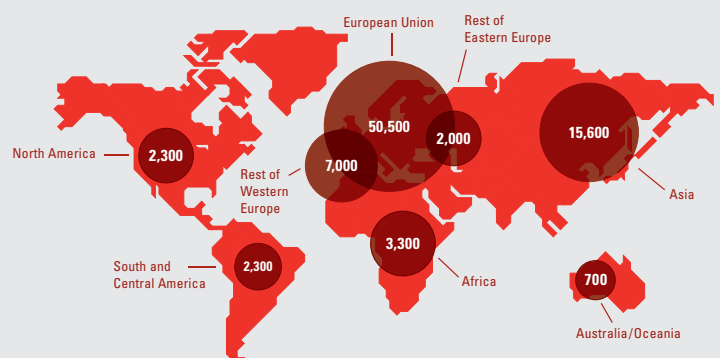
Senior management	46,200
Data processing/IT management	123,600
Telecommunications	31,400
Research, development, design	23,500
Product development	17,300
Planning, work scheduling	13,000
Manufacturing, production	14,800
Production and quality management	6,100
Purchasing, procurement	21,000
Finance, accounting, controlling	17,300

Attendees in 2008

Total	495,000
– Professional	361,300
– From outside Germany	83,700
By Decision-Making Capacity	
– Makes Final Decision	100,800
– Directly Involved in Decision	94,000
– Advisory Role in Decision	73,700

Attendees by Region of Origin











Map represents attendees from outside Germany only; total attendance is 495,000



The CeBIT Concept

All the Sectors, the Themes, the Trends

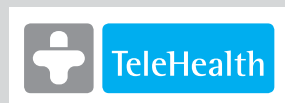
→ While large and broad, CeBIT's concept and layout ingeniously creates communities of technology sectors, allowing exhibitors to find just the right environment for their product offerings and making it easy for attendees to find them. The event's clearly defined display categories for 2009 include:

- | | |
|--|---|
|  IT Infrastructure
Halls 19–21, 24–25 |  Consumer Electronics
Halls 18, 22–23, 25–26, Open-air site, Pavilions |
|  Business Processes
Halls 2–8 |  Public Sector Parc
Hall 9 |
|  Communications
Halls 12–13, 16, 26, Open-air site, Pavilions |  TeleHealth/eHealth
Hall 9 |
|  Telematics & Navigation, Automotive Solutions and Transport & Logistics
Halls 14–15 |  future parc
Hall 9 |
|  Internet & Mobile Solutions Digital New Media Solutions
Hall 11 |  Banking & Finance
Hall 17 |
| |  Planet Reseller
Hall 25 |



*as of 15 August 2008, subject to change

MORE CeBIT HIGHLIGHTS TO CONSIDER



→ **TeleHealth**—
Demographic change and the need to streamline costs are posing new challenges for the healthcare market.

The ICT industry sees itself as a driver of innovation in these prime issues. CeBIT mirrors this growth market and documents the full spectrum of ICT use in the healthcare sector. California companies seeking turnkey exhibit solutions in this sector should ask about opportunities in the eHealth Exchange pavilion organized by Hannover Fairs USA.



→ **Internet & Mobile Solutions**—
Digitalization and mobility are changing our lives at an increasingly rapid pace. Web 2.0 is changing the face of the media world. Sales worth billions are now being

transacted over the Internet. Business processes and workplaces are going mobile, while the demand for web-based business solutions continues to rise. CeBIT is actively addressing these trends with this new display category.



→ **WirelessWorld @ CeBIT**—
3G/4G, WiMAX, WiFi, Bluetooth, ZigBee, Z-Wave, and Wireless USB and other platforms are driving computing and communications

mobility and changing our daily lives by quantum leaps. WIRELESS World @ CeBIT provides a showcase of these technologies combined with a forum program allowing vendors in this sector to attract maximum exposure to buyers and press alike.

Webciety @ CeBIT → **Webciety@CeBIT**—
A uniquely new stage for the champions of tomorrow's Web.

You know it best: The world is about to be redefined by Web 2.0 and Enterprise 2.0. Is your company among those championing these developments, and riding the crest of the next-generation wave? If so, now is the time to show the CeBIT community the fascinating things you

have in store for them. How? At CeBIT's excitingly different Webciety display, where you can give tangible shape to your visions.

How is Webciety different? Enter an upbeat universe of honeycombed "homebases" modeled after the Web itself... Be drawn in by the gravitational pull of special mood lighting and pulsating effects... Take orbit around web-based businesses and startups ready to launch trailblazing solutions and stellar business models... In short, this is the place to be for everything related to Web 2.0.

eLearning → **eLearning**—eLearning and knowledge management are playing an ever greater role in business, science, administration and education. The first eLearning initiative at CeBIT 2008 was a hit—reason enough to develop and extend this section further in 2009.

IPCentral @ CeBIT → **IPCentral @ CeBIT**—
Digital Communication plays an increasingly important role in today's world of work and leisure. Millions of users communicate and send data—anytime and anywhere. With massive ongoing growth potential, this market represents a great opportunity for you. And, as the premier showcase for state-of-the-art technology, CeBIT and IPCentral offer you an ideal platform. This is where the latest trends are highlighted and new business opportunities are created. The global communications industry is getting ready to meet at CeBIT 2009—and they want to meet you!

Telematics & Navigation → **Telematics & Navigation**—

Today's mobile world runs on cutting-edge technologies – whether it's end devices, location based services, digital maps, car2x, vehicle safety, tracking & tracing or fleet management. And that means it relies on the solutions that are on display at CeBIT under the headings of Telematics & Navigation, Automotive Solutions and Transport & Logistics. Here companies from all over the world find an international audience of professionals looking to invest in new technologies—technologies like yours, which push the limits. So take advantage of this unique platform to present your company to your target group – and pave the way for a successful future with your products leading the way.

Making the Most of CeBIT Marketing Programs and Value-Added Services

→ We work to promote all U.S. exhibitors through such promotional channels as CeBIT eNews, CeBIT NEWS, EBi (Electronic Visitor Information System), the official CeBIT website, and direct campaigns to attendees and the press.

NETWORKING EVENTS

In addition to the California Networking Night event, all California companies are also invited to take part in the HFUSA organized Welcome Receptions for US exhibitors and the USA Night at the Munich Hall.

PRINT & ON-LINE PROMOTION

California companies participating at CeBIT will receive the promotional benefit of a special printed directory of all California exhibitors to be distributed across the fairgrounds. Additionally, a detailed and easily downloadable profile of all California exhibitors will be featured on a dedicated web page at www.cebit.de/california.

SHOWCASE GLOBAL PROGRAM @ CeBIT 2009



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