

## CeBIT green IT 2010

The business platform at the world's leading trade fair for Green IT

CeBIT

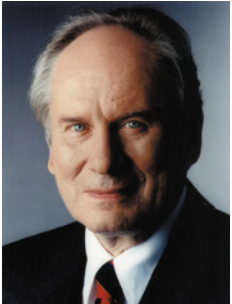
BITKOM

Bundesministerium  
für Umwelt, Naturschutz  
und Reaktorsicherheit

CeBIT  
green IT

Dear Members, Ladies and Gentlemen,

The “green IT World” at CeBIT 2009 was a great success: the area of 2000 sqm was six times larger than the “green IT Village” in 2008. Dozens of businesses and organizations displayed their innovative products and solutions in Hall 8. We welcomed over 1200 experts in panel discussions and congresses organized by BITKOM at green IT World. Over 80,000 visitors informed themselves about how high tech can preserve resources and cut costs – amongst those were first and foremost procurement agents from businesses and the public sector, but also many politicians, journalists and consumers. CeBIT has now established itself as the world’s leading trade fair for Green IT.



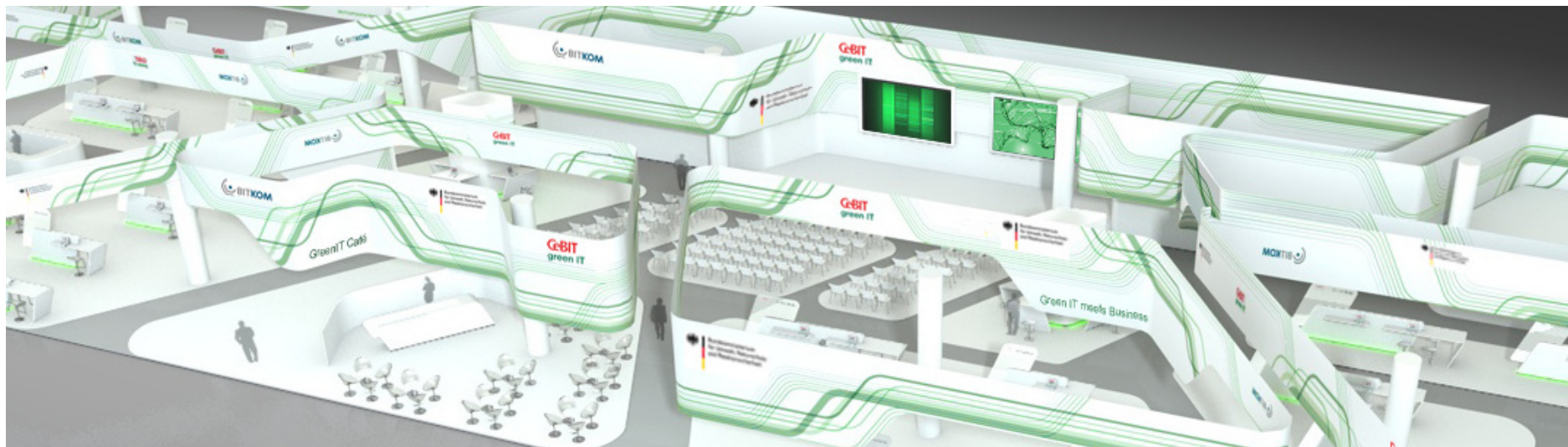
This success story will be continued by BITKOM in collaboration with Deutsche Messe and the Federal Environment Ministry: in 2010 we would like to show CeBIT visitors the entire Green IT universe. The demand for such a broad display of our industry sector has risen in the last months: Green IT offers an outstanding possibility for cutting costs, especially in times of economic downturn. However, it is not solely about saving money. Climate change can be contained using innovative ICT technologies. Only through the specialized skills of our industry sector will intelligent future projects such as electro-mobility or the generation of renewable energy in the Sahara for European consumers become possible.

You will have the chance of positioning yourself as “part of the solution” and presenting your products and solutions at “CeBIT green IT” in the forthcoming spring. In the following pages, we introduce you to the key points of our concept for 2010. They include thematically arranged exhibition areas and a central forum, where the fourth Annual Conference on Green IT will be hosted by the Federal Environment Ministry and BITKOM. Presentation opportunities, press activities, high level discussions, events with large ICT users, guided tours and the inclusion in the partner country program will ensure the right stream of visitors passing by your solutions.

I would like to invite you to benefit from the internationally unique platform offered by the “CeBIT green IT”.

Sincerely,

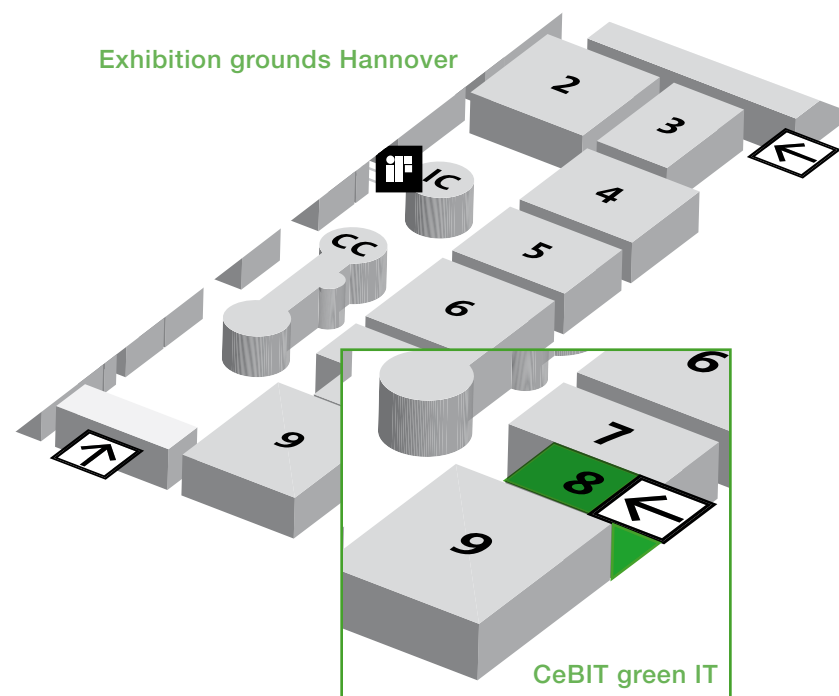
Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer  
President BITKOM



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## Exhibition grounds Hannover



## Highlights

### Review 09, Figures, VIPs, Topics

Through green IT World 2009, CeBIT has established itself as the internationally leading trade fair for Green IT. Worldwide, there is no other event that dedicates itself as extensively to this strategic business topic. No other platform presents the most important businesses, solutions and projects as focused as here. 80,000 visitors and over 1,200 experts made it the largest Green IT expert event in 2009. No other event has been echoed in the media to this extent and has been given so much attention in politics and the public.

The combination of top-class podium events and qualified business presentations in an invitingly communicative atmosphere was highly praised by exhibitors and visitors.

Take the opportunity of positioning yourself as one of the key players in one of the most important strategic topics of our time with the participation at CeBIT green IT. What you can expect from this innovative presentation and communication platform in 2010 will be introduced on the following pages.

### Federal Environment Ministry/Agency, Annual Conference, EU-Conference

The Annual Conference of the Federal Environment Ministry/Agency (BMU/UBA) and BITKOM was a huge success in 2009, held at CeBIT for the first time. More than 250 participants had the opportunity for discussions with high ranking speakers such as Environment Minister Sigmar Gabriel, Presiding Committee of BITKOM, OECD and with speakers from top management levels at multinational companies as well as NGOs. The feedback received was positive – without exception. Thus, the Annual Conference has become an integral part of the forum program and will be held on the second trade fair day at CeBIT 2010. Further events in collaboration with the EU Commission or the European Parliament are also in the pipeline.



Environment Minister Sigmar Gabriel opens the 3rd Annual Conference



Annual Conference of BMU/UBA and BITKOM



Media interest in the green IT World



### BITKOM Green IT Consulting Bureau

BITKOM will present the Green IT Consulting Bureau at CeBIT green IT as a live activity. It was launched to the public by the Federal Environment Ministry, KfW-Bankengruppe and BITKOM at CeBIT 2009. The Green IT Consulting Bureau, located at BITKOM, has been consulting SMEs and the public sector concerning the different Green IT support programs of the Federal Environment Ministry and the KfW-Bankengruppe free of charge since spring 2009. The consultants are all professional IT specialists. Projects, topics and compelling questions from the Consulting Bureau will be presented at the trade fair. The "transparent Bureau" will carry out consultations throughout the duration of the fair. It will also be able to point interested trade visitors to products and solutions displayed at CeBIT green IT. This will help increase the exhibitors' leads.

### Forum Activities

The forum will be the center of the CeBIT green IT area and the main attraction for visitors once again. Valid, relevant and moreover up-to-date information on Green IT will be guaranteed by a varied program, highlighted by outstanding personalities from politics and business, overseen by professional moderators and developed by BITKOM regarding its content.

### Networking

Special attention will be given to the possibility of intense dialog this year. There will be many opportunities to discuss topics in depth in a private atmosphere, in addition to the dialogue at exhibitors' stands. Lounge areas and a Green IT Café will be the perfect venue for this.



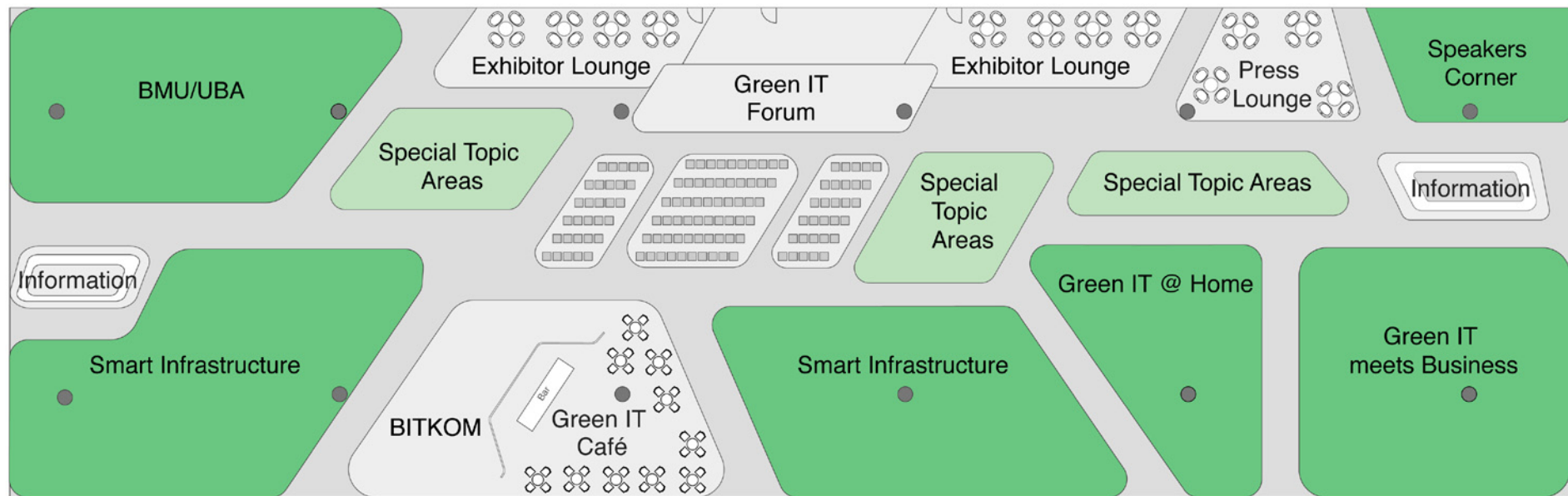
Expert Panel with Klaus Töpfer in the Green IT Forum



Environment Minister Sigmar Gabriel at the presentation of the Green IT Consulting Bureau



State Secretary Dagmar Wöhr and the Minister of Economics Karl-Theodor zu Guttenberg in the green IT World



Layout CeBIT green IT, Hall 8

## Topics

The ICT industry will continue to become an engine for investment and innovation through Green IT. It will play a major part in dealing with the ecological and economical challenges faced by the economy.

Green IT has developed from a media catch phrase into a generic term for energy efficient products and solutions, and has established itself as a topic on the market.

The ICT industry is using Green IT to show how it can make its own products ever more energy efficient and effective through continuous innovation. It shows also how the use of ICT technology can impact business processes and procedures.



## CeBIT green IT Focus Topics

### Smart Infrastructure

Company IT is crucial for success in any business today. Reliable operation of data centers and computer work places are conditional for smooth business processes. The focus topic Smart Infrastructure shows how this demand can be met with low energy and resource requirements: virtualization technology, innovative cooling concepts, server based computing appliances and intelligent outsourcing solutions will be presented here.

### Green IT meets Business

In a business environment, profit calculations are conditional regarding the use of Green IT: sustainable IT must cut costs permanently. Cost cutting is attainable in various ways: optimized processes, energy efficient solutions, clever use of appliances and also the application of state of the art technolo-

gy help yield profitable interest on the investments in Green IT. Solutions which cut costs and CO<sub>2</sub> emissions will be exhibited in the Green IT meets Business area (such as 0-watt monitors, resource-friendly output devices, user friendly mobile devices, etc.)

### Green IT @ Home

There are large amounts of possible savings slumbering away in the 39 Million German households. Domestic IT is rarely used efficiently and is moreover often out of date. New devices however include intelligent power saving technologies and are eco-friendly in their production. Due to those criteria playing an ever more important role in consumers' purchase decisions, product strategies can be decisive as to the market success.



## Benefits

### Attention Guaranteed

The focus will be drawn to Green IT prior to the trade fair through numerous PR events. During the entire duration of the fair, different events, press activities and guided tours will ensure continuous attention is paid to the topic.

High media coverage will be instigated by the forum area with various different event highlights and the presence of leading ICT companies in one place. Broadcasters' camera teams and press will be using the attractive backdrop for their reports. Guided tours for politicians will ensure a high presence of members of the media at all times.

### Integrated Concept

Efficiency is the driving force for the CeBIT green IT concept. Impartial information right next to professional presentations and multifaceted networking and discussion opportunities will result in an effective trade fair experience for both exhibitors and visitors.



### Target Group Focus

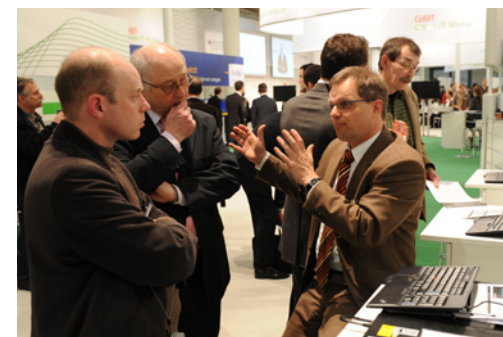
The quality of contacts made at the trade fair will decide more than ever whether the participation has been a success. Well-directed invitations and the accentuated address of selected groups will improve the trade fair leads to be made.

### All-inclusive Offers with Full Service

As an exhibitor at CeBIT green IT, participation in the world's largest ICT trade fair is being made easy for you. Clearly defined participation packages render decision making comfortable. An expert project team will accompany you right from the start, covering the choice of participation package, assistance and support in the development and implementation of your presentation and in situ realization. Accompanying measures such as PR activities, assistance for delegations, workshops etc. can also be developed and implemented with the project team upon request.



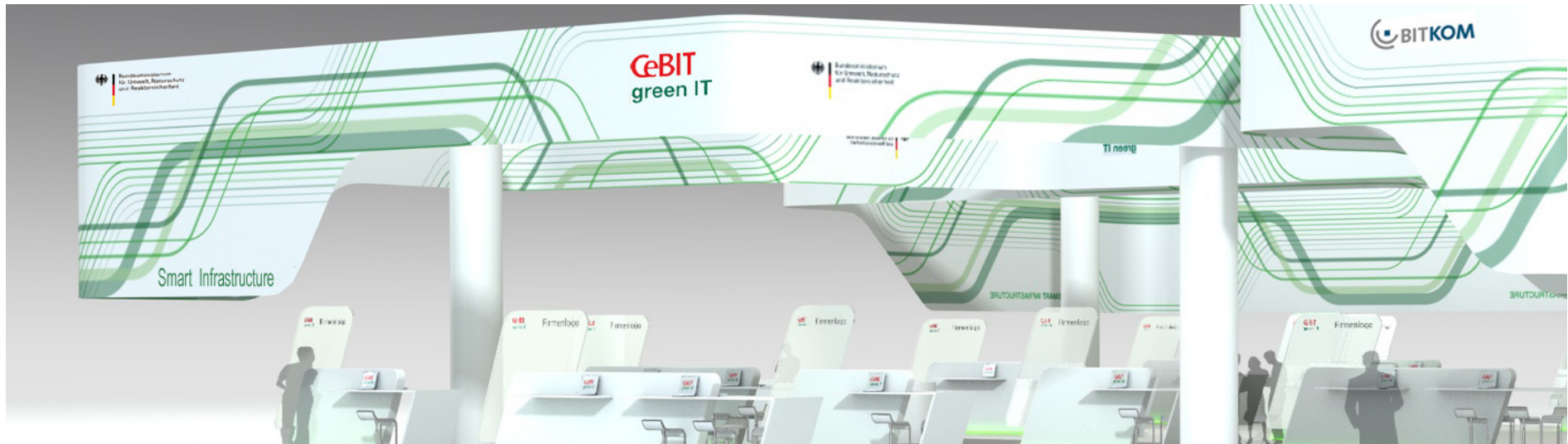
Innovative products and technologies  
at the green IT World 09



"Meet the experts" – expert discussions at the  
green IT World 09



Exhibition in an invitingly communicative  
atmosphere – green IT World 09



## Participation Possibilities

Be an exhibitor at CeBIT green IT as part of CeBIT 2010. Choose among three different participation opportunities:

**Package L: stand size 32 sqm**

**Package M: stand size 18 sqm**

**Package S: stand size 10 sqm**

Every package will offer you a predefined stand area, including manifold benefits in order to increase the presence at CeBIT green IT.

Positioning will occur in cooperation with BITKOM within the preferred focus topic of the CeBIT green IT exhibition. The size of the exhibition area is defined according to the chosen participation package. The exhibition area is divided into a presentation and a communication area.

## Participation Packages at a Glance:

### Comprehensive Standard Equipment and Various Additional Services:

#### Package L

The stand size is 32 sqm. Standard equipment includes a stand rear panel, flooring, lighting and a graphic panel for the company logo.

The communication area located next to the information booth holds 6-8 people.

The presentation area provides 4 workplaces.

**Package L: 45,000 Euros (for BITKOM members 40,000 Euros)**

#### Package M

The stand size is 18 sqm: Standard equipment includes a stand rear panel, flooring, lighting and a graphic panel for the company logo.

The communication area holds 4 people.

The presentation area provides 2 workplaces.

**Package : 28,000 Euros (for BITKOM members 24,000 Euros)**

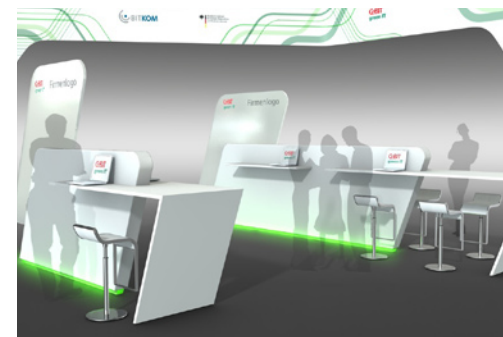
#### Package S

The stand size is 10 sqm: Standard equipment includes a stand rear panel, flooring, lighting and a graphic panel for the company logo.

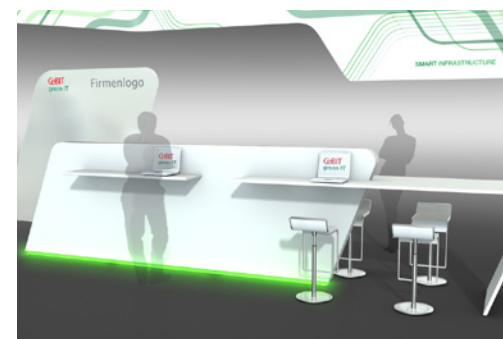
The communication area holds 2 people.

The presentation area provides one workplace.

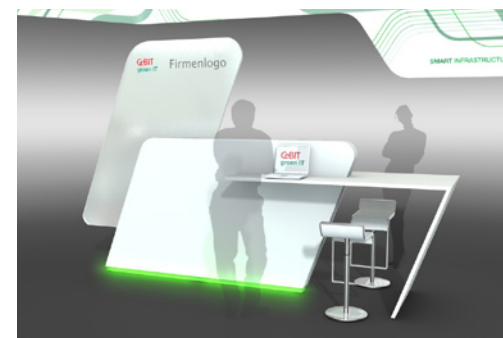
**Package : 15,000 Euros (for BITKOM members 13,000 Euros)**



Package L



Package M



Package S

## Optional Participation Possibilities for Exhibitors

### Business Center

It will be possible for exhibitors and partners of CeBIT green IT to rent meeting rooms for the duration of the trade fair in a business center in the direct vicinity of the exhibition area. These rooms will fit up to 6 people. There will also be workshop rooms available for up to 12 people. The business center will be staffed all day and can be supplied with conference drinks.

### Equipment Meeting Room:

Table, 6 chairs, sideboard, coat hanger, rubbish bin

### Equipment Workshop Room:

Table, 12 chairs, sideboard, flipchart, coat hanger, rubbish bin, screen, beamer (XGA dissolution)

### Speakers' Corner

The CeBIT green IT exhibition area includes a speakers' corner offering 30 seats. Exhibitors can hold 20 minute talks here once a day. The speakers' corner program will be advertised beforehand on the CeBIT green IT website and the BITKOM green IT website. It will also be published in the visitors' brochure.

### A Speaker Slot for the Entire Trade Fair Period:

Once a day presentation of 20 minutes at a specified time.  
Presentation technology and moderation is supplied.

### Visitors' Brochure:

One page in the visitors' brochure is dedicated to the exclusive presentation of the company. Format: long DIN, Print run: 100,000 pieces.

### Individual Sponsoring Opportunities

The sponsoring of individual advertisement material (bags, USB-sticks, lanyards, guide outfits etc.) is possible upon request.



Speakers' Corner





### Special Topic Areas

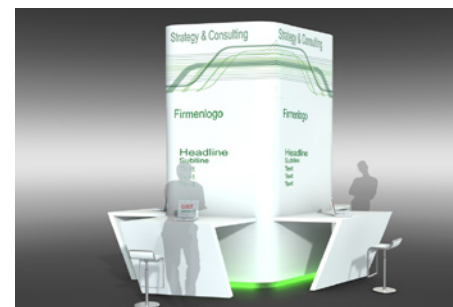
For companies whose product-portfolios do not fit the original range of focus areas of the classic ICT industry, we have established Special Topic Areas. These enable a resource efficient partaking in CeBIT green IT. Companies may present themselves concerning the following topic areas:

- Strategy & Consulting
- Research & Development
- Recycling & Waste

### Demo Point in Special Topic Areas

The area is around 6 sqm. The standard equipment includes a stand rear panel, flooring, lighting and a graphic panel for the company logo. The presentation and communication area consists of one workplace with an integrated communication area.

**Demo Point: 6,000 Euros**

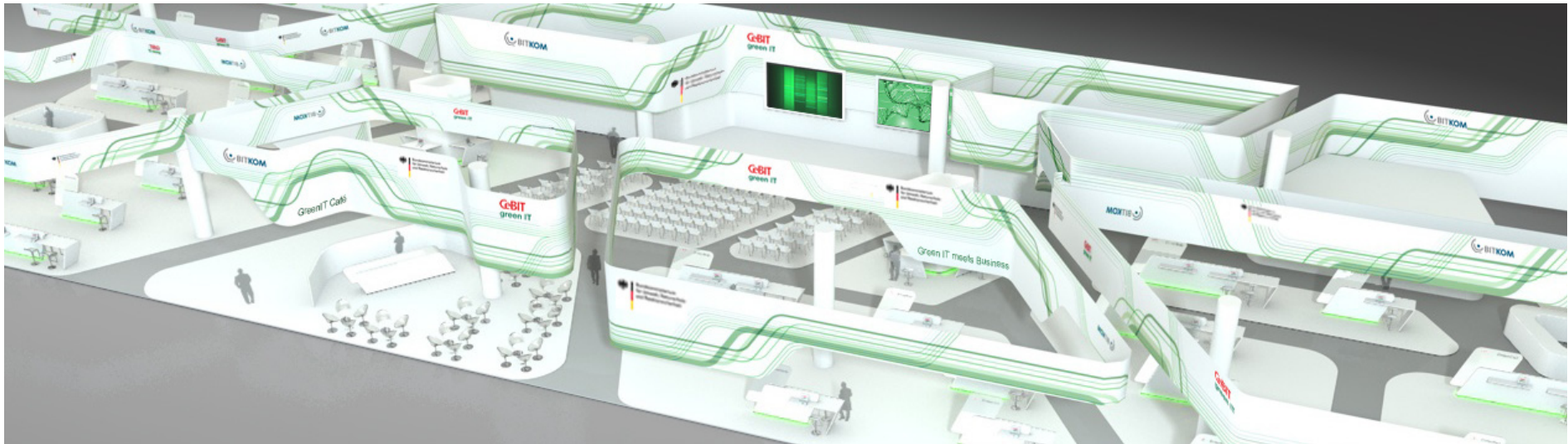


Demo Point in Special Topic Area

## Participation Opportunities in Detail

You will find a detailed description of services on offer within the various participation packages below.

Leistungen:	Package S 15,000 Euros	Package M 28,000 Euros	Package L 45,000 Euros
<b>Exhibition/Stand/Equipment</b>			
Stand size	10 sqm	18 sqm	32 sqm
Flooring	1	1	1
Rear panel	1	1	1
Communication table „stand up version“	1	1	3
Communication table "sit down version"	–	–	1
Workplace display	1	2	4
Information desk	-	1	1
Bar stool	2	4	6
Chair	–	–	2
Graphic panel for logo presentation	1	1	1
TFT monitor	1	2	3
Internet access	1	2	4
Additional costs: insurance stand set up, cleaning, rubbish disposal, stand surveillance	1	1	1
<b>Public Relations</b>			
Press information prior to the trade fair using communication channels of BIT-KOM and CeBIT	1	1	1
<b>Forum</b>			
Use of lounge	–	1	1
<b>General</b>			
Marketing fee	1	1	1
Trade visitor tickets	250	500	750
Exhibitor passes	2	4	6
Entry in press guide online	1	1	1
2 press boxes	1	1	1
Internet press box	0	1	1 (incl. one image)
Current topic service	1	1	1
Directory of important press contacts	1	1	1
Entry of company address including hyperlink to website	1	1	1
4 product group entries	1	1	1
5 product descriptions	1	1	1
Entry of company profile	1	1	1
CeBIT exhibitor directory	1	1	1



## Contact



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