



CeBIT Developer World 2016

Hall 11 (subject to change by CeBIT!)



14th – 18th of March 2016

Following a successful premiere last year Heise Developer World will again take place at CeBIT 2016.

The new meeting point and market place for software developers combines exhibition, networking and stages for issue-specific talks. Complemented by an versatile accompanying programme and a LAN-Café the Developer World will be the center of the sector.

Present company and your solutions for professional software development. Learn about the latest trends in software development and get in touch with other software developers from all around the world, partners and clients.

The new platform is custommade for companies offering Software Development, Web Development and Embedded Development as well as Software Architecture and Analysis.

5 reasons,...

...to attend Heise Developer World:

- Meet innovative and leading companies
- Meet the stars of the developer scene
- Learn about the latest trends in software development
- Extend your network: make new contacts at Developer World
- Meet developers from all around the world

...to exhibit at Heise Developer World:

- Address your target groups through innovative exhibition booths
- Individual B2B meeting points for networking and discussions
- Use the center stage to introduce your solutions to a broad audience
- Benefit from customized settings for networking
- Perfect catering for you and all your guests and visitors

We offer you a customized Event Profile

Center Stage:

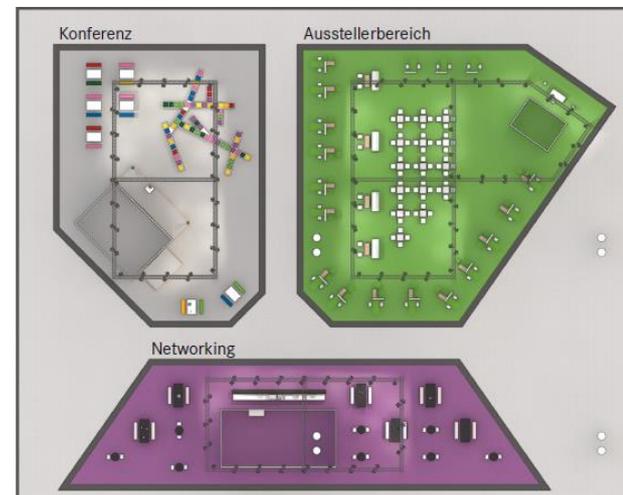
Meet the evangelists of the developer scene, selected by the editors of iX and Heise Developer Channel. You can also book 30 minute speaker slots for presentations in English or German.

Catering Area:

All-day boards (hearty & sweet) for exhibitors and their clients. Visitor catering (fee-based). Internet access for visitors. Lounge area for networking and chilling.

Exhibition Area:

Spacious area with meeting points at the main walkway. Diverse options to present your company and individual offerings at CeBIT.



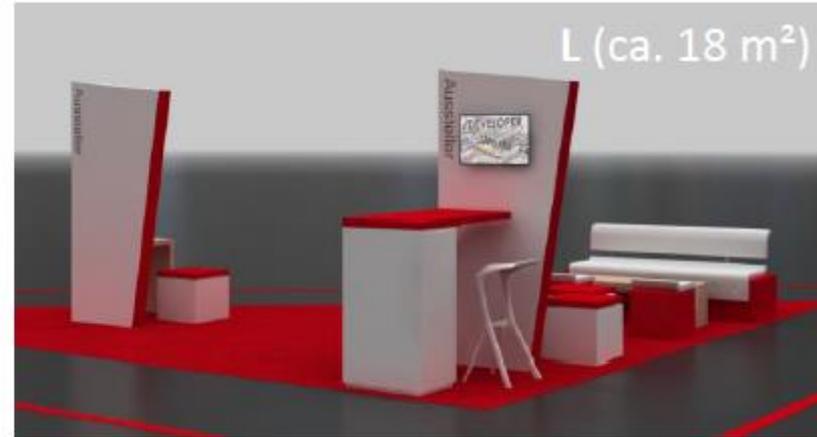
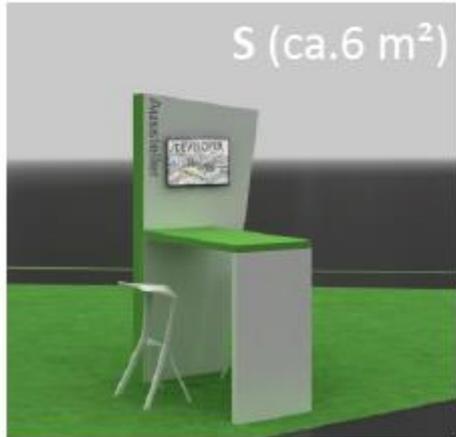
Impressions 2015



Package	Benefits	Price
S	- Stela incl. workplace, 2 counter chairs, electricity + internet, Partner logo on website (optional: display, catering & media promotion)	3.900,- Euro excl. VAT.
M	- Stela incl. workplace, display, lockable counter, stool, 2 counter chairs, side table, 2x catering, 2 speaker slots on the theme stage electricity + internet, media promotion	9.900,- Euro excl. VAT.
L	- Stela incl. workplace, display, lockable counter, stools, 2 counter chairs, side table, lounge corner with 2-seater, 2 lounge cubes, table, 2nd advertizing stela for additional branding, stool, side table, 4x catering, 5 speaker slots on Forum stage, electricity + internet, media promotion	19.900,-Euro excl. VAT.

Please contact us for additional catering and individual booth designs!

Individual Sponsoring Packages



Speaker Slot Packages & Forum Sponsoring

Speaker slots at Center Stage:

1 speaker slot	990,- Euro
5 speaker slot	3.960,- Euro
10 speaker slot	7.490,- Euro



Forum Sponsoring:

Benefits: Partner logo on center stage, 1 speaker slot/day, partner logo in all media promotions, hand out flyers at center stage.

Price: 9.900,- Euro

Get-together Sponsoring:

Benefits: End of the day sponsoring of Get-together at Developer World with drinks and snacks.

Price: 3.900,- Euro

Please contact us for further information!

CeBIT Fees **(subject to change by CeBIT!)**

Additional fees for all sponsoring packages (as of August 2015):

- Registration fee Co-Exhibitor: 390 Euro
- Participation fee Co-Exhibitor: 1.150 Euro
- 1.540 Euro

Optional company record in OBS System of CeBIT
(OBS access code will be provided by Heise Events)

Heise Media Promotions Online and Print

- Partner logo in our ads for CeBIT Developer World - published in Germany's most subscribed computer magazines: c't magazine and iX magazine (depending on the time of reservation/booking!)
- Partner logo incl. company profile on the official CeBIT Developer World website

Media Promotions at CeBIT Developer World

- Partner logo on banner over CeBIT Developer World area and the Forum.
- Rotating partner logos during coffee break presentations in the Forum

Your logo in our media (depending on the time of reservation/booking):

Media	Promotion	start of promotions	Sold circulation or page impressions
	Heise ads (1/1) S. with partner logo	December 2015	256.539 sold circulation (IVW Q. 02/15)
	Heise ads (1/1) S. with partner logo	December 2015	34.945 sold circulation (IVW Q. 02/15)
	Heise ads (1/1) S. with partner logo	December 2015	19.399 sold circulation (IVW Q. 02/15)
	Heise banner with partner logo	December 2015	167.394.244 Pls* (July 2015)

Additional promotions (depending on the time of reservation/booking):

- Text ads in corresponding newsletters (heise online: Business etc.)
- E-Mailings to heise Events mailing lists
- CeBIT Developer World webseite starting December 2015 (incl. partner logos and banner)



c't magazine for computer technology is one of the most respected information sources for computer pros in Europe. Target group: IT decision makers, computer pros, demanding users.

Paid circulation: 256,539 copies
(IVW Q. 2/2015)



Main focus of the magazine for IT professionals
Is the company-wide use of networked computers.
Target group: Data center manager, network administrators, application programmers etc.

Paid circulation: 34,945 copies
(IVW Q. 2/2015)



The magazine bridges the gap between business and science for managers and decision-makers, researchers and developers, makers and executives.
Technology Review is the german licensed edition of the renowned »MIT's Magazine of Innovation«.

Paid circulation: 19,399 copies
(IVW Q. 2/2015)



The leading technology newsportal in Germany.
Target group: IT professionals, IT manager, IT business decision-makers.

Visits total: 31,725,497
Page Impressions total: 167,394,244
(IVW July 2015)

Contacts

PLZ 0-3

Oliver Kühn

Head of Sales Nord

Tel.: +49 511 53 52 743

E-Mail: oliver.kuehn@heise.de

Erika Hajmássy

Senior Account Manager

Tel.: +49 511 53 52 266

E-Mail: erika.hajmassy@heise

Isabelle Paeseler

Account Manager

Tel.: +49 511 53 52 133

E-Mail: isabelle.paeseler@heise.de

Michael Hanke

Group Sales Director

Tel.: +49 511 53 52 167

E-Mail: michael.hanke@heise.de

PLZ 4, CH, USA, Asien

Carsten Olschewski

Senior Account Manager

Tel.: +49 511 53 52 582

E-Mail: carsten.olschewski@heise.de

Babette Lahn

Senior Account Manager

Tel.: +49 511 53 52 240

E-Mail: babette.lahn@heise.de

Bettina Scheel

Account Manager

Tel.: +49 511 53 52 892

E-Mail: bettina.scheel@heise.de

PLZ 5+6, UK, sonst. Ausland

Birgit Weißenberger

Senior Account Manager

Tel.: +49 511 53 52 595

E-Mail: birgit.weissenberger@heise.de

Michaela Thiem

Senior Account Manager

Tel.: +49 511 53 52 421

E-Mail: michaela.thiem@heise.de

Roberto Giordano

Account Manager

Tel.: +49 511 53 52 817

E-Mail: roberto.giordano@heise.de

Dennis Hadler

Account Manager

Tel.: +49 511 53 52 894

E-Mail: dennis.hadler@heise.de

PLZ 8, A

Petra Schinköth

Head of Sales Süd

Tel.: +49 89 427 186 21

E-Mail: petra.schinkoeth@heise.de

Heike Köhler

Senior Key Account Manager

Tel.: +49 89 427 186 17

E-Mail: heike.koehler@heise.de

Werner Ceeh

Senior Account Manager

Tel.: +49 89 427 186 11

E-Mail: werner.cee@heise.de

PLZ 7+9

Ralf Räuber

Senior Account Manager

Tel.: +49 511 53 52 218

E-Mail: ralf.raeuber@heise.de

Jens Walsemann

Junior Account Manager

Tel.: +49 511 53 52 808

E-Mail: jens.walsemann@heise.de