

IT. Business. 100%.

CeBIT INDIA

29 – 31 October 2015
BIEC, Bangalore, India
cebit-india.com



Deutsche Messe

New Perspectives in IT Business.
3 days, Unlimited Prospects

CeBIT
INDIA

World's Leading Business IT and ICT show – CeBIT India

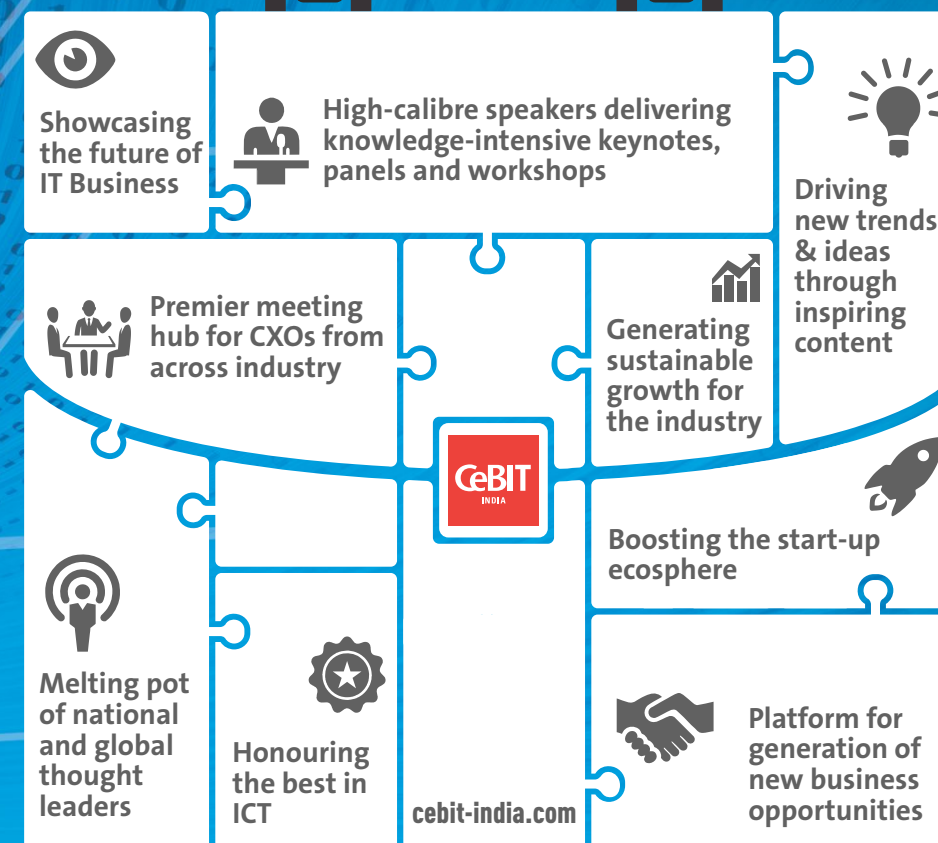
offers a unique combination of services and benefits that will leverage the strengths of the Indian IT and ITeS market. CeBIT India is an international platform for generating new business opportunities, networking and knowledge transfer as well as drive profitability & growth in India with an exposure to International markets.

CeBIT INDIA 2014 in Numbers

-  **600** brands from **35** countries
-  **3,000** technology solutions including **1,000** new-to-market solutions
-  **50,000+** contact opportunities
-  **60** national and international speakers

IT.Business. 100%. That's CeBIT.

- Clear focus on business and keynote themes oriented to Indian market and visitor groups
- Comprehensive – highlights all the topics and issues of importance in the digital business world.
- CeBIT India marketed across Deutsche Messe's global network.
- Extended conference program – closely tied in with CeBIT Global Conferences and the specialist conferences held throughout the trade fair.



CeBIT INDIA is about

-  New Customers
-  New Trends
-  New Leads
-  New Networks
-  New Business
-  New Markets
-  Knowledge Transfer

OUR PARTNERS IN 2014



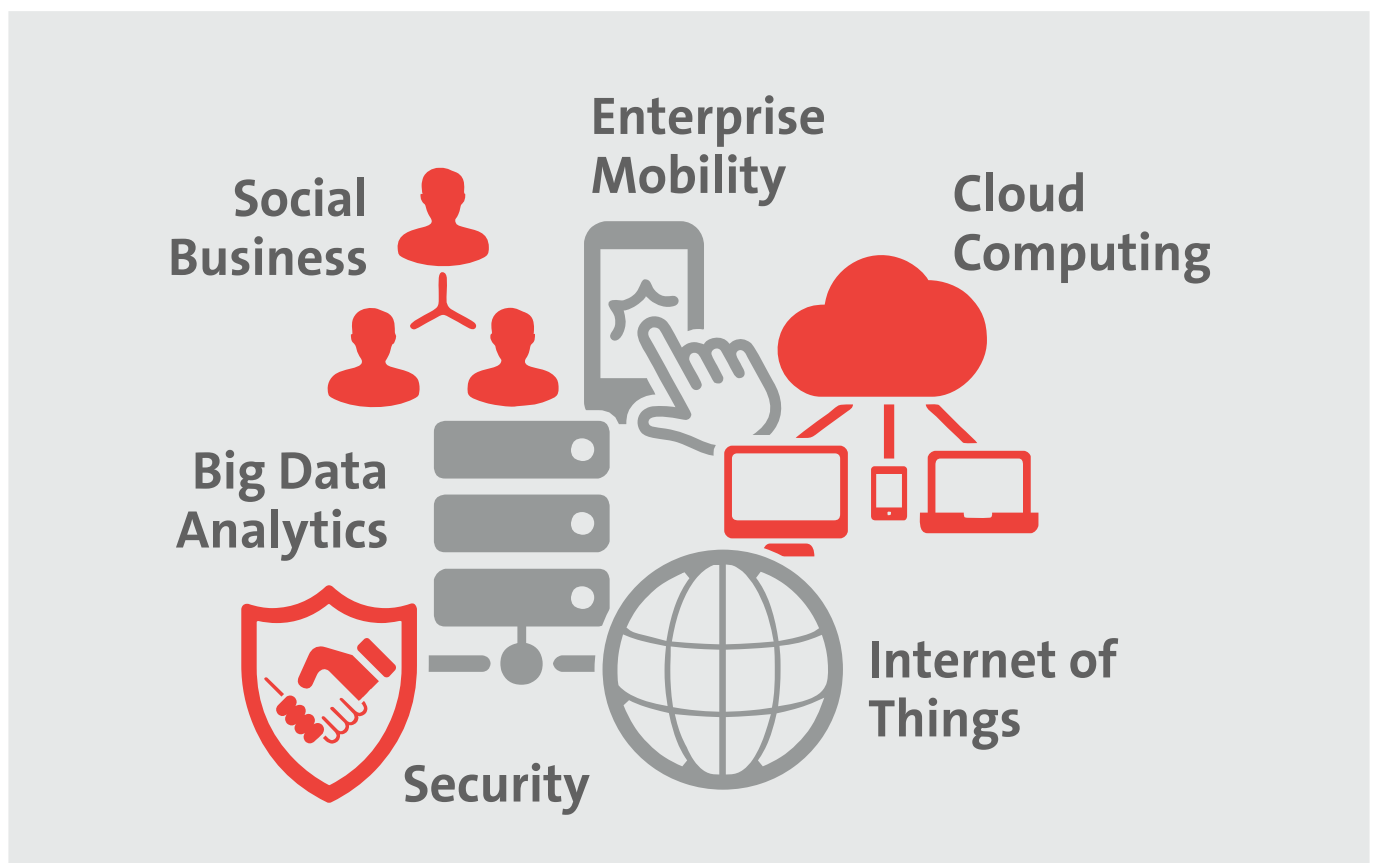
Technology Solution for Every Business – The Future is Digital.

The world is becoming more and more digital. Global networking and digital solutions have already transformed process and communication and this revolution will continue across the business world and in every sphere of private and public life.

CeBIT India 2015 will focus on Digital Economy – The digital transformation that is rapidly affecting all the facets of the economy and society. Digital Technologies are at the forefront. With Government of India's push on Digital India vision, CeBIT India 2015 will highlight discussions and debates that will shape the digital future of India.

Driving Change – Worldwide

The event programme focuses on six global market trends:



Cross sector dialogue between experts and targeting of decision makers in key areas

The effect of these trends will become evident in every area of IT application – from IT departments and company divisions to industry applications. CeBIT India not only highlights key trends and development in all its communication and advertising activities – there is also a dedicated exhibition area which helps IT suppliers and their innovative solutions get together with users and decision makers in all specialist area and sectors.

The extended conference programme at CeBIT India is also geared to International market trends. You can benefit from CeBIT as a central platform for a local and global dialogue with experts on issues that matter to digital world. You can promote your solution and reach a wide audience of professionals by sponsoring a workshop or by becoming a sponsor of the conference.

Factors for your success: Shape the future of the digital world.

1. Clear Focus

CeBIT India is the world's leading Business IT and ICT trade fair and conference for professional users. It is clearly aligned with the global IT businesses and the key challenges faced by business operations in an increasing complex marketplace.

BUSINESS ONLY

- Clear focus on business
- Integrated presentation embracing all topics relevant to digital business

2. Format

Integration of trade show, conference programme and networking platforms such as CeBIT Executive Club, Start-up Challenge, ICT Awards, CIO summit, not only creates the ideal setting for generating new business, but also facilitates effective networking and cross-industry knowledge transfer and dialogue between experts:



3. Concentration of decision makers

CeBIT India is where suppliers of leading-edge IT solutions meet decision makers from different sectors. An exhibitor benefits from meeting key people in the business and public administration through our top-level networking platforms and effective lead management services for professional business generation.



Retail



BFSI



Aviation



Healthcare



Defence



Heavy Industries & Manufacturing



Power & Utilities



Pharmaceuticals



Agriculture

4. Coverage

CeBIT India is an international hotspot for IT professionals, sector decision makers, the media and political leaders. It is the largest Business IT platform for brand visibility. Attention is guaranteed.



CeBIT India is a place for interaction:

Where innovative IT solutions find their target users

Meet the decision making target groups: Your business is important to us. CeBIT India will focus on key target groups, understand each client's user group and identify their key customers. CeBIT India's highlight will be focused face to face business meetings.

TOPIC CLUSTERS

ERP & Data Analysis

Enterprise Content Management

Business Communication and Networks

IT Infrastructure and Data Services

Web and Mobile Solutions

Security

IT Services

IT Hardware and peripherals (Enterprise Infrastructure)

SPECIAL DISPLAYS

E-Governance Park - Public Sector Display

CeBIT Start up

Global Innovation Area / Global Sourcing Area

CONFERENCE PROGRAM

CeBIT Conference focused on new market trends

Key note speakers

Specialist forums

DECISION-MAKING TARGET GROUPS

■ CIOs, CTO & IT Managers from following sectors:

- Banking, Finance and Insurance Service (BFSI)
- Telecom & high-end technology
- Manufacturing
- Retail
- Healthcare
- Power & Utilities
- Other industry

■ Directors & senior management/ CEOs as well as managers and department heads of

- IT
- Distribution
- Development & Research
- Marketing & Communication
- Logistics & Warehousing
- Finance
- Legal Dept., incl. brand/patent law
- Production

■ Networking specialists & Software developers

■ Application developers, Web tech developers & users

■ System Integrators, Service Providers, Business Partners, IT Vendors, Consultants,

■ Channel Partners, Resellers/ Distributors, Retailers

■ Public Sector undertaking

■ e-commerce/ m-commerce

■ OEMs

■ Government agencies, bilateral and multilateral agencies

■ Entrepreneurs, Small Scale Industry, Private Equity Investors, Venture Capitalists

■ Innovators

■ Top decision makers, middle & senior level management


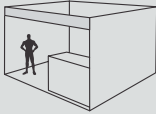

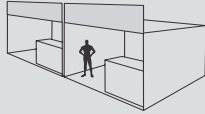
■ New Talent and New Generation leaders

■ Experts

For a successful participation: Book your prominent space now.

CeBIT offers various options for promoting your business. Speak to us about how to make your presentation a focus of attention. Our expertise and excellent services are at your disposal – use them to maximize your business option:

Participation Options & Charges:

Stand Options	Raw Space	Shell Scheme	Group presentation	International Pavilions
Investment	Rs. 10,500 per sq.m + Service Tax	Rs. 11,500 per sq.m + Service Tax	Contact us	Rs. 19,750 per sq.m + Service Tax
Deliverables	Stand area (Minimum 36 sq. meters)	Stand area (minimum 9 sq. m) Back walls and side walls (white) Carpeting, 1 reception desk, 2 chairs, 1 electric socket (220 V), 1 company sign (English), 4 spot lights (100 W)	Stand area (minimum 72 sq. meters) <div> <div></div> Reasonably priced, resource-efficient option <div></div> Thematic and/or regional synergies derived from proximity to other exhibitors </div>	Stand area (minimum 9 sq. meters) Wall panels, carpeting, 1 table, 4 chairs, 1 info counter, 4 spot lights (100 W), 1 electric socket (220 V), 1 company sign (English), 1 lockable cabinet with 2 shelves and a coat hanger, 1 waste paper basket Additional Services: A service centre will provide the following services to all exhibitors at the group stand: <div> <div></div> Information Counter <div></div> Contact Person onsite during the whole event <div></div> Snacks and drinks <div></div> Kitchen Area <div></div> Lounge area </div>
				
Registration Fee Additional: Rs.22,000/- + Service Tax				

Branding & Sponsorship

Make your presence more visible. CeBIT India offers unique options for branding & sponsorship. Discover the benefits of our numerous advertising and brand visibility enhancement and sponsorship options. Explore more opportunities by contacting us at jeevan.shenoy@hmf-india.com



B2B Lounge, with its exclusive fittings and services for high-level customer contact, as well as the modern and fully equipped Business Meeting Area both provide the ideal setting for business meetings.

Make use of our efficient lead management services to facilitate contacts with potential business partners.

Marketing:

Effective use of promotional tools, partnership with media and personalized invitation process will ensure presence of the right decision makers & buyers

Match & Meet:

Our match & meet services with your preferred prospects will allow focused business meetings

International Network:

Deutsche Messe's global network of over 45 offices across the world will attract the international customers looking to do business in India.

General free services for all exhibitors:

- Marketing & Consultation services
- Standard CeBIT India Catalogue entry
- Visitor Invitations
- Listings on CeBIT India show website
- Individual Support service provided by organizers onsite

Book your space before
31st December 2014 to receive an
**EARLY BIRD
DISCOUNT of 5%**



Deutsche Messe



FIERA MILANO

Hannover Milano Fairs India Pvt. Ltd.

Suite No. 260, DBS House

26, Cunningham Road, Bangalore - 560052

T: +91 80 4040 7265

E: sales@hmf-india.com

International Sales

Rene Weinmann

T: +49 511 89 34225

rene.weinmann@messe.de

www.cebit-india.com

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CeBIT Events Worldwide



16 – 20 March, 2015
Hannover, Germany



5 -7 May, 2015
Sydney



11-14 Sept., 2015
Istanbul, Turkey



12 – 13 August, 2015
Porto Alegre, Brazil

For more information please contact:
ishani.dave@hmf-india.com