



Discover The Digital Business
Solutions
Marketplace

Marketing Plan 2015

A graphic with a purple background. It features the text "The business of technology" in white, bold, sans-serif font. Above the text is a red line graph with three points, showing an upward trend from left to right.

**The business of
technology**



Discover the Digital Business Solutions Marketplace

Welcome to the CeBIT Experience in India! CeBIT is the worldwide benchmark for lead generation, content leadership and innovation acceleration. A place where technology comes alive. In India, CeBIT 2014 established itself as a catalyst to IT adoption in every layer of the business ecosphere pyramid. From large enterprise to MSMEs to Government; CeBIT INDIA created the perfect annual much looked forward to convergence point.

Exhibitors, partners, associations, states, chambers of commerce & the entire tech sphere can maximize the eco-system at CeBIT INDIA to run business promotion, networking, b2b, business development initiatives that span the entire arena of opportunities across buyer levels from VCs, mentors, channel partners, dealers & distributors, SMEs and MSMEs procuring tech solutions and the elite group of CIOs & CxOs investing and leveraging technology to improve their businesses; in addition to representation from the state governments and respective IT secretaries and several others!

Through the Marketing & Promotions Plan, CeBIT INDIA aims to engage with this buyer ecosystem to effectively invite, guide & facilitate business networking with participating brands onsite.

We look forward to supporting our business initiatives & to an enriching experience with INNOVATION, INFORMATION & INSPIRATION this October!

Best Regards,

TEAM CeBIT

CeBIT India Debut 2014 - Snapshot

CeBIT
INDIA

2500

VIP Delegates



125

Product Launches



9311

Buyers



418

Exhibitors



14

Countries



CeBIT India 2015 - Theme

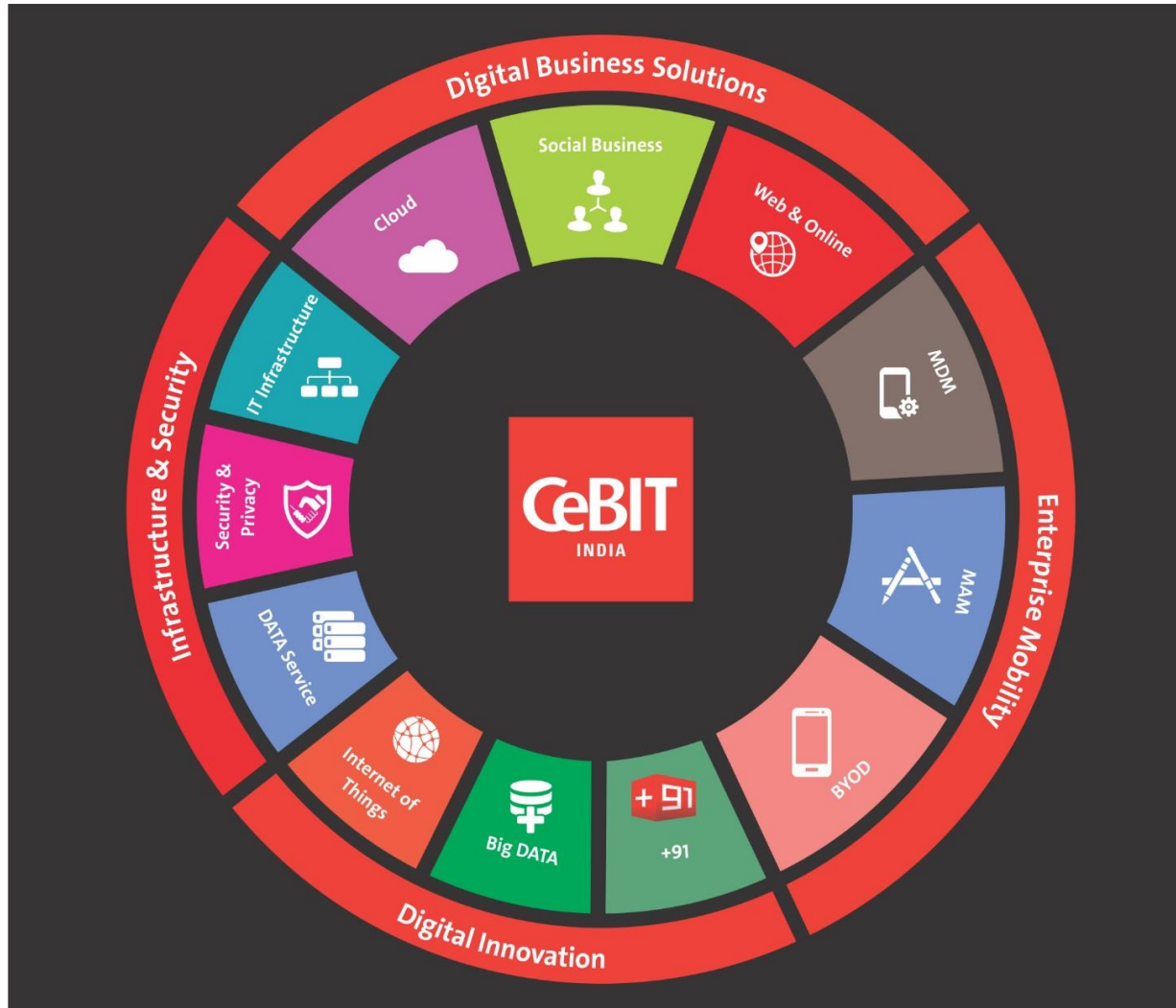
Central Theme - **New Perspectives in IT Business**

Game changing, disruptive shifts in IT have led CeBIT INDIA and the aligned CeBIT Global Conferences(CGC) to focus on “new” perspectives that are driving the industry today.

Exhibition Theme - **Discover The Digital Business Solutions Marketplace**



CeBIT India 2015 – The Full Industry Spectrum



Marketing Plan: Activities

- ✓ E-promotions: web, e-campaigns, newsletters
- ✓ Social media: engagement
- ✓ Print promotions: print plan
- ✓ Outdoor: branding & visibility
- ✓ Onsite: engagement, #TechInAction, partner events, press
- ✓ B2B: buyer promotions & B2B

Pillars: Marketing Plan



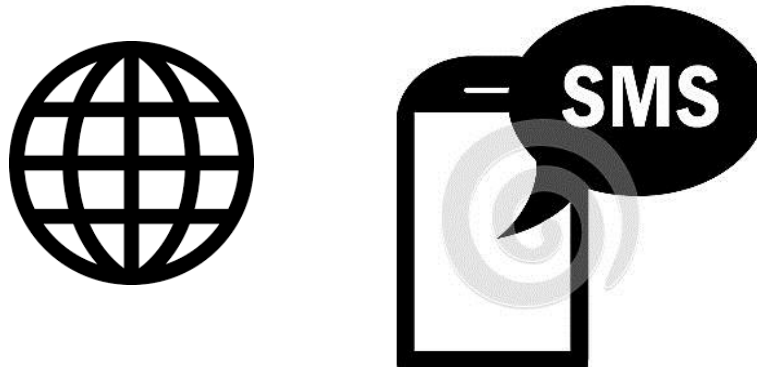
E-promotions

- ✓ Web promotions
- ✓ Emailers
- ✓ Knowledge-focus newsletters (CEC)
- ✓ RSVP invitations
- ✓ Co-exhibitor marketing
- ✓ Visitor registration drive
- ✓ Delegate registration drive

Duration: 4 months (July 2015 onwards)

Web Promotions

- Promotions of exhibiting companies & partners on CeBIT INDIA website
- Engagement with technology bloggers on the clusters at CeBIT & clients showcasing special solutions onboard 2015
- Announcements on partnerships, pavilions & government tie ups
- Link to exhibitor list on buyer promotion email & sms campaigns



CeBIT INDIA **Digital Transformation Starts Here!**
Discover The Business Of Technology

29, 30, 31st October 2015, BIEC, Bengaluru

The business of technology

Swap business cards
Discuss opportunities
Obtain advice from experts

EXPAND YOUR WORLD!

All while getting a better understanding of how to navigate tomorrow's business environment!

Meet Over 200 Digital #Transformational Leaders This October!

Information . Innovation . Inspiration
By The Best In The Business

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Emailers

- Cluster-specific custom emailers (eg. IOT, Enterprise Mobility, Cloud etc) announcing participation in these spheres to respective buyer groups
- Promotion to classified, researched & pre-selected groups (Channel Partners, Middle management IT buyers, C-level decision makers, buyers from government, SME-MSME groups, VCs and investor groups)

Knowledge-focus newsletters: CIO Interviews

Fortnightly knowledge initiative, featuring top CIOs interviews on industry trends & their 'Digital Transformation' experiences, facilitating engagement between the C-Level decision makers & CeBIT INDIA, as a run-up to the show in October

- Publishing of interviews on CeBIT INDIA website
- Invitation to celebrated CIOs on Transformational Leaders panels at CGC (Conferences)

CIO - RSVP Desk (CeBIT Executive Club)

- Dedicated CeBIT INDIA RSVP team engaging with pre-selected list of CIOs (CeBIT Executive Club members) for their schedules, details of visit & areas of interest for guided tours at CeBIT INDIA
- Targeted **RSVP of over 550 Transformational CIOs through the CeBIT Executive Club initiative**, in addition to VIP buyers from government, CISOs, CTOs, CHROs
- Special masterclasses & invitations to guided tours with their teams at CeBIT INDIA





Co-exhibitor marketing (online)

- Custom emailers for exhibitors announcing presence at CeBIT to networks, associates (through the facility on the online service manual)
- Sharing exhibitor co-branded e-invite for complimentary entry to exhibitor & partner networks to CeBIT INDIA

Visitor & Delegate Registration Drive

- 3 month visitor invitation campaign: inviting CeBIT INDIA & international networks to experience the event, special features, initiatives & live displays
- 3 month delegate invitation campaign: inviting qualified set of attendees, business networks and teams for cross-industry knowledge transfer, information & inspiration

Information . Innovation . Inspiration

By The Best In The Business



Jayantha Prabhu,
Chief Technology Officer,
Essar Group.



TG Dhandapani,
Chief Information Officer,
TVS Motor.

Vijay Sethi,
Vice President, CIO
and Head CSR,
Hero MotoCorp.



Thomson Thomas,
Senior Vice President
IT (CIO),
HDFC Standard Life Insurance.



Hitesh K Arora,
CIO,
(Indian Subcontinent),
Yum! Brands (India).



Basant Kumar Chaturvedi,
Head IT,
Perfetti Van Melle India.

Ravikant Mankar,
Chief GM IT Department,
The Shriram Vithal
Co-operative Bank Limited.



Rajeev Batra,
Chief Information Officer,
MTS India.





Anwer Baglaadi,
Director Technology & Operations,
Orasi Media Pvt. Ltd.



Ranendra Datta,
Vice President & CIO,
SABMiller India.

S. Pradeep Rajan,
Executive Vice President
Information &
Communication Technology,
Premier Airways Limited.



Sankarson Banerjee,
Deputy CIO,
National Stock Exchange
of India Limited (NSE).



Nandkishor Dhomne,
CIO,
Manipal Hospitals.



Avind Sivaramakrishnan,
CIO,
Apollo Hospitals Enterprise.

Umesh Mehta,
Sr. VP & CIO - India,
Jubilant Life Sciences.



Venkat Iyer,
CIO,
Wockhardt.



& several others!

Social Media

Partners, exhibitor, speaker promotions;
contests; tweetchats; promotions

- ✓ Twitter
- ✓ LinkedIn
- ✓ Facebook
- ✓ Blogs

Duration: 4 months (July 2015 onwards)

Twitter Promotions



Engagement through #TransformationalLeaders, #91StartupChallenge, #TopCIOs at #CeBITINDIA & #CGCINDIA

- Industry-specific, custom fortnightly 'tweetchats' with industry leaders, representation from lead buyer groups, participation of exhibitor/partner specializing in technologies for that industry
- Twitter contests for visitors & delegates
- Partner co-branded twitter cards for speakers & CeC members (CeBIT Global Conferences & CeBIT Executive Club)
- #CountMeIn campaign for exhibitors, partners & key speakers



LinkedIn Promotions

- CeBIT Executive Club program leadership through LinkedIn: invitation to the CeBIT INDIA forum
- Knowledge-led discussions & debates on relevant topics engaging CeBIT Global Conferences speakers, business heads of exhibiting companies & CeBIT Executive Club members

Facebook



#TransformationalLeaders

Come, hear my views on **'The Diconomy'**
(Digital Economy)

CeBIT INDIA Global Conferences

29.30.31 Oct 2015
BIEC, Bengaluru

TG Dhandapani
CIO, TVS Motor

“Discover An International Platform For
Digital Business”

@dhandu1957



#CountMeIn, #91StartupChallenge, #CECINDIA, #CGCINDIA, #CeBITINDIA quizzes, contests, goodies, giveaways powered by event partners

- Contest with special giveaways: visitor engagement & excitement build
- Live registrations for the Technology Olympiad at CeBIT INDIA (tech quiz)
- Announcements of collaborations, leading brands & startups onboard, alliances, international and leading Indian speakers



Blogs

- Blogs championed by celebrated bloggers on 'what to expect' at CeBIT & CeBIT Global Conferences
- Content-rich blogs on discussions & debates to experience at CeBIT Global Conferences
- Promotion of the special initiatives & features along with key partners
- Presence of bloggers group onsite



Print & Outdoor Plan

Outdoor Duration: 45 day phase (15th Sept. onwards)

Print Duration: 15th October onwards

Print Promotions & Visibility

Newspaper announcements in mainline & regional dailies focusing on maximizing event recall and encouraging large onsite visitor turnout to CeBIT INDIA & CeBIT Global Conferences

- Newspapers planned:
Times Of India (TOI), Economic Times
Hindu Business Line,
- Duration: 15th October onwards



Outdoor Promotions



- Mobile branding at key centers: IT Parks & pre-identified catchment areas in Bengaluru city
- Planned personal-invitation reach out to 2,000 buyers: daily visits in a 40 days phase, dedicated team on ground inviting buyers across user industry groups i.e BFSI, retail, hospitality, healthcare, automotive, telecom, manufacturing to procure technology solutions for their businesses
- Duration: 15th Sept – 25th Oct

Onsite Engagement

- ✓ #TechInAction: live displays, demos, engagement
- ✓ Partner Events: new launches, networking, debates/ discussions
- ✓ B2B activity

Duration: during event dates

#TechInAction! Live Displays

- Live displays, interactive kiosks, set ups & experience zones indoors & outdoors
- Demonstrations by tech & non-tech clients on products/ services that leverage 'technology' to excel/ for their competitive edge
- Special test-experiences (drives/ rides/ games/ activations) and engagement points for visitors
- Buzz: announcements by brands, exhibitors, #TechInAction partners on special pre-Diwali schemes for visiting buyers & conference attendees



Opportunity– Partner Event @CeBIT

‘Dedicated Slots : sessions, presentations, events’

In addition to the live display & activation onsite, CeBIT INDIA empowers select partners to leverage the exhibition facilities and set up, to conduct a ‘Partner Event’, inviting extended networks to not only experience the live exhibits but also enjoy networking and valuable presentations/ roll-out of customized offers etc.

- A dedicated room for a 1-2 hour ‘Partner Event’
- CeBIT INDIA will provide setting with AV and F&B(cookies & tea) set up and a slot of 1 hour on any 1 day offering opportunities for:
 - presentations
 - announcement of special schemes
 - press interaction/ unveiling ‘what’s special’ about recent launches
- Dealer-meet/ networking with your associates from the South India/ Karnataka Region
Special presentation to targeted set of representatives down south (format of event as preferred by partner, basis internal discussion)
(Partner event to be co-ordinated & executed by the client and is subject to confirmation of total pax. & onsite AV setup details, shared or before 30th August)
- Event duration: between 1-1.5 hours, pax. 30-35 (as per the inputs of the partner)



Partner Events: AV and F&B arrangements by CeBIT



Onsite Buyer Engagement



Buyer Promotions: B2B matchmaking & Profiling

- Exhibitors on board to share buyer wish-list with B2B team
- B2B team to research, pre-select & invite fresh set of target buyers to visit specific company participating
- Personal invitations through customized invites, emailers & tele calling by B2B team
- Follow ups & RSVPs from buyers
- Introductions to exhibiting companies of buyers interest, once buyers are onsite



CeBIT INDIA onsite B2B promotions

- Team of executives onsite
- Personal introductions upon group visits & guided tour to clients of buyer-interest
- Specific introductions with profiled buyers & buyer-wish list, with client (basis RSVPs received)
- Introductions to attending VVIPs (CeBIT Executive Club members) upon visit

Point Of Contact

SPOC: SALES TEAM MEMBER

Assisted by:

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Mr. Sanjay Nair, Project Manager, sanjay.nair@hmf-india.com

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PARTNER . NETWORK . ENGAGE

Point Of Contact

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