

# A Festival of Digital Innovation

## Out there, everything is changing. Changing radically.

Digitization is changing the economy, politics, society and culture.

It is changing how we live our lives and how we do business.

This change needs a forum.

**CEBIT®**  
d!conomy

The lead generator for your business.

Your environment for decisions, information and networking with CxOs, digital decision-makers, IT professionals, LoB leaders and general managers. All in one place, featuring: data management, digital office and processes, infrastructure, security and communication.

**Your chance: Leads for your business!**

**CEBIT®**  
d!tec

We celebrate the future. Join us!

Researchers and project managers meet industry customers, startups meet investors, digital decision makers meet developers. Covering the topics of blockchain, chatbots, immersive technology, mixed reality, artificial intelligence, deep learning and machine learning.

**Your chance: Do business with the future!**

## Radically simple: Our price model

Reserve your place at Europe's leading event platform for digitization. How much does it cost? The new price model makes the calculation easy for you, as everything is included.

**€250**  
base price per m<sup>2</sup>

Including marketing contribution, corner surcharge, and registration

**€1,250**  
co-exhibitor price

Including registration

Or find out more about our convenient fair packages. These include the exhibitor space, stand construction, marketing services and catering in one package. From €5,533.

Do you want to share your knowledge on the stage at d!talk? More information regarding the sponsor package and the call for speakers is available on our website.

**Reserve your place to take part in the business festival for digitization. Now.**

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**CEBIT®**  
**2018**

11-15 June

**More Leads.  
More Experience.  
More Inspiration.**



cebit.com

From 2018, CEBIT will become the business festival for digitization. A colorful, fresh, exciting event for everyone who has anything to do with digitization and wishes to actively shape it. Your business success will continue to be the main focus. Now more than ever.

## What does this mean for you?

**More Leads.** Because we make solutions and products more tangible.

**More Experience.** Because we bring technology and business together in an entertaining format.

**More Inspiration.** Because we make digitization easier to understand.

**CEBIT®**  
d!talk

Pioneers and unconventional thinkers from all over the world in a captivating program featuring the themes of digital trends on 15 stages.

Strategists from science and leading businesses share their knowledge. Plenty of discussion, interaction and workshops.

**Your chance: Position yourself as a thought leader in an international environment!**

**CEBIT®**  
d!campus

d!campus is the emotional heart of CEBIT.

A platform for getting together and networking, as well as a stage for experiences and showcases. Emotion meets technology.

**Your chance: Connect your positioning with the event, networking and emotion!**



d!tec

**Researchers**, developers, established businesses, **startups** at **scale11**, investors, coaches, **innovation labs**, international media. At d!tec, they all come together.

The result? A **leading event for digital disruption**.

# Where the heart of digitization beats

d!talk

**Conference meets entertainment.** The d!talk areas throughout the entire exhibition site and the **main stage, Grand Central**, act as the home of **inspiration**. Led by economic, technological, political and social **pioneers of digitization**.

25-27

Game-changing Technologies, Emerging Business Cases & Partner Events

25

Welcome Night

19/20

d!talk

CC

Press and d!talk

d!conomy

The whole spectrum of **digitization** in one place. That is unique in Europe. Trade visitors, businesses and public sector clients create a **lively, emotional atmosphere** in completely redesigned halls. Paths become shorter, **visitor flows** become bigger. The integrated **conference and workshop format** also attracts nearby visitors who you would not meet otherwise.

11-13

Host, Connect & Secure Your Business

14-17

Data Management, Digital Office & Processes

d!campus

The **digital life** that you can hear, taste and feel. At the heart of the CEBIT exhibition site, **bands** and **DJs** play in front of tens of thousands of people, daring visitors travel through a **virtual world in rollercoasters**, street food artists create new menus. And in the middle of all this? Exciting **showcases** and plenty of room for **networking**.

## Opening times:

Tue-Thurs: 10:00-23:00, Fri: 10:00-17:00

Exhibitions in the halls end at 19:00 and at 17:00 on Friday.

Site layout as of 07/2017. This is subject to change.