

Partner . Network . Engage
Partnership Opportunities

CeBIT INDIA

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



Deutsche Messe



FIERA MILANO

3 days, Unlimited Prospects

CeBIT
INDIA

Introduction

29.30.31 October 2015 | BIEC, Bengaluru

CeBIT
INDIA

Key Themes 2015

Discover The Digital Business Solutions Marketplace!

- **Marketplace showcasing solutions in:** Enterprise Mobility, Cloud Computing, Internet of Things, Big Data Analytics, Security, Social Business & more
- **Marketplace connecting you to:** C-suite executives, policymakers, industry officials, VCs and investors, infrastructure and security service providers, institutions among several others



CeBIT Global Conferences INDIA - 2015

D!conomy (The Digital Economy)

Day Themes

Digital driving business innovation will be the over arching theme for CGC 2015

Day-1 | 29 October:

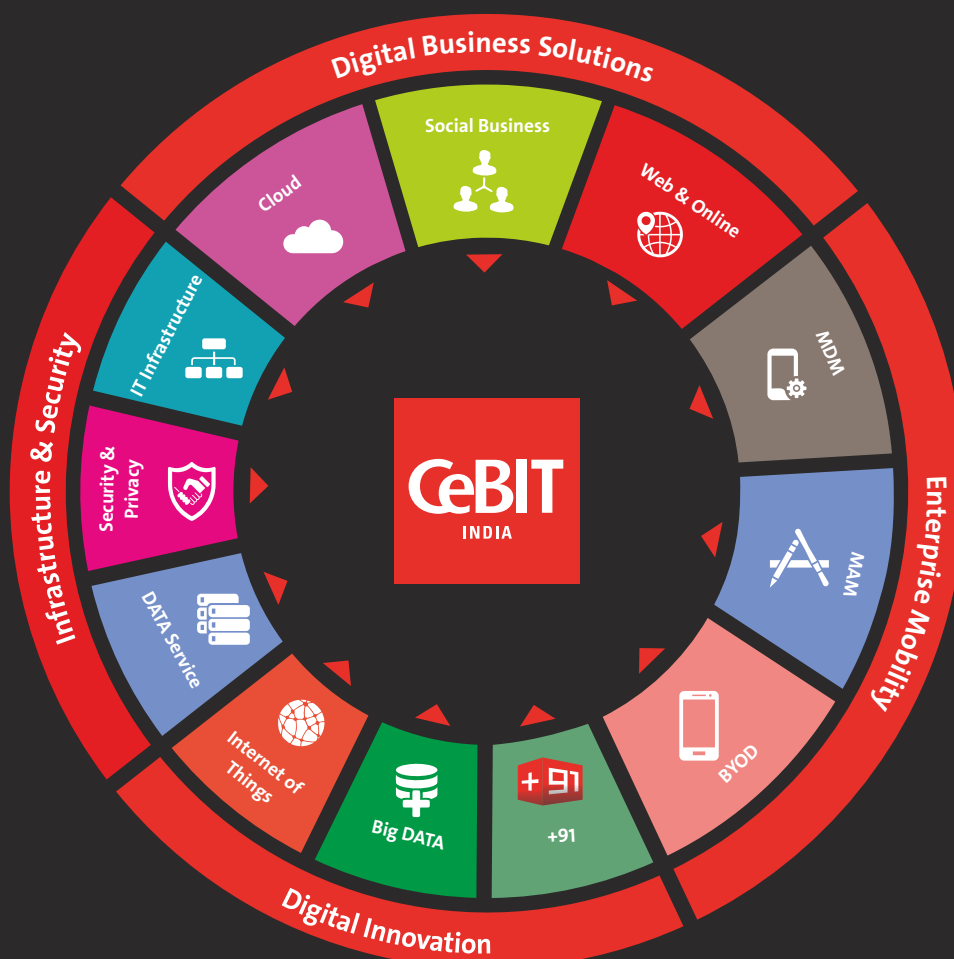
Visionary keynotes from digital business leaders

Day-2 | 30 October:

How technology will transform the workplace of the future (tech in action)

Day-3 | 31 October:

Focus on Innovation



PARTNER . NETWORK . ENGAGE

Partnership Opportunities at CeBIT INDIA empower investors to:

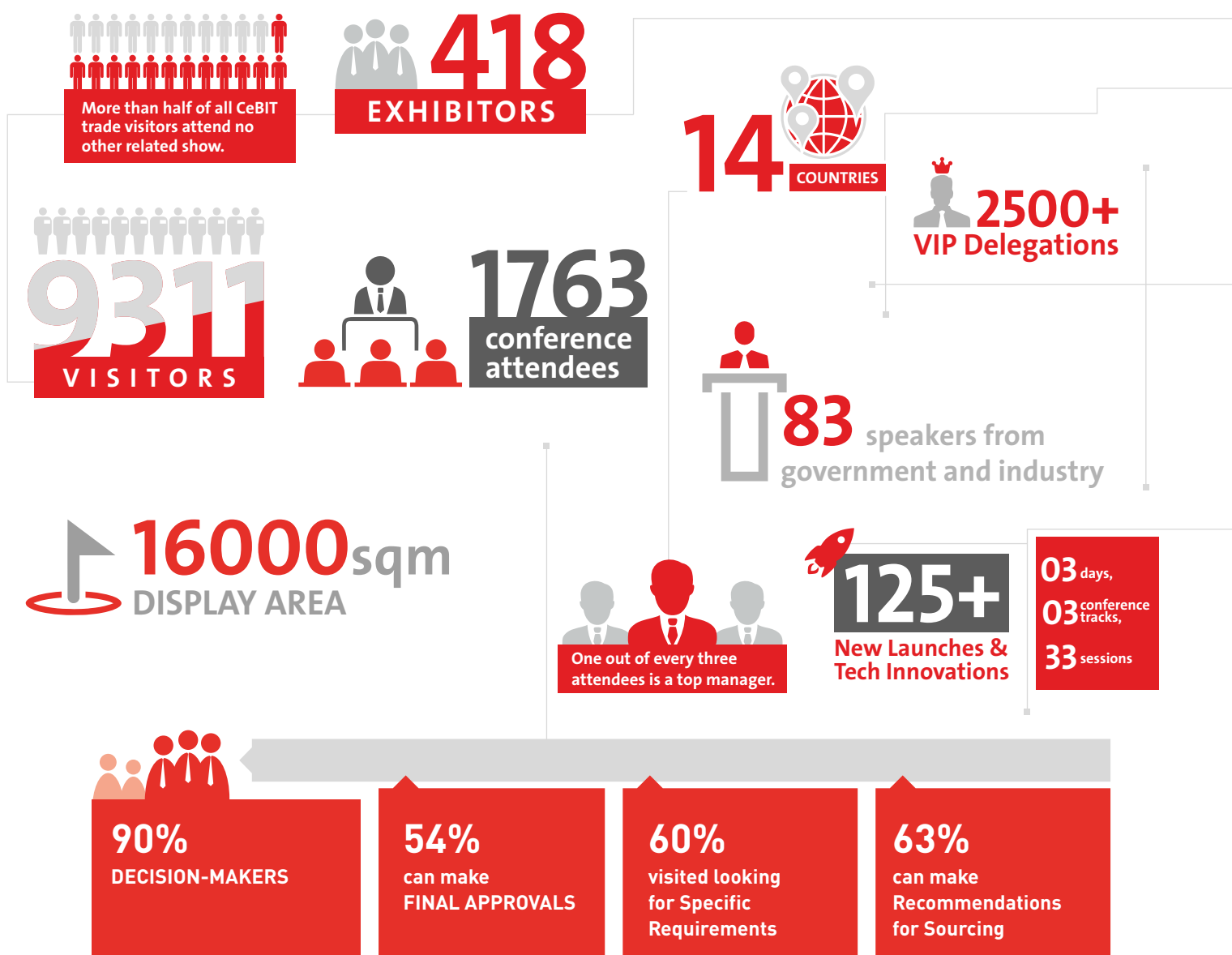
- Impact target buyers and a qualified business audience powerfully
- Engage in a direct and personal format, straight with filtered audiences
- Boost brand awareness through balanced print, online, social media & PR promotions

PARTNER with CeBIT INDIA

Partnership packages detailed in this presentation utilize the full spectrum of marketing channels and provide well-planned and choreographed promotions pre-show, onsite and post-show!

The core objective remains to SUPPORT & ENHANCE THE BUSINESS EXPERIENCE at CeBIT INDIA!


CeBIT INDIA 2014 – in numbers



Partnership Opportunities Index

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INDIA

PG. NO.	TITLE		NO. OF PARTNERS	INVESTMENT (₹)
7-10	Foundation Partner		2	75,00,000
11-14	Associate Partner		3	50,00,000
15-18	Cluster Partner - Platinum		4	15,00,000
	Cluster Partner - Gold		4	12,00,000
19-22	Presenting Partner 'CeBIT Executive Club'		1	25,00,000
	Associate Partner 'CeBIT Executive Club'		2	20,00,000
23-26	Presenting Partner '+91 Startup Challenge'		1	25,00,000
	Associate Partner '+91 Startup Challenge'		2	15,00,000
27-30	Presenting Partner 'Future of Work'		1	20,00,000
	Associate Partner 'Future Of Work'		2	15,00,000
31-33	Career Lab Partner		4	5,00,000
34-37	CeBIT Global Conferences - Foundation Partner		1	30,00,000
	CeBIT Global Conferences - Key note Partner		2	15,00,000
	CeBIT Global Conferences - Session Partner		1 (per session)	10,00,000
	CeBIT Global Conferences - Celebrity Speaker			Price on request
39	CeBIT Global Conferences - Delegate Kit Partner		1	15,00,000
40	CeBIT Global Conferences - Fine Dining Partner		1	20,00,000
41	CeBIT Global Conferences - Delegate lanyard Partner		1	7,00,000

Partnership Opportunities Index

29.30.31 October 2015 | BIEC, Bengaluru

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INDIA

PG. NO.	TITLE	NO. OF PARTNERS	INVESTMENT (₹)
43	CeBIT INDIA Beverage Partner	1	7,00,000
44	CeBIT INDIA Inaugural Evening Partner	2	20,00,000
45	CeBIT INDIA Networking High Tea Partner	1	10,00,000
46-47	Exhibitor Networking Evening	1	20,00,000
48	Registration Counter Partner	1	25,00,000
49	Visitor Kit & Bag Partner	1	15,00,000
50	Visitor Bag & Lanyard Partner	1	7,50,000
51	Visitor Guide Partner	1	7,50,000
52	Directional Signage Partner	1	10,00,000
53	Visitor Lounge Partner	1	12,00,000
54	CeBIT INDIA VIP Travel Partner	1 / 2	20,00,000
55	Onsite Shuttle Partner	1	7,50,000
56	Transit Partner	1	10,00,000

BIEC Branding Opportunities

29.30.31 October 2015 | BIEC, Bengaluru

CeBIT
INDIA

Sl No	BRANDING OPTIONS	ITEM	WIDTH	HEIGHT	QTY	INVESTMENT (PER UNIT ₹)
General Branding						
1	Out side Lamp Post Banner	Blackout	3	10	34	22,000
3	Telescopic Flag Poles	Knitted Polyester	3.2	13.2	40	25,000
6	Advertising Flags	Knitted Polyester	3.2	13.2	25	15,500
7	Front Pillar Branding @ Entrance Plaza	Imported Banner Matt	6.5	15	5	55,000
8	Back Pillar Branding @ Entrance Plaza	Imported Banner Matt	6.7	18	5	72,000
9	U Shaped Grill Opp to Hall 1	Flex with Frame	39.2	3.4	1	70,000
11	Inside Lamp Post Banner	Blackout	2.5	8	20	15,000
12	Spring A Board	Imported Banner Matt	Medium		4	62,000
13	Big Banner on to Hall 2 Side Wall	Knitted Polyester	40	25	1	1,00,000
14	Hoarding near Entrance Plaza	Black Back Flex	6	10	4	7500
15	Hoarding opposite Hall 1	Black Back Flex	10	10	2	40,000
16	Hoarding Beside Hall 2	Black Back Flex	10	20	2	52,000
17	Hoarding next to Conference Center	Black Back Flex	15	10	2	40,000
18	Hoarding next to Hall 3	Black Back Flex	10	10	1	40,000
19	Cube Branding	4 side-design cube	10	10	2	50,000
Food Court						
14	Food Court Top Fascia	Knitted Polyester	188	8	1	1,50,000
15	Food Court Roof Buntings-4 Sided	Satin	5	10	12	17,000
16	Food Court Side Buntings	Satin	2	8	6	15,000
17	Scroller Board- Big	Translit Film	4	6	10	50,000
18	Scroller Board- Small	Translit Film	2	3	1	35,000

BIEC Branding Opportunities

29.30.31 October 2015 | BIEC, Bengaluru

CeBIT
INDIA

Sl No	BRANDING OPTIONS	ITEM	WIDTH	HEIGHT	QTY	INVESTMENT (PER UNIT ₹)
Hall 2						
23	Roof Buntings-Hall 2A	Blackout	5	15	10	45,000
24	Side Buntings-Hall 2A	Satin	5	10	16	25,000
25	Glow Sign Board- Hall 2A	Back Lit Flex	20	10	2	1,00,000
26	Roof Buntings-Hall 2B	Blackout	5	15	6	45,000
27	Side Buntings-Hall 2B	Satin	5	10	12	25,000
28	Glow Sign Board- Hall 2B	Back Lit Flex	30	15	1	1,65,000
Hall 1						
30	Roof Buntings- Hall 1A	Blackout	5	15	10	45,000
31	Side Buntings- Hall 1A	Satin	5	10	20	25,000
32	Glow Sign Board-Hall 1A	Back Lit Flex	15	10	2	1,00,000
33	Glow Sign Board-Big- 1B	Back Lit Flex	30	15	1	157500
34	Roof Buntings-Hall 1B	Blackout	5	15	6	45,000
35	Side Buntings-Hall 1B	Satin	5	10	12	25,000
General Branding						
38	Hoarding on protocol Longue wall	Front lit Flex	15	7	2	75,000



Foundation Partner CeBIT INDIA 2015

CeBIT INDIA will offer market leaders a proposition of superior alliance with the project through the avenue of 'Foundation Partnership'.

Foundation Partners can run business development initiatives that span the entire arena of branding, promotions and business opportunities while distinctly showcasing and reinforcing Leadership Position in the market.

Partners will enjoy extended marketing and association opportunities by leveraging the CeBIT INDIA roadshow campaign planned & executed across key industry and growth centres through a comprehensive pre-show promotion period.

Through this, Hannover Milano Fairs India offers corporations a bevy of pre-show, onsite and post-show deliverables that ensure superior returns on investment!

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹ 75,00,000 FOUNDATION PARTNER
PR	Press Releases and Events – Pre-show	✓
Online Marketing	Web Banner on CeBIT Homepage	✓
Online Marketing	Partner Page	✓
E-mail Campaign	Partner Logo	✓
Newsletter	Partner Logo	✓
Newsletter	Special company profile & write up	3 nos.
Newsletter	Special Interview	✓
Social Media	Partner inclusion in Campaign	✓
Social Media	Company News / product launch announcement & feature	✓
Social Media	Special Foundation Partner contest (incase give-aways offered by partner)	✓



ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	FOUNDATION PARTNER
Sp Inauguration	MD or equivalent on inaugural panel	✓
Inauguration	Inaugural reference to Partner	✓
Inauguration	Logo branding on Backdrop	✓
Visitor Kit	Partner logo	✓
Exhibitor Catalogue	Partner logo	✓
Exhibitor Catalogue	Centre Spread Advertisement	Double Spread
Exhibition	Logo branding – Fascia	✓
Exhibition	Roof Buntings	10 nos
Exhibition	Logo feature on advertisement tower	02 nos

PRE-SHOW PROMOTIONS - PRINT & OUTDOOR

DELIVERABLES	BENEFIT	FOUNDATION PARTNER
Advertisements	Newspaper – Logo presence	✓
Advertisements	Magazines – Logo presence	✓
E-Invitation	Logo	✓
E-Invitation	Exclusive Campaign - custom invite	✓
General Invitation	Partner Logo	✓
CeBIT Executive Club Invitation (VIP)	Partner logo	✓
Show Daily	Half Page advertisement	✓
Outdoor advt.	Logo feature on CeBIT branded Fleet Taxi	10 nos
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month
Collaterals	Partner Logo inclusion Flyer campaign	✓



PRE-SHOW PROMOTIONS - ROADSHOWS

DELIVERABLES	BENEFIT	FOUNDATION PARTNER
Roadshows	Partner Logo	ALL roadshows
Roadshows	Backdrop, e-communications	ALL roadshows
Roadshows	Opportunity for onsite kiosk/ interactive display	ALL roadshows
Roadshows	Presentation & onsite branding	ALL roadshows
Roadshows	Collateral distribution	ALL roadshows
Roadshows	Partner standee	ALL roadshows

CeBIT
INDIA

DELIVERABLES	BENEFIT	FOUNDATION PARTNER
CeBIT Global Conferences	Keynote in Centre Stage	1
CeBIT Global Conferences	Session dedicated to partner	1
CeBIT Global Conferences	Panellist	02 panel
CeBIT Global Conferences	Logo on backdrop	✓
CeBIT Global Conferences	Standee in conference area	1
CeBIT Global Conferences	Delegate invitation passes & discount	100 nos





Technology Solutions for Every Business - The Future is Digital!

Foundational Partners




12-14 November, 2014

BIEC, Bengaluru

CeBIT INDIA in Numbers



600 brands from **35** countries



50,000+ contact opportunities



3,000 technology solutions expected to be market solutions



1,000 new suppliers expected to be market solutions



50 national and international speakers

The spotlight is on Bengaluru in November! Between the 12 – 14 November, 2014, CeBIT, the global technology trade fair for generation and new business development is taking place in the Technology Capital of India with a focused goal to help you generate new business by enabling an annual marketplace event. CeBIT India is building the top technology brands from around the world, along with a cutting edge technology programme. C. Latent and Co. Event Making generating and speakers from across India and the sub-continent will attend CeBIT India, to promote innovative cutting edge technology solutions to ensure that both companies and enterprises are globalised. It's your chance to showcase your technology solutions at the largest conference of Global Technology Innovators, C&T, Thought Leaders, Government and Global Media.

A snippet of Technology Innovators at CeBIT INDIA 2014

















































Put your company at the Centre for BUSINESS IT Procurement - Join CeBIT INDIA!



BOOK & SECURE YOUR SPACE TODAY

Over 2000 CXOs have already registered at CeBIT INDIA

Over 2000 CXOs have already registered at CeBIT INDIA. Another 6,000 influences from industries across IT/ITES, Manufacturing, BP, SE, Telecom, Retail, Education, Power and Utilities, Infrastructure and many more, have recorded their presence at CeBIT INDIA so far. Need we say more?

Here are a few more reasons why you should be there:

 <p>Discover your technology solutions to an unparalleled audience Your technology business from services to software</p>	 <p>Maximize your business by exposing your B2B offerings and discover new markets</p>
 <p>Take advantage of targeted networking through our match and targeted programme</p>	 <p>3 days of focused IT, networking, seminars, roundtables, debates and knowledge exchange</p>
 <p>Acquire from global thought leaders at CeBIT Global Conference</p>	 <p>Be part of the buzz by opening your business to all segments of the most powerful business IT and ICT meet</p>

Act now and Register your interest to secure a premier location at CeBIT INDIA

Give your company the CeBIT Advantage!

Further confirmation on the above participation opportunities please contact the CeBIT team

<p>Sibapriyoti Banerjee sibapriyoti.banerjee@cebit-india.com Tel : +91 78295 98062</p>	<p>Jeevan Shewari jeevan.shewari@cebit-india.com Tel : +91 98454 56683</p>
<p>Ishani Dave ishani.dave@cebit-india.com Tel : +91 97428 86344</p>	<p>Priya Sachdeva priya.sachdeva@cebit-india.com Tel : +91 98195 15083</p>

Go Gold



Member



Association Partners



Associate Partners



Mobilising Partners





Resource and Solution Providers



Special Partners











www.cebit-india.com







In Partnership with

Technology Solutions for Every Business The Future is Digital!

12 – 14 November 2014 | BIEC, Bengaluru, India | [cbit-india.com](#)

CeBIT INDIA in Numbers

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

A Snippet of Exhibitors at CeBIT INDIA

MUST ATTEND!

Infosys presents +91 Startup Challenge

50 of India's brightest enterprise technology start-ups in one place, working to connect their innovators to your future technology strategies.

CyberMedia ICT Awards

India's most prestigious awards programme, representing the most respected business excellence in the Indian ICT industry. Showcasing excellence in individuals and operations in the Information Communication & Technology space.

CeBIT Global Conferences India

Global meeting point of key thought leaders, with keynote addresses and conference sessions focussing on the changing landscapes and transformations being experienced by leaders operating in private and public spaces

+EXECUTIVE CLUB

Career mobility, personal dialogue with top-national executives and decision-makers. An ideal opportunity to find out about and discuss strategies and solutions.



Associate Partners

CeBIT INDIA offers key market players a coveted position at the exhibition through “Associate Partnership” option

Associate Partners can showcase their technological advancements through special branding & advertising options that run up till the end of show

The 360 degree branding & promotions mentioned in the following pages will help our partners showcase their abilities to the target group & build a compelling story around your display options at the show

Through this, Hannover Milano Fairs India offers corporations a bevy of pre-show, onsite and post-show deliverables that ensure superior returns on investment!

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹ 50,00,000 ASSOCIATE PARTNERS
PR	Press Releases and Events – Pre-show	✓
Online Marketing	Web Banner on CeBIT Homepage	✓
E-mail Campaign	Partner Logo	✓
Newsletter	Partner Logo	✓
Newsletter	Special company profile & write up	3 nos.
Newsletter	Special Interview	✓
Social Media	Partner inclusion in Campaign	✓
Social Media	Company News / product launch announcement & feature	✓



ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	ASSOCIATE PARTNERS
Inauguration	Inaugural reference to Partner	✓
Inauguration	Logo branding on Backdrop	✓
Visitor Kit	Partner logo	✓
Exhibitor Catalogue	Partner logo	✓
Exhibitor Catalogue	Centre Spread Advertisement	Double Spread
Exhibition	Logo branding – Fascia	✓
Exhibition	Roof Buntings	10 nos
Exhibition	Logo feature on advertisement tower	02 nos

PRE-SHOW PROMOTIONS - PRINT & OUTDOOR

DELIVERABLES	BENEFIT	ASSOCIATE PARTNERS
Advertisements	Newspaper – Logo presence	✓
Advertisements	Magazines – Logo presence	✓
E-Invitation	Logo	✓
E-Invitation	Exclusive Campaign - custom invite	✓
General Invitation	Partner Logo	✓
CeBIT Executive Club Invitation (VIP)	Partner logo	✓
Show Daily	Half Page advertisement	✓
Outdoor advt.	Logo feature on CeBIT branded Fleet Taxi	5 nos
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month
Collaterals	Partner Logo inclusion Flyer campaign	✓



Associate Partners

ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC

DELIVERABLES	BENEFIT	ASSOCIATE PARTNERS
CeBIT Global Conferences	Session dedicated to partner	1
CeBIT Global Conferences	Panellist	02 panel
CeBIT Global Conferences	Logo on backdrop	✓
CeBIT Global Conferences	Standee in conference lobby	1
CeBIT Global Conferences	Delegate invitation passes & discount	75 nos



CeBIT INDIA
Technology Solutions for Every Business - The Future is Digital!
12-14 November, 2014 | BIEC, Bengaluru

CeBIT INDIA 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

A Snippet of Technology Innovators at CeBIT INDIA 2014

Put your company at the Centre for Business IT Procurement - Join CeBIT INDIA!

BOOK & SECURE YOUR SPACE TODAY

Over 2000 CXOs have already registered at CeBIT INDIA

Over 2000 CXOs have already registered at CeBIT INDIA. Another 6,000 influencers from industry across IT/ITES, Manufacturing, BFSI, Telecom, Retail, Education, Power and Utilities, Infrastructure and many more, have recorded their presence at CeBIT INDIA so far. Need we say more?

Here are a few reasons why you should be there:

- Optimize your technology solutions to an unparalleled ecosystem of quality business technology buyers from across the sub-continent
- Maximize your business by engaging with over 25,000 influencers and decision makers
- Take advantage of targeted networking through our match-and-meet program
- 2 days of focused IT conferences, aimed at enterprise, government, media and knowledge sharing
- Acquaintance from global thought leaders at CeBIT Cloud Conferences
- Be part of the buzz by showcasing your business at the biggest plus-point generating business IT and IOT event

Act now and Register your interest to secure a premier location at CeBIT INDIA.

Give your company the CeBIT Advantage! Contact us now to participate

For further information on the above participation opportunities please contact the CeBIT team:

Sibojit Banerjee sibojit.banerjee@cebit-india.com Tel: +91 78295 96602	Jeevan Shetty jeevan.shetty@cebit-india.com Tel: +91 98453 54683
Shant Dave shant.dave@cebit-india.com Tel: +91 97428 85344	Priya Sachdeva priya.sachdeva@cebit-india.com Tel: +91 98195 15983

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Technology Solutions for Every Business - The Future is Digital!
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A Snippet of Exhibitors at CeBIT INDIA

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- Infosys presents +91 Startup Challenge**
50 of India's brightest enterprise technology start-ups in one place, working to connect their innovations to your future technology strategies.
- CyberMedia ICT Awards**
India's most prestigious awards programme, representing the most respected business accolade in the Indian ICT industry. Honoring excellence in individuals and companies in the Information Communication & Technology space.
- CeBIT India Executive Club**
Cross industry personal dialogue with top national and international decision-makers. An ideal opportunity to find out about and discuss strategies and solutions.
- CeBIT Global Conferences India**
Global meeting point of key thought leaders, with keynote addresses and conference sessions focussing on the changing landscapes and transformations being engineered by leaders operating in private and public spaces.



Cluster Partner CeBIT INDIA 2015

CeBIT INDIA will feature unique 'clusters' focused to Internet of Things, Digital Business Solutions, Cloud, IT Infrastructure & Enterprise Mobility.

'Cluster Partnership' offers market drivers the enhanced opportunity to showcase their leadership in relevant topic areas.

- Platinum Partners must book a minimum exhibition space of 150sqm
- Gold Partners must book a minimum exhibition space of 80sqm

CeBIT Marketing & Promotions Campaign 2015: comprehensive, focused, outcome-driven

Cluster Partners have the opportunity to maximize their presence at CeBIT INDIA through pre-show, onsite and post-show branding, visibility & engagement with target audiences within each of these spheres!

The detailed list of deliverables to 'Cluster Partners' presents the various opportunities, connect points, benefits that partners will be entitled to, with immediate effect on confirmation.

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹ 15,00,000 CLUSTER PARTNER PLATINUM	₹ 12,00,000 CLUSTER PARTNER GOLD
PR	Press Releases and Events – Pre-show	✓	✓
Online Marketing	Web Banner on CeBIT Homepage	✓	-
Online Marketing	Partner Page	✓	-
E-mail Campaign	Partner Logo	✓	✓
Newsletter	Partner Logo	✓	✓
Newsletter	Special Write-up on 'what's hot'/ latest trends	✓	-
Newsletter	Special Interview	✓	-
Social Media	Partner inclusion in #IM@CeBIT Campaign	✓	✓
Social Media	Company News / product launch announcement & feature	✓	-
Social Media	Special Cluster partner contest (incase give-aways offered by partner)	✓	-



Problem solving the smart? Yes, it is your chance!

CeBIT INDIA
Technology Solutions for Every Business - The Future is Digital!

Foundation Partners: **IBM**

12-14 November, 2014 | BIEC, Bengaluru

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A snippet of Technology Innovators at CeBIT INDIA 2014

EPS	GLOBAL MATRIX	allo	NETRACK
INTEL	Stellar	WELAB	J Soft
EPSON	BOSCH	BOSTON	SEKISU
CHAINWAY	intel	Inter:ace	Schneider
SHENGLON	NxtGen	MICROPIXA	TARAPAN
CEFE	Clixxo	langoo	vodafone

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Over 2000 CXOs have already registered at CeBIT INDIA. Another 6,000 influencers from industries across IT/ITES, Manufacturing, BFSI, Telecom, Retail, Education, Power and Utilities, Infrastructure and many more, have indicated their presence at CeBIT INDIA so far. Here are a few more reasons why you should be there:

- Optimise your technology solutions for an operational excellence, quality business, knowledge, support from across the sub-continent
- Maximize your business by engaging with over 25,000 influencers and decision makers
- Take advantage of targeted networking through the online and on-site programme
- 3 steps of focused IT engagement, meet at CeBIT, recommendations, meeting and knowledge sharing
- Expand from global thought leaders at CeBIT Global
- Be part of the buzz by attending your business at the biggest IT show generating business IT and ICT event

Act now and Register your interest to secure a premier location at CeBIT INDIA.

Give your company the CeBIT Advantage! Contact us now to participate

For further information on the above participation opportunities please contact the CeBIT team

Sibojvelli Balrajee sibojvelli@cebitindia.com Tel: +91 78295 06802	Jeevan Shetty jeevan.shetty@cebitindia.com Tel: +91 98453 50853
Inhami Dave inhami.dave@cebitindia.com Tel: +91 97428 65344	Priya Sachdeva priya.sachdeva@cebitindia.com Tel: +91 98195 53953

Co-Host: **NASSCOM** | Foundation Partners: **IBM** | Associate Partners: **Schneider**

Working Partners: **Sandisk** | Client Partner: **NextGen** | Business Partner: **Microsoft** | Sponsor: **Microsoft** | Networking Partner: **Microsoft**

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DELIVERABLES	BENEFIT	CLUSTER PARTNER PLATINUM	CLUSTER PARTNER GOLD
Advertisements	Newspaper – Logo presence	✓	✓
Advertisements	Magazines – Logo presence	✓	✓
E-Invitation	Logo	✓	✓
E-Invitation	Exclusive Campaign - custom invite	✓	-
General Invitation	Partner Logo	✓	✓
Show Daily	Partner Logo credit	✓	-
Outdoor advt.	Logo feature on CeBIT branded Fleet Taxi	10 nos	05 nos
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month	-
Collaterals	Partner Logo inclusion Flyer campaign	✓	✓



ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	CLUSTER PARTNER PLATINUM	CLUSTER PARTNER GOLD
Inauguration	Inaugural reference to Partner	✓	-
Inauguration	Logo branding on Backdrop	✓	✓
Exhibitor Catalogue	Partner logo	✓	✓
Exhibitor Catalogue	Advertisement	Full Page	Half Page
Exhibition	Logo branding – Fascia	✓	✓
Exhibition	Roof Buntings	5 nos	2 nos
Exhibition	Logo feature on advertisement tower	02 nos	-

ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC

DELIVERABLES	BENEFIT	CLUSTER PARTNER PLATINUM	CLUSTER PARTNER GOLD
CeBIT Global Conferences	Session dedicated to partner	1	1
CeBIT Global Conferences	Panellist	01 panel	-
CeBIT Global Conferences	Delegate invitation passes & discount	50 nos	30 nos





CeBIT Executive Club

CeBIT INDIA will host the prestigious 'CeBIT Executive Club': an exclusive club where membership is extended only on referral basis after passing through a screening process.

CeBIT Executive Club members:

- Are top executives of companies who make huge investments in IT globally
- Enjoy access to special consulting sessions from CeBIT INDIA partners on a priority basis
- Have the exclusive opportunity to attend and network at award functions and other exclusive events at CeBIT INDIA

A power initiative led by CeBIT Hannover, bringing you the 'crème de la crème' of the drivers of IT Procurement: CXOs, CMOs, CIOs, CTOs, CHROs, VCs, Bureaucrats, Investors and several others who pave the way for innovation, leadership and specify for projects, systems and IT needs of LEs, VLEs, public and private projects

Partnership at the CeBIT Executive Club offers investors direct access to this VVIP group and substantial pre-show, onsite and post-show branding, visibility & engagement with target audiences within each of these groups!

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹25,00,000 PRESENTING PARTNER	₹20,00,000 ASSOCIATE PARTNER
PR	Press Releases and Events – Pre-show	✓	✓
Online Marketing	Web Banner on CeBIT Homepage	✓	✓
Online Marketing	Web Banner on CEC Page	✓	✓
Online Marketing	Partner Page	✓	✓
E-mail Campaign	Partner Logo	✓	✓
Newsletter	Partner Logo	✓	✓
Newsletter	Special Banner	large	small
Newsletter	Special Write-up on 'what's hot'/ latest trends	4	2
Newsletter	Special Interview	2	1
Social Media	Partner inclusion in #IAmCEC Campaign	✓	✓
Social Media	Company News / product launch announcement & feature	✓	-
Social Media	Special CEC partner contest (incase give-aways offered by partner)	✓	-



PRE-SHOW PROMOTIONS - ROADSHOWS

DELIVERABLES	PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR	PRESENTING PARTNER	ASSOCIATE PARTNER
Roadshows	Partner Logo	02 roadshows	01 roadshow
Roadshows	Presentation	02 roadshows	01 roadshow
Roadshows	Collateral distribution	02 roadshows	01 roadshow
Roadshows	Partner standee	02 roadshows	01 roadshow

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	PRESENTING PARTNER	ASSOCIATE PARTNER
Advertisements	Newspaper – Logo presence	✓	✓
Advertisements	Magazines – Logo presence	✓	✓
E-Invitation	Logo	✓	✓
E-Invitation	Exclusive Campaign - custom invite	✓	-
General Invitation	Partner Logo	✓	✓
CEC Card	co-branded	✓	✓ (logo feature)
CEC Letter (with invite)	co-branded	✓	✓ (logo feature)
Show Daily	Partner Logo credit & special mention on CEC highlights	✓	✓
Outdoor advt.	Logo feature on CeBIT branded Fleet Taxi	10 nos	05 nos
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month	-
Collaterals	Feature in CeBIT flyer distribution	✓ banner	✓ logo feature

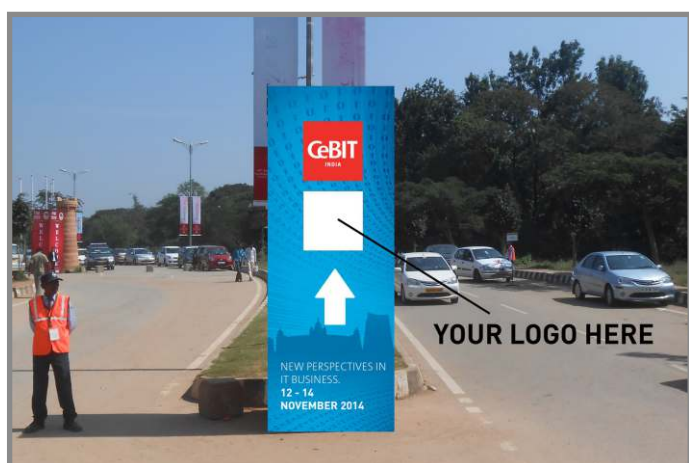


ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC

ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC	PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR	PRESENTING PARTNER	ASSOCIATE PARTNER
CeBIT Global Conferences	Delegate invitation passes & discount	75 nos	50 nos

ONSITE BRANDING - AT CEBIT

DELIVERABLES	PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR	PRESENTING PARTNER	ASSOCIATE PARTNER
CEC visitor lounge	Wall branding (dimensions TBD)	larger % branding	smaller % branding
CEC visitor lounge		live display by partner	standee (by partner)
CEC Badges	Logo feature on CEC badges	✓	✓
Inauguration	Inaugural reference to Partner	✓	✓
Inauguration	Logo branding on Backdrop	✓	✓
Exclusive CEC Lounge		1 dedicated meeting room	-
Closed-door access to C Level executives		presentations, sessions at CEC Lounge	presentations, sessions at CEC Lounge
CeBIT CEC Transit (buggy)	Co-branding with key sponsors	✓	✓
Exhibitor Catalogue	Partner logo	✓	✓
Exhibitor Catalogue	Advertisement	Full Page	Half Page
Exhibition	Logo branding – Fascia	✓	✓
Exhibition	Roof Buntings	5 nos	3 nos
Exhibition	Logo feature on advertisement tower	✓	✓
Exhibition	Logo – Floor-plan	✓	✓





+91 StartUp Challenge

CeBIT INDIA will host the 2nd edition of the celebrated +91 StartUp Challenge: inviting both Indian and international startups in an exciting 'innovation challenge'

Designed exclusively for StartUps, +91 is,

CODE TO CONNECT with seasoned entrepreneurs, venture capitalists, investors, mentors and accelerators

OPPORTUNITY TO PRESENT startups to a qualified audience at a national platform

GLOBAL LAUNCH PAD where winners will showcase ideas to a global audience at CeBIT 2016, Hannover

For the investor, +91 is an opportunity to directly engage with live, innovative startups and to energize your business by exploring synergies with a captive business audience!

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹ 25,00,000 PRESENTING PARTNER	₹ 15,00,000 ASSOCIATE PARTNER
PR	Press Releases and Events – Pre-show	✓	✓
Online Marketing	Web Banner on CeBIT Homepage	✓	✓
Online Marketing	Web Banner on +91 Page	✓	✓
Online Marketing	Partner Page	✓	✓
E-mail Campaign	Partner Logo	✓	✓
Special Features EDMs	Co-branding	7 (banner ad)	7 (logo feature)
Newsletter	Partner Logo	✓	✓
Newsletter	Special Write-up on 'what's hot'/ latest trends	✓	✓
Newsletter	Special Interview	✓	✓
Social Media	Partner inclusion in campaign	✓	✓
Social Media	Company News / product launch announcement & feature	✓	✓
Social Media	Special +91 partner contest (incase give-aways offered by partner)	✓	✓



ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC

ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC		PRESENTING PARTNER	ASSOCIATE PARTNER
CeBIT Global Conferences	Innovation Stage Session dedicated to partner	1	1
CeBIT Global Conferences	Panelist	01 panel	-
CeBIT Global Conferences	Delegate invitation passes & discount	75 nos	50 nos

PRE-SHOW PROMOTIONS - PRINT & OUTDOOR

DELIVERABLES	BENEFIT	PRESENTING PARTNER	ASSOCIATE PARTNER
Advertisements	Newspaper – Logo presence	✓	✓
Advertisements	Magazines – Logo presence	✓	✓
E-Invitation	Logo	✓	✓
E-Invitation	Exclusive Campaign - custom invite	✓	-
General Invitation	Partner Logo	✓	✓
Show Daily	Partner Logo credit & special mention on +91 highlights	✓	✓
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month	-
Collaterals	Partner Logo inclusion Flyer campaign	✓	✓
Collaterals	Feature in CeBIT flyer distribution	✓ banner	✓ logo feature
Outdoor advt.	Logo feature on dedicated +91 branded Fleet Taxi	5 nos	3 nos

PRE-SHOW PROMOTIONS - Engagement with esteemed jury (VCs, CIOs, CECs, Govt, StartUp Poster Boys)

DELIVERABLES	BENEFIT	PRESENTING PARTNER	ASSOCIATE PARTNER
Key Connects - C Level	engagement throughout	interactions with jury members, evaluation process & onsite	-
Key Connects - potential startups	engagement throughout	potential business ventures, incubating businesses	potential business ventures, incubating businesses



ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	PRESENTING PARTNER	ASSOCIATE PARTNER
Inauguration	Inaugural reference to Partner	✓	-
Inauguration	Logo branding on Backdrop	✓	✓
Special inauguration of +91		MD or equivalent	MD or equivalent
Presentation		✓ live demo display permanent	✓
Innovation Stage	Access to captive audience attending innovation stage sessions	✓	✓
TV	special coverage & features, live coverage	✓	✓
Branding in +91 zone		Entrance & co-branding on backdrop, 2 standees	Logo on backdrop, 1 standee
Special Awards	Co-branded	✓	✓
Award Presentation		Presentation to 4 winners	Presentation to 2 winners
Promo Video Live Play	constant display at +91 zone	✓	✓
Promo Video Live Play	At Innovation Stage	✓	-
Exhibitor Catalogue	Partner logo	✓	✓
Exhibitor Catalogue	Advertisement	Full Page	Half Page
Exhibition	Logo branding – Fascia	✓	✓
Exhibition	Logo feature on advertisement tower	✓	✓
Exhibition	Logo – Floor-plan	✓	✓

The logo consists of a red square with the text 'Future of work' in white. To the right of the square, there are three white rectangular blocks of decreasing height, creating a staircase effect.

**Future
of work**

PARTNERSHIP possibilities Future Of Work

100% business = 100% career opportunities

CeBIT India 2015 will present a unique zone presenting career opportunities by leading brands in IT, digital business solutions

Aim: To maximize the strengths of CeBIT India and create an important career platform for IT specialists, engineers, web specialists and professionals.

For investors, partnership at Future Of Work presents a unique opportunity to tap a large pool of talent across levels of the IT & ICT domain. This partnership empowers the investor to position itself as the 'leader' in the job, career enhancement market and in the sphere of offering quality careers, quality education to support quality careers, quality grooming to benefit & enhance careers!

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹ 20,00,000 PLATINUM PARTNER	₹ 15,00,000 GOLD PARTNER
PR	Press Releases and Events – Pre-show	✓	✓
Online Marketing	Web Banner on CeBIT Homepage	✓	✓
Online Marketing	Web Banner on Future Of Work Page	✓	✓
Online Marketing	Partner Page	✓	✓
Online Marketing	Direct Access - potential candidates registering to attend Future Of Work online	✓	✓
E-mail Campaign	Partner Logo	✓	✓
Special Features EDMs	Co-branding	7 (banner ad)	7 (logo feature)
Social Media	Partner inclusion in campaign	✓	✓
Social Media	Company News / product launch announcement & feature	✓	✓
Social Media	Special Future Of Work partner contest (incase give-aways offered by partner)	✓	✓



DELIVERABLES	BENEFIT	PLATINUM PARTNER	GOLD PARTNER
Advertisements	Newspaper – Logo presence	✓	✓
Advertisements	Magazines – Logo presence	✓	✓
E-Invitation	Logo	✓	✓
E-Invitation	Exclusive Campaign - custom invite	✓	-
General Invitation	Partner Logo	✓	✓
Show Daily	Partner Logo credit & special mention on Future Of Work highlights	✓	✓
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month	-
Collaterals	Feature in CeBIT flyer distribution	✓ banner	✓ logo feature
CeBIT Canopy Exercise - IT Parks		Partner collateral dissemination	-

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ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC	BENEFIT	PLATINUM PARTNER	GOLD PARTNER
CeBIT Global Conferences	Innovation Stage / CGC Session dedicated to partner	1	1
CeBIT Global Conferences	Panelist	01 panel	-
CeBIT Global Conferences	Delegate invitation passes & discount	50 nos	25 nos

ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	PLATINUM PARTNER	GOLD PARTNER
Inauguration	Inaugural reference to Partner	✓	-
Inauguration	Logo branding on Backdrop	✓	✓
Raw Space Scheme		36sqm	45sqm
Special inauguration		✓ MD or equivalent	✓ MD or equivalent
Presentation		✓ live demo display permanent	✓
Branding in Future Of Work zone		Entry, Special Backdrop size branding , 2 Standees	Logo on backdrop size branding, 1 standee
Exhibitor Catalogue	Partner logo	✓	✓
Exhibitor Catalogue	Advertisement	Full Page	Half Page
Exhibition	Logo branding – Fascia	✓	✓
Exhibition	Logo feature on advertisement tower	✓	✓
Exhibition	Logo – Floor-plan	✓	✓



A graphic consisting of a red square with the text 'Future of work' in white, and a series of white steps or stairs extending from the bottom right corner of the square.

**Future
of work**

'Career Lab' Partner

The Future Of Work zone at CeBIT INDIA will feature a special 'Career Lab'.

Career Lab will be a break-away space where employers, recruitment agencies, universities, entities offering career advancement and grooming courses can present their plans, course designs, employee benefit schemes and programs, to the attendees.

It is an avenue providing employers and recruitment agencies a platform to introduce session on professional and personal development, work-life-balance and career planning and advice.

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

₹ 5,00,000 per partner

DELIVERABLES	BENEFIT	CAREER LAB PARTNER
PR	Press Releases and Events – Pre-show	-
Online Marketing	Web Banner on CeBIT Homepage	✓
Online Marketing	Web Banner on Future Of Work Page	✓
Online Marketing	Partner Page	✓
Online Marketing	Direct Access - potential candidates registering to attend online	-
E-mail Campaign	Partner Logo	✓
Special Features EDMs	Co-branding	7 logo feature
Social Media	Partner inclusion in campaign	✓
Social Media	Company News / product launch announcement & feature	✓
Social Media	Special Career Lab partner contest (incase give-aways offered by partner)	✓

PRE-SHOW PROMOTIONS - PRINT & OUTDOOR

DELIVERABLES	BENEFIT	CAREER LAB PARTNER
Advertisements	Newspaper – Logo presence	✓
General Invitation	Partner Logo	✓
Show Daily	Partner Logo credit & listing in Future Of Work highlights	✓
Outdoor advt.	Logo feature on CeBIT Hoardings	-
Collaterals	Feature in CeBIT flyer distribution	logo presence
CeBIT Canopy Exercise - IT Parks	branding & visibility on collateral shared	logo presence
Outdoor advt.	Logo feature on dedicated Future Of Work branded Fleet Taxi	5 nos



ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	CAREER LAB PARTNER
Dedicated 'Lab' within Future Of Work	Presentations, interactions, candidate/ student/ delegate/ recruitment for courses/ portals/ institutes/ universities	crisp training / grooming / career guidance sessions through the day (3 per day)
Special inauguration of Future Of Work		✓ MD or equivalent
Branding inside Career Lab		logo on backdrop inside Lab , 1 Standee
Exhibitor Catalogue	Partner logo	✓
Exhibition	Logo branding – Fascia	✓
Exhibition	Logo feature on advertisement tower	✓
Exhibition	Logo – Floor-plan	✓





CeBIT GLOBAL CONFERENCES PARTNERSHIPS

CeBIT INDIA will host the 2nd edition of the CeBIT Global Conferences, a crucial element in CeBIT INDIA's array of concurrent events.

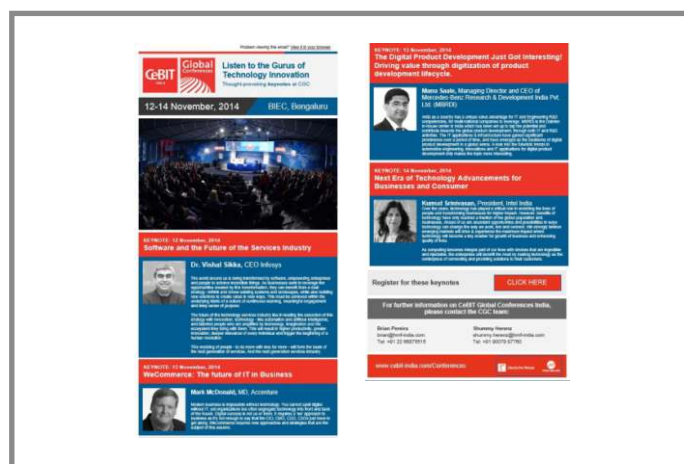
Attracting the who's who of the industry & a high-profile line-up of 80+ speakers, backed with a buzzing conference arena with 1,700+ delegates, CGC makes for a must-do event!

Partnership at the CeBIT Global Conferenes will position investor's brands to a very professional, qualified and targeted profile of attendees but also provide for the investor in the thought leadership and highly relevant sessions and themes that will be discussed and deliberated through the carefully designed conference agenda 2015.

Experience a powerful initiative bringing you the nation's best and the world's most eminent personalities as speakers, thought leaders and session drivers!

PRE-SHOW PROMOTIONS - ONLINE, SOCIAL MEDIA, PR

DELIVERABLES	BENEFIT	₹ 30,00,000 FOUNDATION PARTNER	₹ 15,00,000 KEYNOTE PARTNER	₹ 10,00,000 PANEL PARTNER
PR	Press Releases and Events – Pre-show	✓	✓	-
Online Marketing	Web Banner on CeBIT Homepage	✓	-	✓
Online Marketing	Web Banner on CGC Page	✓	✓	-
Online Marketing	Partner Page	✓	-	
CGC EDM Campaign	Partner Logo	12 ✓ (banner ad)	12 ✓ logo feature	12 ✓ logo feature
Newsletter	Partner Logo	✓	✓	✓
Newsletter	Special Write-up on 'what's hot' / latest trends	✓	✓	-
Newsletter	Special Interview	2	1	-
Social Media	Partner inclusion in #IM@CGC Campaign	✓	✓	-
Social Media	Company News / product launch announcement & feature	✓	✓	✓
Social Media	Special CGC partner contest (incase give-aways offered by partner)	✓	✓	✓



ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC

ONSITE BRANDING & SPECIAL INVOLVEMENT - AT CGC		FOUNDATION PARTNER	KEYNOTE PARTNER	SESSION PARTNER
CeBIT Global Conferences	Session dedicated to partner	1 keynote (immediately after visionary keynote)	1 dedicated keynote	1 dedicated session
CeBIT Global Conferences	Panelist	02 panels	01 panel	01 panel
CeBIT Global Conferences	Delegate invitation passes & discount	150 nos	75 nos	50 nos

PRE-SHOW PROMOTIONS - PRINT & OUTDOOR

DELIVERABLES	BENEFIT	FOUNDATION PARTNER	KEYNOTE PARTNER	PANEL PARTNER
Advertisements	Newspaper – Logo presence	✓	✓	
Advertisements	Magazines – Logo presence	✓	✓	-
E-Invitation	Logo	✓	✓	✓
E-Invitation	Exclusive Campaign - custom invite	✓	✓	-
General Invitation	Partner Logo	✓	-	-
CGC Invitation	Partner logo	✓	✓ (logo feature)	✓
Show Daily	Partner Logo credit & special mention on CGC highlights	✓	✓	✓
Outdoor advt.	Logo feature on CeBIT Hoardings	01 for 1 month	-	
Outdoor advt.	Logo feature on CGC branded Fleet Taxi	10 nos	05 nos	
Collaterals	Feature in CeBIT flyer distribution	✓ banner	✓ logo feature	



PRE-SHOW PROMOTIONS - ROADSHOWS

DELIVERABLES	BENEFIT	FOUNDATION PARTNER	KEYNOTE PARTNER	SESSION PARTNER
Roadshows	Partner Logo	01 roadshows	-	-
Roadshows	Collateral distribution	01 roadshows	-	-
Roadshows	Partner standee	01 roadshows	-	-

ONSITE BRANDING - AT CEBIT

DELIVERABLES	BENEFIT	FOUNDATION PARTNER	KEYNOTE PARTNER	PANEL PARTNER
CGC Registration Counter	Logo feature	✓	✓	✓
CGC Delegate Kit	Logo presence	✓ (quote in welcome note)	logo feature	logo feature
CGC badges	Logo feature on CGC badges	✓	✓	-
CGC Mementos	Branding (logo feature)	✓	✓	✓ session specific
Inauguration	Inaugural reference to Partner	✓	-	-
Inauguration		Company MD to be on inaugural panel	-	-
Inauguration	Logo branding on Backdrop	✓	✓	session specific
CGC lounge/ green room	Branding	Opportunity to present gifts	Opportunity to present gifts	Opportunity to present gifts
Interaction & direct access to C Level executives		discussions pre/post CGC sessions	discussions pre/post CGC sessions	discussions pre/post CGC sessions
CeBIT CEC Transit (buggy)	Co-branding with key sponsors	✓	✓	-
Exhibitor Catalogue	Partner logo	✓	✓	✓
Exhibitor Catalogue	Advertisement	Full Page	Half Page	-
Exhibition	Logo branding – Fascia	✓	✓	✓
Exhibition	CGC Schedule Announcement Branding	✓	✓	✓
Exhibition	Logo feature on advertisement tower	✓	✓	✓
Exhibition	Logo – Floor-plan	✓	✓	✓





CeBIT Global Conferences - Opportunities Unlimited

CGC Theme 2015: DIConomy (The Digital Economy)

CeBIT Global Conferences, the impeccably designed and executed conference schedule brings together a core audience of 1,700+ qualified delegates lead by 80+ handpicked industry leaders as speakers!

1763 conference attendees

83 speakers from govt and industry

One out of every **3** attendees is a top manager

3 days **3** conference tracks **33** sessions

Unlimited partnership opportunities, offering investors direct brand promotions & recall!

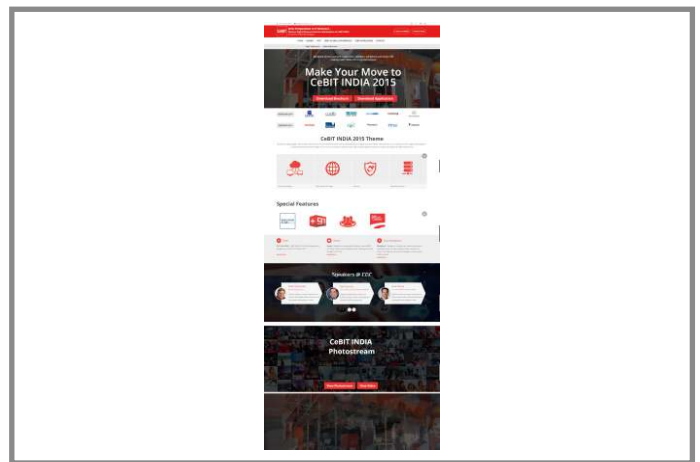
CeBIT Global Conferences - Opportunities Unlimited



Delegate Kit Partner:

₹ 15,00,000

- Co-branded delegate kits extended to 1,800+ attendees
- Opportunity for partner insert inclusion in delegate kit
- Co-branded stationery attached to delegate kit
- Dedicated co-branded 'delegate kit desk': presenting kits to attendees
- Dedicated staff of partner to man the 'delegate kit desk' onsite
- Listing on website as CGC Delegate Kit Partner
- Logo feature: (a) CGC Partners Thanks in CeBIT INDIA Show Catalogue, (b) CGC registration drive emailers, (c) CGC newsletters



CeBIT Global Conferences - Opportunities Unlimited



Fine Dining Partner:

₹ 20,00,000

- CGC buffet lunch attended by delegates and the VVIP speaker panels daily!
- Exclusive co-branding in fine dining area at CGC
- Opportunity for products display area in fine-dining (6sqm presentation space)
- Live presentation/ commercial to play on LEDs in fine dining area daily (during lunch)
- Dedicated staff of partner to man the 'display area' at the fine dining during lunch
- Opportunity to present mementos/ gifts to the delegates during the daily lunches
- Listing on website as CGC Fine Dining Partner
- Logo feature: (a) CGC Partners Thanks in CeBIT INDIA Show Catalogue, (b) CGC registration drive emailers, (c) CGC newsletters



CeBIT Global Conferences - Opportunities Unlimited



CeBIT Global Conferences Lanyard Partner:

₹ 7,00,000

Over 1,000 badges will be presented at CeBIT Global Conferences: delegate, media

Prominent feature of your brand on every badge that is presented to delegates attending the CeBIT Global Conferences.

ALL delegates at CGC are free to attend the exhibition and explore the displays, pavilions and contests at CeBIT.

Each delegate at CGC will wear the badge at all times onsite, giving maximum brand exposure to the partner throughout the 3-day power packed conference sessions & also within the halls at CeBIT INDIA!

- Co-branding on lanyard (delegate)
- Co-branded boxes at the CeBIT Global Conferences delegate registration counters at entrance plaza
- Half page advertisement in CeBIT INDIA Show Catalogue
- Logo feature: (a) advertisement tower outside entrance plaza, (b) website, (c) partners thanks in CeBIT INDIA Show Catalogue





CeBIT INDIA:

**Registration, Visitor Badge & Lanyard, Visitor Kit,
Visitor Guide, Directional Signage, VIP &
Visitor Lounge partnerships**

CeBIT INDIA attracts over 10,000 qualified business visitors from enterprises invested in IT and business ICT solutions. The diverse range of visitors to CeBIT INDIA offer a pool of partnership opportunities and potential buyers to the different levels of event partners.

Invest in CeBIT INDIA, Make your MOVE now!

Beverage Partner:

₹ 7,00,000

- Presentation of partner beverage to all visitors, delegates, VIPs, CECs
- Placement of beverage at seats during conference sessions (33+ sessions)
- Placement of beverage in 'Protocol Lounge' reception lounge for CGC speakers, on the conference dias, within the CeBIT Executive Club lounge
- Co-branded desks at HALL 1 & HALL 2 and conference area displaying beverages
- Brand visibility to consumers in excess of 10,000 across 3 days
- Opportunities for partnerships with institutions, organizations, associations, other networks



Inaugural Evening Partner:

₹ 20,00,000

Opportunity for brand presentation & networking at leisure!

- CeBIT INDIA will host a black-tie inaugural evening offering the crème-de-la-crème access to a Special Preview of CeBIT, CeBIT Global Conferences, +91, Future Of Work and the other power initiatives that will be held during CeBIT.
- This will be a power-evening involving the who's-who of the industry, VVIP representatives from state governments, CIOs, CEOs, CTOs and heads of companies of the participating brands at CeBIT.
- Partnership at the CeBIT INDIA Inaugural evening will allow direct unrestricted access to this captive audience of influential dignitaries, business leaders and HNIs in excess of 400 pax.
- The inaugural evening will have fine-dining and cocktails in a 5-star property setting the tone for the 3 days of business networking to follow!

This initiative presents the opportunity to be a 'Co-Host' of the Inaugural Evening with the associated benefits of branding and visibility:

DELIVERABLES :

- 10minute presentation at the inaugural evening (Focused catchment: 450-500)
- Presentation of special mementos to the dignitaries (inaugural panel of CeBIT INDIA)
- Opportunity to present marketing kit/ gift to the VVIP invitees (to be provided by partner)
- Interaction and networking with attendees and media onsite

On-site branding:

- Logo feature on event backdrop
- Display space/ desk where interested individuals may avail on-site booking / specialoffers
- 2 standees (to be provided by partner)
- Display of product either as stand-alone display or as display showcase (6sqm marked display area)

Print Promotions:

- Logo and branding as 'Co-Host' on exclusive invitations to the Networking event
- Logo and visibility in all tradefair promotions as 'Inaugural Evening Partner' (organizer discretion)
- Full page color advertisement in CeBIT INDIA Show Catalogue

E - Promotions:

- Co-branded e-blast to our visitor & exhibitor databases
- Special dedicated e-blast to the CeBIT INDIA VIP database as Inaugural Evening Partner
- Engagement through the CeBIT INDIA social media campaign

Online Promotions:

Logo feature on website as Inaugural Evening Partner/ Co-Host

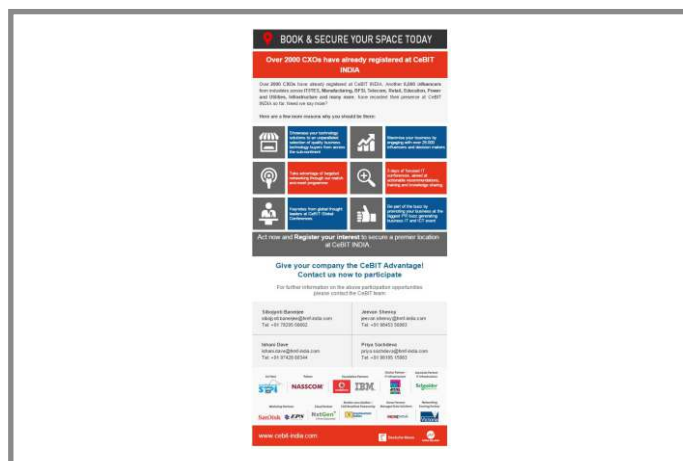


Networking High Tea Partner:

₹ 10,00,000

CeBIT Global Conferences attended by over 1,700 delegates across 3 days, breaks into 2 high-tea sessions daily for tea/coffee/refreshments/cookies etc.

- Exclusive co-branding during high-tea breaks in the lobby area at CGC
- Opportunity for co-branded packaging of refreshments to present to delegates
- Opportunity to place packaged refreshments inside the halls during sessions (33+ sessions)
- Dedicated products display area during high-tea sessions (6sqm presentation space)
- Dedicated staff of partner to man the 'display area' in the lobby, during the high-tea breaks
- Listing on website as Networking High Tea Partner
- Logo feature: (a) CGC Partners Thanks in CeBIT INDIA Show Catalogue, (b) CGC registration drive emailers



Networking Evening Partner

₹ 20,00,000

- Exclusive invitation to network with your target audience at leisure!
- Partnership at the CeBIT INDIA Networking Night is an excellent avenue to enhance your brand image and present latest trends & innovation to over 300 industry professionals.
- All attendees are representatives from large corporations, institutions, associations, government and PSUs and also high net worth individuals with significant spending power.
- This sponsorship opportunity provides investors the opportunity to meet, greet, talk business in a relaxed environment.
- The CeBIT INDIA Networking Night will feature fine dining and cocktails. This is coupled with an award ceremony evaluated by a celebrated jury of industry leaders!
- The Awards commend creativity, industriousness and inspiration and will be presented to key exhibitors across categories.
- All attendees exhibitors and VVIP invitees to the networking night are powerful decision-makers from the industry creating a catchment of immense potential, with tremendous purchasing capacity.
- From entertainment to the possibility to present and connect . . . it will be about your brand

DELIVERABLES :

10minute presentation at the premium networking event (Focused catchment: 450-500)

Presentation of CeBIT INDIA Awards to winners

Opportunity to present marketing kit/ gift to the VVIP invitees

Interaction and networking with attendees

On-site branding:

- logo feature on event backdrop
- display space/ desk where interested individuals may avail on-site booking / special offers
- 2 standees (to be provided by partner)
- display of product either as stand-alone display or as display showcase (6sqm marked display area)



Networking Evening Partner

₹ 20,00,000

This initiative presents the opportunity to be a 'Co-Host' of the Networking Evening with the associated benefits of branding and visibility:

Print Promotions:

- Logo and branding as 'Co-Host' on exclusive invitations to the Networking event
- Logo and visibility in all trade fair promotions as 'Co-Host' (organizer discretion)
- Full page color advertisement in CeBIT INDIA Show Catalogue

E - Promotions:

- Co-branded e-blitz to our visitor & exhibitor databases

Online Promotions:

- Logo feature on website as Networking Partner/ Co-Host



Registration Partner:

₹ 25,00,000

Your opportunity to create a first and lasting impression on the mind of each and every visitor to CeBIT INDIA. Maximize your reach through exclusive branding and visibility at the large and beautifully designed entrance plaza/ registration at BIEC.

Be the first point of connect to ALL levels of visitors, VVIPs, CECs, media as they arrive at CeBIT!

- Co-branding on all registration counters at the entrance plaza
- Co-branding on form filling counters
- Co-branding at organizers office desks (help desk, baggage drop)
- 2nos front pillar brandings at entrance plaza (6.5w x 5h)
- 2nos roof buntings at entrance plaza (5w x 10h)
- 15sqm shell space inside the exhibition
- Half page advertisement in CeBIT INDIA Show Catalogue
- Logo feature: (a) advertisement tower outside entrance plaza, (b) website, (c) partners thanks in CeBIT INDIA Show Catalogue



Visitor Kit & Bag Partner:

₹ 15,00,000

Move with every visitor at CeBIT INDIA. Feature on the visitor bag and kit that every visitor will refer to and carry around the during and post show.

- Exclusive branding on one side of the visitor bag to be distributed at all registration counters at the entrance plaza
- Co-branded visitor kit inside the visitor bags (with partner branding)
- Opportunity to carry 1 full page partner insert in visitor kit
- 12sqm shell space inside the exhibition
- Half page advertisement in CeBIT INDIA Show Catalogue
- Logo feature: (a) advertisement tower outside entrance plaza, (b) website, (c) partners thanks in CeBIT INDIA Show Catalogue



Visitor Badge & Lanyard Partner

CeBIT
INDIA

Visitor Badge & Lanyard Partner:

₹ 12,00,000

Over 10,000 badges will be presented at CeBIT INDIA 2015: visitor, media, delegate

Prominent feature of your brand on every badge that is presented to every visitor at CeBIT INDIA. Each visitor will wear the badge at all times onsite, giving maximum brand exposure to the partner throughout the event!

- Branding on visitor badges: visitor, delegate, media
- Co-branding on lanyard
- Co-branded boxes at visitor & delegate registration counters at entrance plaza
- Half page advertisement in CeBIT INDIA Show Catalogue
- Logo feature: (a) advertisement tower outside entrance plaza, (b) website, (c) partners thanks in CeBIT INDIA Show Catalogue



Visitor Guide Partner:

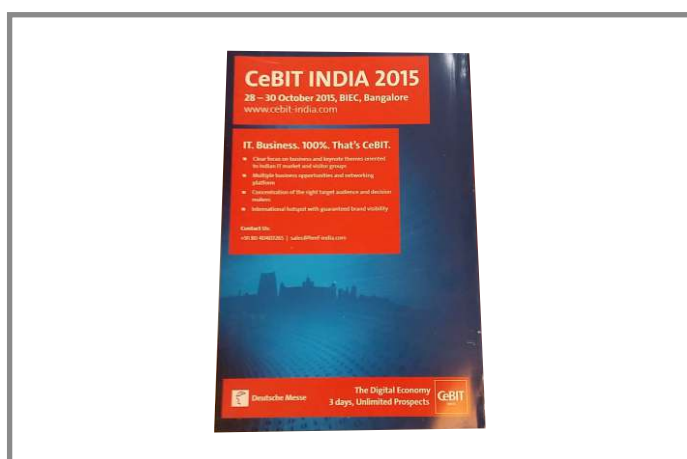
₹ 7,50,000

Visitor guides with show highlights, show schedule and key exhibits are presented to every visitor at CeBIT INDIA. This partnership offers branding & visibility in the personal-reference guide that all visitors can pick from the registration counters free of cost. Prominent feature of your brand on every badge that is presented to every visitor at CeBIT INDIA. Each visitor must wear the badge at all times onsite, giving maximum brand exposure to the partner throughout the event!

12,000+ copies of CeBIT INDIA Visitor Guide to be printed & distributed

6,000+ e-guides to be distributed to online visitors, VIPs, CECs, media

- Exclusive co-branding on visitor guide
- Half page advertisement in CeBIT INDIA Show Catalogue
- Exclusive co-branding on e-version of visitor guide to be sent to pre-registered visitors
- Logo feature: (a) advertisement tower outside entrance plaza, (b) exhibition layout boards onsite, (c) website, (d) partners thanks in CeBIT INDIA Show Catalogue



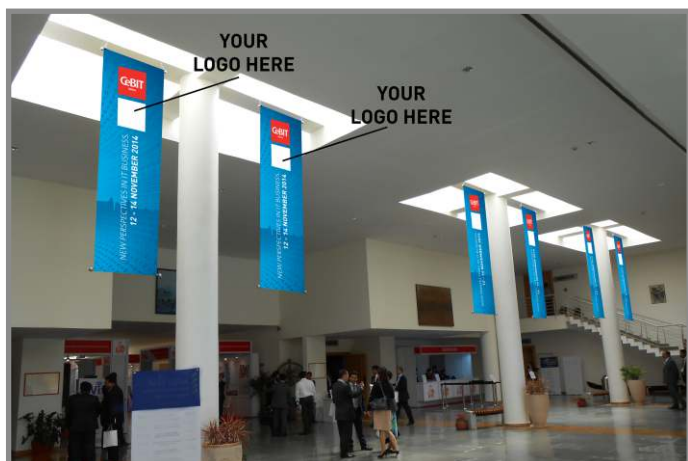
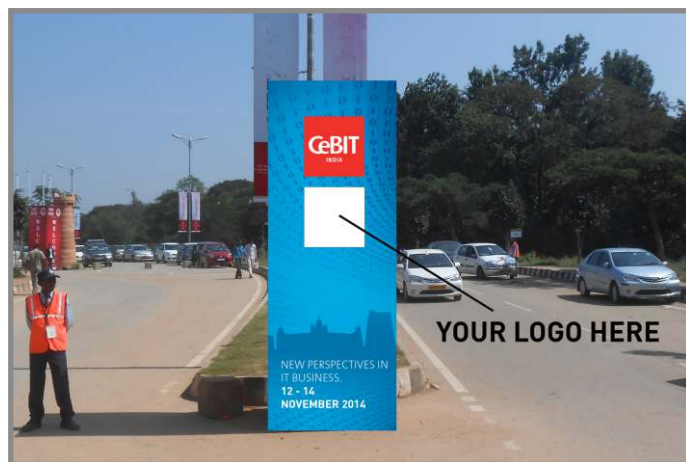
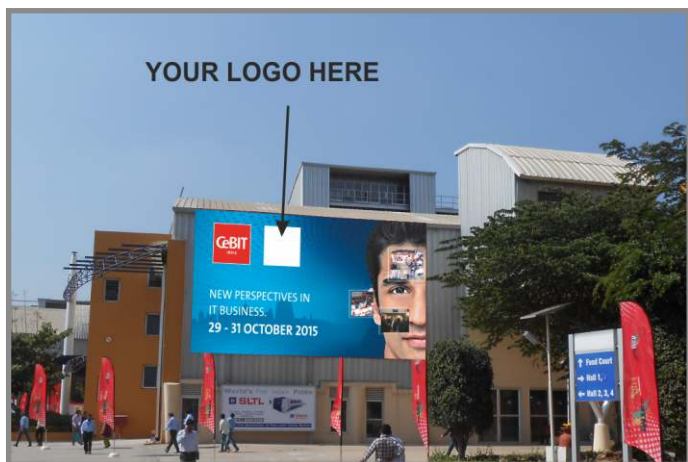
Directional Signages Partner:

₹ 10,00,000

CeBIT INDIA will feature branding across its length and breadth guiding visitors to the different halls, conference area, CEC and VIP lounges, sessions etc. throughout the show floor.

Partnership through co-branded directional signages will present broad visibility across the exhibition to the investor!

- Co-branding on ALL directional signages at CeBIT INDIA :
 - (a) 2 nos. large format layout boards
 - (b) 2 nos outdoor directional signages
 - (c) 2 nos co-branded roof buntings in HALL 1
 - (d) 2 nos co-branded roof buntings in HALL 2
 - (e) 1 no. co-branded signage in food court
 - (f) All other dedicated directional signages onsite
- 9sqm shell space inside the exhibition
- Half page advertisement in CeBIT INDIA Show Catalogue



VIP & Visitor Lounge Partner:

₹ 12,00,000

Flash your brand at these break-away spaces, spaces for B2Bs, presentations, discussions created in HALL 2 at CeBIT INDIA.

Exclusively branded VIP & Visitor lounges created in the thick of action, onsite, in the key exhibition halls!

- Lounge named after the partner 'Partner Presents CeBIT Visitor Lounge'
- 2 standees inside lounge
- 3 co-branded panel flex designs inside lounge, 1 external co-branded panel flex design
- Opportunity to present 1 partner collateral limited to 2 pages (to be placed on the tables/ seating inside lounge)
- Logo feature: (a) advertisement tower outside entrance plaza, (b) exhibition layout boards onsite, (c) website, (d) partners thanks in CeBIT INDIA Show Catalogue



VIP Travel Partner

₹ 20,00,000/-

Direct access to 80 handpicked VVIPs!

One-on-one brand introduction & information sharing opportunity!

CeBIT INDIA 2015 empowers you to have direct access, branding and promotions to a handpicked tailor-made wish-list of top notch VVIP-level visitors to the exhibition and the CeBIT Global Conferences.

The 'crème de la crème': CXOs, CMOs, CIOs, CTOs, CHROs, VCs, Bureaucrats, Investors and several others!

This initiative presents the opportunity to be the exclusive 'VIP Travel Partner' to the selective list of VVIPs with the associated benefits of branding and visibility:

DELIVERABLES:

Custom made co-branded engagement campaign from the time of confirmation of VVIP till their arrival to CeBIT INDIA and post event.

- Co-branded 'Welcome to CeBIT INDIA' communications to the VVIPs upon travel confirmation
- Dedicated concierge service (3pax) at Kempegowda International Airport with co-branded placards & special gifts (gift to be provided by partner)
- Custom designed 'Welcome Kit' to be provided by partner, to be placed for reference & reading enroute CeBIT/ hotel (airport transfers)
- Exclusive partner packages and partner collateral to be placed at hotel room
- Co-branded space at hotel lobby during exhibition dates
- Opportunity to present marketing kit/ gifts/ mementos to the VVIPs

On-site branding	Print Promotions	E - Promotions	Online Promotions
logo feature on event backdrop	Logo and visibility in all tradefair promotions as 'VIP Travel Partner' (organizer discretion)	Co-branded e-blitz to our visitor & exhibitor databases	Logo feature on website as VIP Travel Partner
18sqm shell scheme at CeBIT INDIA	Full page color advertisement in CeBIT INDIA Show Catalogue	Special exclusively branded e-blitz to the VVIP database (3 nos.)	—



Onsite Shuttle Partner

₹ 7,50,000/-

Visibility & branding at the entrance-plaza and areas outside the halls of CeBIT INDIA 2015!
Offering partners the opportunity to have 'moving-branding' through co-branded cars used to ferry CeBIT INDIA visitors from the entry gate to main entrance plaza, parking lot, towards the exhibitor halls.
20 dedicated co-branded cars | constant ferrying of visitors | prominent parking zone for the fleet

DELIVERABLES:

On-site branding	Print Promotions	E - Promotions	Online Promotions
Co-branded fleet of 20 cars	Logo and visibility in all tradefair promotions as 'Onsite Shuttle Partner' (organizer discretion)	Co-branded e-blitz to our visitor & exhibitor databases	Logo feature on website as Onsite Shuttle Partner
12sqm shell scheme at CeBIT INDIA	Half page color advertisement in CeBIT INDIA Show Catalogue	Special exclusively branded e-blitz to the VVIP database (2 nos.)	—



Transit Partner

₹ 10,00,000/-

Your opportunity for branding across the Bengaluru city through dedicated co-branded fleet of cars during CeBIT INDIA 2015!
benefits of branding and visibility:

Key locations for the fleet (in and around)

A

Kempegowda International Airport

B

Bengaluru International Exhibition
& Convention Centre

C

City centre

D

IT Parks

Providing complimentary travel to groups of visitors from key catchment areas to BIEC!

Offering partners 'moving-branding' through co-branded cars used to ferry CeBIT INDIA visitors from across the city.

50 dedicated co-branded cars | constant ferrying of visitors | dedicated centres for pick up

DELIVERABLES:

On-site branding	Print Promotions	E - Promotions	Online Promotions
Co branded Travel desk at CeBIT INDIA	Logo and visibility in all tradefair promotions as 'Transit Partner' (organizer discretion)	Co-branded e-blitz to our visitor & exhibitor databases	Logo feature on website as Transit Partner
Fleet of 50 co-branded cars across Bengaluru city	Half page color advertisement in CeBIT INDIA Show Catalogue	Special exclusively branded e-blitz to the VVIP database (3 nos.)	—
15sqm shell scheme at CeBIT INDIA	—	—	—





Deutsche Messe



FIERA MILANO

Hannover Milano Fairs India Pvt. Ltd.

Mumbai:

B-102, Business Square,
Chakala, Andheri (E),
Mumbai - 400 093
☎ +91 22 6687 5544

Bengaluru:

260, DBS House,
No.36, Cunningham Road,
Bengaluru - 560 052
☎ +91 80 4040 7260
☎ +91 80 4040 7265

International Sales

Rene Weinmann

T: +49 511 89 34225
rene.weinmann@messe.de

www.cebit-india.com

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