



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



Version: June 2008

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 thousands of 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



→ In past years CeBIT has had designated Partner Countries. For 2009, for the first time, a US state has been honored with this status and governor Schwarzenegger has accepted the invitation to have California step into the spotlight. This program—which will consist of forums and presentations, exhibit displays, sponsorship opportunities and more—will place California and its participating companies on a global stage as never before. As a joint effort undertaken by Deutsche Messe AG; Hannover Fairs USA; the US Department of Commerce; the Office of the Governor of California; the Office of the Secretary of Business, Transportation & Housing for the State; and BITKOM (Germany's IT industry association), the Partner State California program will present California firms with outstanding promotional opportunities.

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.

A variety of exhibition participation options in all sectors of CeBIT, highlighted by the primary California Pavilion and Welcome Center in Hall 11, which will feature a focus on Digital Media solutions, Web-based solutions and Enterprise Mobility. See page 3 for more on display options.

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 4 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.

International matchmaking and export assistance programs provided in Hall 11. 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.

At CeBIT 2009, the world will learn what the California's ICT industry has to offer. California companies have the chance to showcase their technological diversity and innovation and desire to share their products and services with the global marketplace as never before. Take advantage of this opportunity for your business to grow and prosper.

How to Exhibit Cost-Effective Options that Deliver Results

GROUP EXHIBIT PROGRAMS FOR CALIFORNIA COMPANIES

Including the primary California Pavilion in Hall 11, Digital New Media sector

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; furniture; company name sign; overhead banner with company logo; overhead lighting; electrical receptacle; listings in show catalog and online; exhibitor entrance tickets; and an official show catalog. Services include multilingual pavilion management staff; interpreter service; conference rooms for private meetings; fax services; common lounge area with food and beverage service; and nightly security and cleaning.



NEW FOR 2009!

Pricing for HFUSA group exhibits starts at US\$ 800 per square meter or \$3,950 for the newcomer workstation option and is available in most display sectors.

→ 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. California companies can choose from economical newcomer workstation displays and turnkey exhibit booths for smaller, new-to-market firms to modular “Fair Packages” and custom exhibits for larger, more established companies. Plus, we offer a variety of marketing, sponsorship and promotional support services designed to maximize your success at CeBIT.

HFUSA THEMATIC GROUP EXHIBITS AT CeBIT 2009* INCLUDE:

- IP Central @ CeBIT
- WirelessWorld @ CeBIT
- E-Health Solutions Pavilion
- Enterprise Storage Solutions Pavilion
- Digital New Media Pavilion

*as of 30 June 2008—subject to change

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.

DON'T MISS THE EARLY BIRD DISCOUNT!



Deadline is 31 July 2008 for Fair Packages and Custom Stand builds. Contact us for details.

CeBIT is certified by the U.S. Department of Commerce and hosts experienced Commercial Specialists from around the world who provide on-site counseling to U.S. companies. Learn more at www.export.gov.



Bang for Your Buck

Presentation & Sponsorship Opportunities

PRESENT YOURSELF ON THE GLOBAL STAGE

→ The Partner State California program opens doors to promotional opportunities not readily available at CeBIT in past years. In 2009 California exhibitors will have access to hundreds of forum presentation possibilities in over 30 different on-the-show-floor forums. Topics ranging from Document Management, InfoSecurity, Open Source, and Telematics & Navigation, to eHealth & TeleHealth, Public Sector applications and IP issues. Ask your sales representative for more details.

Uniquely California!

The 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!

CeBIT Global Conference Program

A wide-reaching panel format conference addressing diverse industry topics with key management and distinguished presenters from around the globe.

EXCEED YOUR BOUNDARIES

→ Extend your marketing reach beyond the confines of your exhibit space with a variety of attention-attracting sponsorship opportunities. Golden State exhibitors have California-specific sponsorship options in the following areas:

- Thematic exhibit group stands and pavilions
- Hospitality lounges
- Networking events
- Matchmaking activities
- Business centers
- Print media
- Internet-based info sources
- Pre-show and on-site press events
- Forum program tracks and presentation areas

Contact your HFUSA sales representative for details and pricing for these opportunities.



"CeBIT continues to provide an excellent venue for our global marketing and sales efforts."

— Russ Puskane, Vice President of Sales,
Pegasus Imaging



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

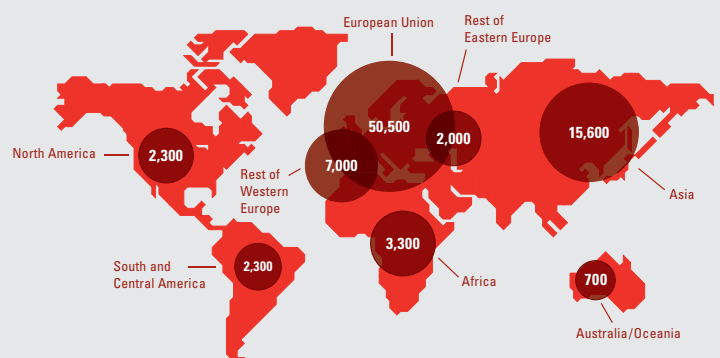
Senior management	46,200
Data processing/IT management	123,600
Telecommunications	31,400
Research, development, design	23,500
Product development	17,300
Planning, work scheduling	13,000
Manufacturing, production	14,800
Production and quality management	6,100
Purchasing, procurement	21,000
Finance, accounting,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

Attendees in 2008

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

Attendees by Region of Origin

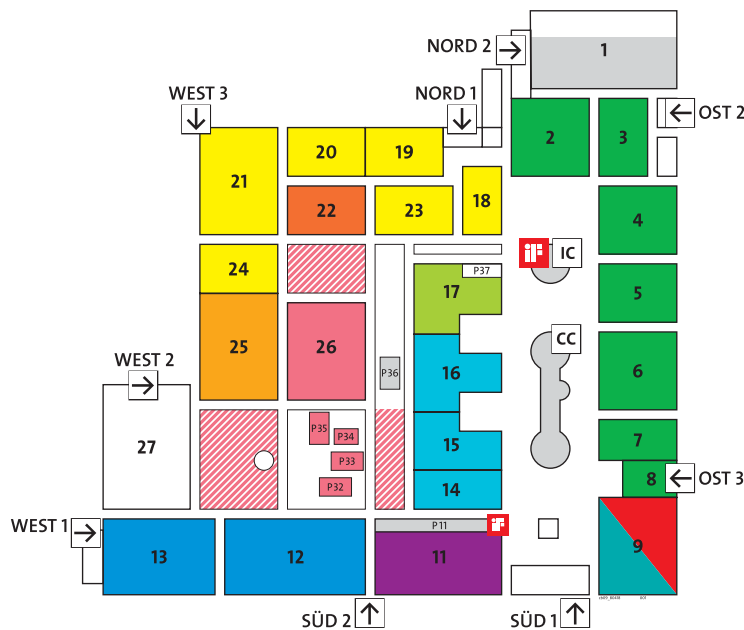
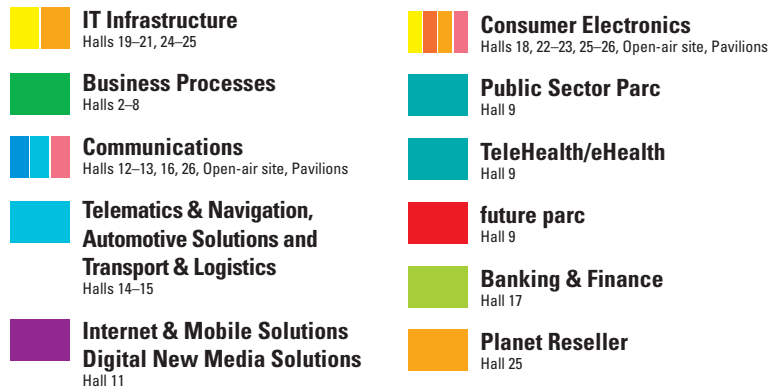
Map represents attendees from outside Germany only; total attendance is 495,000



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:



*as of 01 May 2008, subject to change



HIGHLIGHTS FOR 2009



TeleHealth

→ **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.

→ **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.

→ **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**—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**—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.com/california.

SHOWCASE GLOBAL PROGRAM @ CeBIT 2009



No-Cost Sales Support from the U.S. Department of Commerce

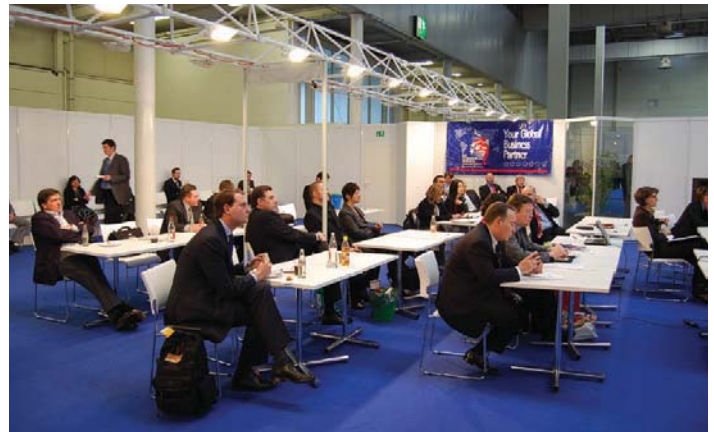
The U.S. Commercial Service in Germany wants to support your sales efforts before, during and after CeBIT. Free-of-charge services include market research and counseling; advance promotion to potential buyers and partners in Germany and other countries; post-show follow-up; and Industry Focused Promotion, the U.S. Commercial Service's online matchmaking program. Sign up at www.buyusa.gov/germany/en/cebit_exhibitorsoptin.html.

Other export promotion services include the American Business Center, SHOWTIME, and Gold Key matching service. Learn more at www.export.gov and www.buyusa.gov.

TRAVEL AND HOUSING

Travel@Fairs

Travel2Fairs offers a wide range of travel and lodging solutions to CeBIT's California participants, including special, discounted hotel room and local transport packages as well as private rooms and apartments; flight and rail packages; rental cars; airport shuttle; and porter service. For more information, call Monika Louderback at (609) 987-1202, ext. 229, e-mail mlouderback@hfusa.com, or visit www.hf-usa.com/travel2fairs.



SIGN UP TODAY!

Visit www.hfusa.com/cebit or contact:

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