

# ICT World FORUM &

**ICT World  
FORUM &  
CITX**

Communication & Information Technology Exchange  
Your B2B Enterprise Marketplace



The ICT World Forum – Europe  
March 8 – 9, 2005  
CeBIT – Hannover – Germany



# Do You Ask Yourself

## *Why Do I Do It?*

It Cost Too Much!

I Am Not Meeting  
The Right Buyers!

I Don't Sell Technology  
To Computer Freaks!

**If You Ask Yourself These  
Questions Every March  
In Hannover . . .**

**Then We Have A Solution  
For You . . . . .**

# THE SAME QUESTIONS EVERY YEAR?

*Who I Really Want To Meet Are –*

Press

Senior Technology Buyers

CEO's, CTO's, CIO's & COO's

Industry Analysts

Qualified Enterprise Buyers!

## **CiTX IS THE SOLUTION!**

CiTX delivers an exclusive business place to showcase your IT and communication products & services to the most important people you want to meet:

**THE PRESS, CXO BUYERS,  
TECHNOLOGY INDUSTRY ANALYSTS**

# Your opportunity:

If you are like most businesses: budgets are tight, opportunities are few and making the most of each marketing effort is critical. You want to stand out from the crowd. You want to meet buyers. You want to dazzle the press. Maybe take a private meeting with an industry analyst. You know thousands of expo visitors do not equal business. You are looking for a difference.

Part of the ICT World Forum and held concurrently with CeBIT in Hannover, March 8-9, 2005, CiTX affords you a unique opportunity to meet these important people, in an exclusive club like atmosphere at the world's most important technology information and networking event – the ICT World Forum.

CiTX is the business 2 business component of the ICT World Forum, which has attracted thousands of CEO, COO, CTO and CIO delegates to meet and learn from the most important strategic leaders in the industry.

**90% OF CiTX/ICTWF ATTENDEES MAKE OR INFLUENCE THEIR COMPANIES' BUYING DECISIONS.**



Our speakers comprise a who's who of technology leadership and is representative of the kinds of buyers you will meet. Here's a sampling of our past speakers and delegates:

- Adrian von Hammerstein, CEO of Fujitsu Siemens Computers
- Anne Mulcahy, CEO of Xerox Corporation
- Bob Bishop, CEO of Silicon Graphics
- Craig Conway, CEO of Peoplesoft Inc.
- Gerard Kleisterlee, CEO, Philips Electronics
- Hector Ruiz, CEO of Advanced Micro Devices
- Jong-Yong Yun, CEO Samsung Electronics Co.
- Jorma Ollila, CEO Nokia Corporation
- Masamitsu Sakurai, CEO of Ricoh Company Ltd.
- Michael Zafirovski, COO of Motorola
- Patricia Russo, CEO of Lucent Technologies
- Rene Obermann, CEO of T-Mobile
- Scott Kriens, CEO Juniper Networks
- Serge Tchuruk, CEO of Alcatel
- Thierry Breton, CEO of France Telecom
- Thomas Ganswindt, Group President, Siemens ICN.
- Thomas Siebel, CEO of Siebel Systems
- Ulrich Schumacher, CEO Infineon Technologies

## Corporate Members:

Past events have attracted the corporate leaders in ICT, including:

- Accenture
- Advanced Micro Devices Inc.
- Alcatel
- Alcatel Deutschland
- Apax Partners
- Brands2Life
- BT Global Services
- Chinadotcom
- Cisco Systems Inc.
- Creative Digital Design
- DaimlerChrysler AG
- Debitel AG
- Equant
- Forrester Research
- Fortune Magazine
- France Telecom SA
- Fujitsu Siemens Computers
- Hewlett-Packard
- Huawei Technologies
- IBM
- Infineon Technologies
- Intel Corporation
- Juniper Networks
- KPMG
- Lucent Technologies
- Motorola Inc.
- National Semiconductor Corporation
- Nokia Corporation
- Oracle Corporation
- PeopleSoft Inc.
- Philips
- Ricoh
- RIM – Research in Motion Ltd.
- Samsung Electronics
- SAP AG
- Siebel Systems
- Siemens
- Silicon Graphics
- Swiss International Airlines
- Terra Lycos SA
- The Financial Times
- Thomson Multimedia
- Time Magazine
- T-Mobile International
- Webex
- Xerox

## How does CiTX deliver?

CiTX offers you two days of exclusive meeting opportunities in a luxury club setting that encourages executive networking. CiTX members are provided meeting points at which to network with invited delegates, press and analysts. Seating and lounge areas abound, an upscale buffet, including a variety of food stations and premium open bars is provided. Visitors arrive and visit you at their convenience, working their way around the meeting area. Delegates can visit the event any time and all ICT World Forum breaks, buffet luncheons and receptions are held in the CiTX exchange area.

## Who attends CiTX @ the ICTWF?

CiTX is an invitation only event. A select group of influential press, CXO's and industry analysts attend. This is in addition to the hundreds of ICTWF delegates.

We invite only a select group from the thousands of press who attend CeBIT, as well as our media database. European wide industry analysts are selected exclusively from firms that cover the ICT markets. Special delegates are selected from a unique list of CEO, COO, CTO and CIO's of Europe leading enterprises. Finally, the hundreds of ICTWF delegates round out the audience, making CiTX @ the ICTWF the largest and best-attended media/buyer event of the entire CeBIT week.

75% OF THEM EXPECT TO DO BUSINESS WITH A CiTX/ICTWF MEMBER DURING THE FOLLOWING YEAR.



## CAN YOU AFFORD TO MISS THIS OPPORTUNITY?

### CiTX & ICTWF delegates come from a broad range of enterprises with a particular focus on these core industries:

Aerospace & Defense	Food
Agriculture	Health Care
Automotive & Transport	Industrial
Banking	Manufacturing
Beverages	Insurance
Business Services	Leisure
Chemicals	Media
Computer Hardware	Metals & Mining
Computer Services	Pharmaceuticals
Computer Software	Real Estate
Construction	Retail
Consumer Products Manufacturers	Security Products & Services
Consumer Services	Telecommunications Equipment
Education	Telecommunications Services
Electronics	Transportation Services
Energy & Utilities	
Environmental Services & Equipment	
Financial Services	

### Media Sponsors:

Computerwoche	The Financial Times
EuroMoney	Deutschland
European Businessman	Time Magazine
Fortune Magazine	CeBIT News
	CeBIT Views

### CiTX & ICTWF delegates are:

- CIOs, CEOs, CTOs and COOs, Directors & Managers of Technology and Information Systems
- CFOs & Directors of Finance
- Directors & Managers of Strategic Planning
- Directors & Managers of Systems Operations
- Architects, Analysts, Planners and Project Managers
- Directors & Managers of BI, CRM, ERP & DBMS
- Directors & Managers of Enterprise Operating Systems & Data Centers
- Directors & Managers of eLearning and Organizational Collaboration
- Directors & Managers of IT Security
- Executives responsible for Outsourcing including Business Unit Heads

### CiTX & ICTWF delegate profile:

- 87% of CiTX & CTWF Delegates Authorize Purchases.
- 76% Will Purchase More Than €1 Million In The Next Year.
- 94% Attend To Better Understand The Next Significant Trend In The Industry.
- 79% Use CiTX & the ICTWF as a Networking Opportunity for Additional Business.
- 71% of Delegates Plan To Return to the ICTWF and CiTX in 2005

TRADE SHOWS ARE FOR EXHIBITS. CITX @ THE ICTWF IS FOR BUSINESS.

# CITX

## The Communication & Information Technology Industry Exchange Place



**ICT** World  
**FORUM &**  
**CITX**



**Your B2B Enterprise Marketplace.**

@

**The ICT World Forum  
March 8-9, 2005**

### Marketing opportunities:

#### **SPEAKING**

#### **OPPORTUNITIES:**

Present your products in the private and professional setting of a Vendor Seminar.

#### **SPECIAL EVENTS:**

Co-sponsor a day or evening party or networking event for the best contacts and exposure.

#### **SPONSORSHIPS:**

Get your message out and branding on literature bags, banners and other merchandise.

#### **ADVERTISING:**

Place your advertisement in our welcome kit, program guide, online or any of the other marketing tools we have available.

## What companies participate as CiTX members?

- Application Development/Internet Platforms/ Web Services (AD)
- Application Integration and Middleware (AI)
- Business Intelligence and Data Warehousing (BI)
- Consultancy's
- CRM/ERP and Supply Chain (APP)
- Enterprise Application Services
- Enterprise Systems Management (ESM)
- Hardware Manufacturers
- IT Services (ITS)
- Mobile and Wireless (MOB)
- Portals, Content, & Collaboration (PCC)
- Security (SEC)
- Software Developers
- Telecom Infrastructure & Services (TEL)

## Where is CiTX?

CiTX is held with the ICT World Forum at the Hannover Airport Maritim Hotel and Conference Center, March 8 – 9, 2005, the two days preceding CeBIT. Meeting and Ballrooms are used for CiTX, creating a luxurious environment. Sleeping room accommodations are available in the hotel for members. CiTX runs from 10:00am to 5:00pm each day.



## CiTX MEMBER PACKAGES: STANDARD & PREMIER

CiTX corporate participants are considered members. We offer two levels of membership:

**STANDARD** – Members receive a 3 x 2 meter meeting area, stand system, counter top tables, electrical power, lights and signage. Standard membership also includes two delegate registrations to the ICT World Forum, a **€4,200** value.

**BONUS OPPORTUNITIES** – all members are eligible for Press Conference meetings and vendor seminars for all ICTWF delegates to attend. Advertising in the ICTWF show catalog, plus web site or electronic Forum newsletter promotions are also available.

Delegate registrations to the ICTWF are a great way to reward your employees or customers with a business incentive.

**PREMIER** – Members receive the same as the standard members, plus a nearby meeting suite for private networking, suitable for one-on-one meetings, specialized product introductions, press briefings, product displays and launches. The meeting suite augments your meeting point as a place to showcase products or have discussions in private. In addition, premier membership also includes four delegate registrations to the ICT World Forum, an **€8,400** value.

## CiTX Membership prices:

**STANDARD:**  
**€9,600**, plus VAT.

**PREMIER:**  
**€14,600**, plus VAT.

**PRESS CONFERENCE ADD-ON:**  
**€1,900**, plus VAT.

**VENDOR SEMINAR ADD-ON:**  
**€2,900**, plus VAT.

**CITX/ICTWF CATALOG ADVERTISEMENT:**  
**€1,900**, plus VAT.

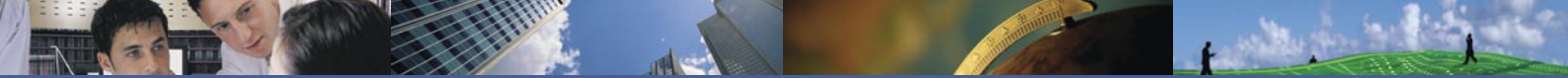
**WEB SITE/NEWS-LETTER AD :**  
**€2,000/30.000** impressions, plus VAT.

## Added value benefits:

1. Complete company listing in the CiTX/ICTWF program guide, including company name, address, telephone, fax, email and web site, plus 100 word corporate description.
2. Free use of the press lounge and press information distribution facilities.
3. Full delegate participation in the ICT World Forum.
4. Post show delegate promotional mailing and data base access.

## Publicity:

Izi Media promotes and organizes the press and delegate attendance. Top-tier press and industry analysts are from Germany and throughout Europe. Our staff know the level of press and buyers you want to meet and we deliver!



## How many colleagues can you bring?

Standard members are welcome to bring up to 2 representatives, including company employees and people from your public relations firm. Premier members can bring up to 4 people. This is in addition to the ICTWF delegate registrations included in your membership package. Representative attendance does not include admission to the ICTWF. However, our experience shows that as few as two people can work the meeting area without any difficulty. We limit the number of member's representatives to maximize the space available for press, delegates and analysts, which is in everyone's best interest.

## How do I become a Member?

It's simple! Just download the member application at <http://www.ictwf.com/citx/>

or contact any of our global sales offices:

### Germany

Mesago Messe  
Frankfurt GmbH.  
Rotebühlstr. 83-85  
70178 Stuttgart Germany

Tel.: ++49.711.6194677  
Fax: ++49.711.6194690

email: [ict@mesago.de](mailto:ict@mesago.de)

### USA

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1493 Shadowmoss Circle  
Lake Mary, FL 32746 USA

Tel.: ++1 (407) 833 - 3892  
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email: [Citx@ictwf.com](mailto:Citx@ictwf.com)

**Website:** [www.ictwf.com](http://www.ictwf.com)



## Who Are We?

The ICT World Forum and CiTX are produced by:

**Izi Media** - a business-to-business media company headquartered in the USA. Our mission is to create highly targeted media products that bring buyers and sellers together. Izi media combine high-quality educational and informational content with networked business to business environments to create one-stop integrated marketing communication products.

**Mesago Messe Frankfurt** – Mesago, part of the Messe Frankfurt Group, is a leading organizer of international exhibitions, conferences and seminars, specializing in key technology and business topics and attracting world-wide participation. Among the topics covered are:

- *Electric Automation Technologies*
- *Electronic Manufacturing*
- *Electromagnetic Compatibility*
- *Micro System Technologies...*

Professional expertise and experience are Mesago's assets in developing business and communication by means of exhibition and conference. Our main focus is the customer's needs. Mesago supports trade show participants with extensive marketing activities, networking opportunities and service programs helping them to establish lasting commercial relationships and business partnerships.