



A meeting point for the industry – Thin Client & Server Based Computing

BITKOM common booth at the CeBIT

organised by:



Süddeutscher Verlag onpact



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- 1. Meeting point for the industry**
- 2. Target groups**
- 3. Your benefits from a common booth**
- 4. Services of the common booth**
- 5. Your contribution to a successful trade fair appearance**
- 6. Organisation**
- 7. Booth design**
- 8. Contact**

- **A meeting point for the industry in Hall 4**

For many years now the BITKOM common booth has been an industrial meeting point for Server Based Computing and Thin Clients. During the CeBIT Hall 4 is exclusively reserved for Business Processes, and the SBC common booth occupies an area of ~ 250 square metres, positioned between the platform and software suppliers.

- **CeBIT 2010 – Business takes Central Point**

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.

- **You are our exhibitor!**

Our objective is to map the entire process of Server Based Computing at our common booth: from the software platform to the hardware, from the manufacturer to the system house, from the consultant to the security service provider. Just join us and benefit from all the community has to offer!

- **Central location** in hall 4, Business processes
- As a result of our **membership of BITKOM** more visitors and representatives of the media will be taking an interest.
- **Central point of contact for visitors:** partners and decision-takers from vertical areas of application
- First-class chances of **generating leads**
- Comprehensive **marketing and press relations** by BITKOM before, during and after the CeBIT are guaranteed to attract the attention of customers and the press
- **Low organisational expenses** based on the 'All Round No Worries Service Package'
- For 4 workstations or more, **firm branding** is an available option based on characteristic colours, own table for meetings etc.
- **Cost savings** as a result of stand sharing – shared service, technology and logistics facilities
- **A pleasant working environment**, opportunity to chill out together at evening functions, contacts platform

SV onpact will take responsibility for all activities involved in setting up the stand, as well as for all the services you require for a successful trade fair presentation. All you need to concern yourself with is the products you wish to exhibit, the decor of your stand and the invitation of your partners.

In detail, this service consists of:

Stand setup package:

- Stand rental
- Stand concept, design and construction
- Standard equipment with furnishings
- Meeting rooms, cafeteria and cloakroom
- Network linking your workstation to technical control room
- Lighting and electricity – all standard services provided
- Company logo displayed on stand

Service package:

- Cleaning, stand monitoring and waste disposal
- Complete catering service with drinks and hot and cold snacks
- Fax machine at stand
- 1 exhibitor's pass for every 2 working stations booked

Marketing package:

- Printing of one trade fair poster per working station according to your artwork
- Company logo above each working station

The individual area is available when you book 4 or more workstations:

- Separate exhibition area
- Firm branding option
- Own hospitality area and 1 conference table with chairs

When you book 8 or more workstations, you will get additionally :

- Own conference room
- 2nd conference table with chairs

Your contribution to a successful trade fair appearance



- Invitation of your own potential customers via mail shots, newsletter or through your website
- Own press relations if required
- Graphic design of one trade fair poster per workstation (printing and display are included in the cost of the package)
- In case of need, provision of Internet access
- Additional furniture may be had on request – just have a word with us!
- Additional tickets for exhibitors, guests and parking
- Setup and networking of your technical equipment
- Provision of stand personnel during the CeBIT
- Cheerful spirits for evening get-togethers

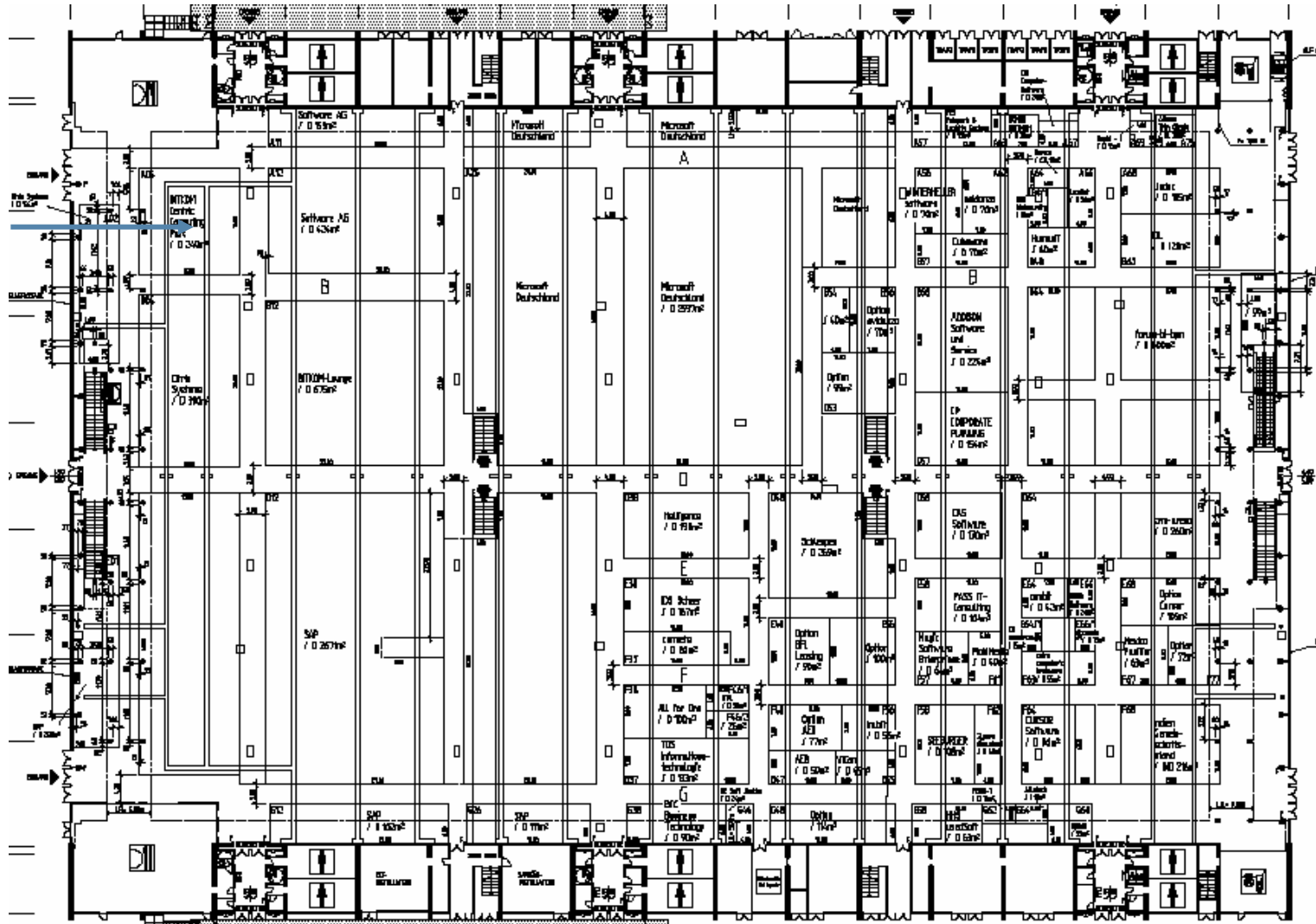
- The exhibition area will be divided up into work islands and booked on that basis. The distribution of the work islands will be based on the date we receive your registration!
- The cost, per working station, comes to just **5,800 euros**. This exceptionally favourable price can be arranged thanks to our status as an association.
- Exhibitors who at the time of registration are members of BITKOM will receive a **special discount of 10%. A further 10% discount will be given if you book four or more working stations.**
- Additionally, the exhibition corporation charges 1,680 euros for the catalogue entry and visitors marketing incl. 500 free visitors tickets (no discounts).
- Registration for the trade fair must be sent in writing, using the attached form, by **15 January 2010** at latest.
- Exact deadlines and a “to do” list will be sent you with confirmation of your booking.

Design of the booth

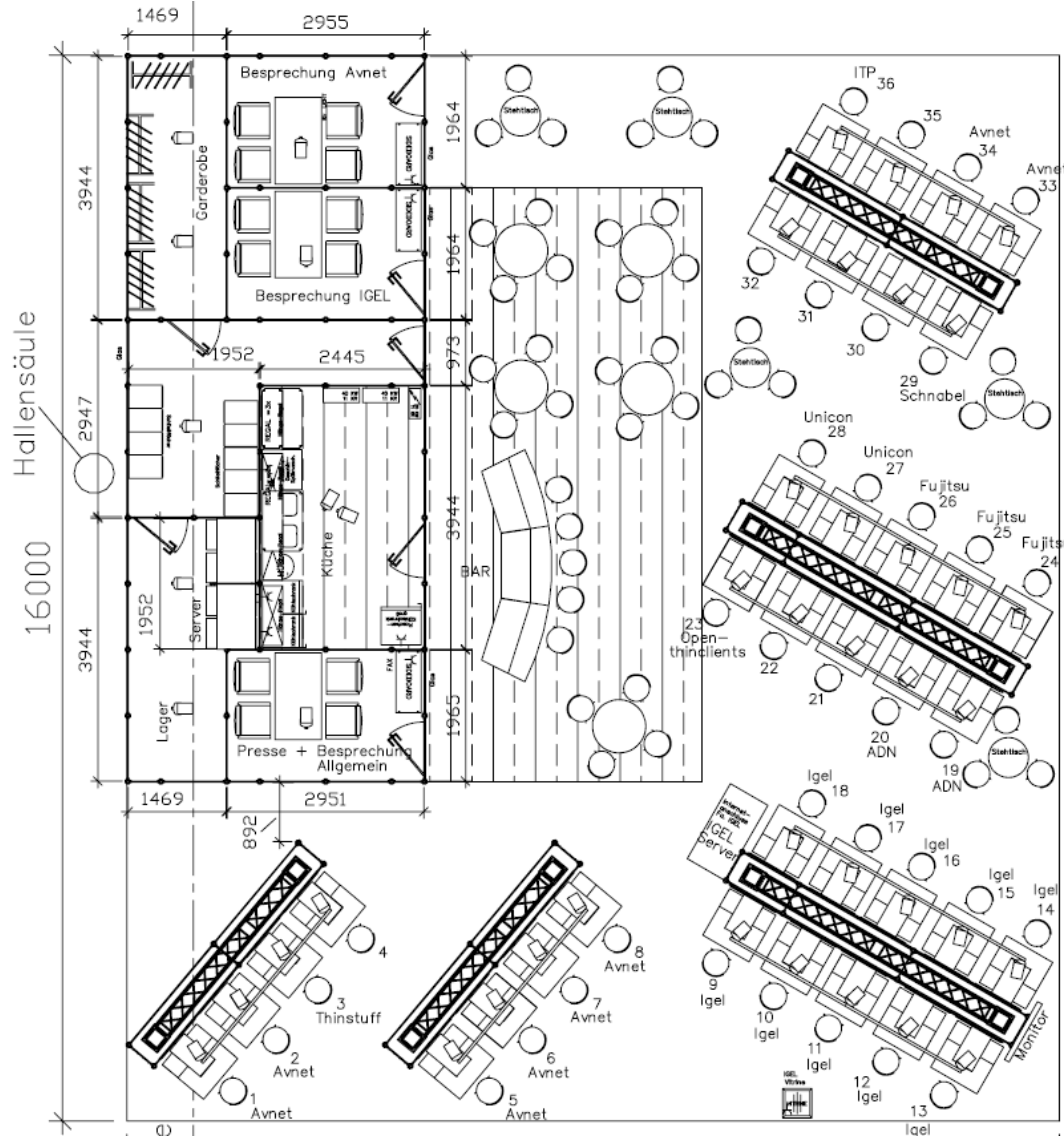


Location Hall 4

Thin Client & Server Based Computing



Floor plan





Contact person:

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