

# 3

## Katalog

## Catalogue

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## KATALOG

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## CATALOGUE

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## KATALOG

### Katalog ve Elektronik Medya

CeBIT Bilişim Eurasia Katılan Şirketler Kitabındaki şirket bilgileriniz, fuar öncesinde, sırasında ve sonrasında değerli iş bağlantıları kurmanız için büyük önem taşır. Size sunduğumuz sayısız fırsattan yararlanarak şirketinizi ve ürünlerinizi tanıtabilirsiniz. Bilgileriniz "www.cebitbilisim.com" adresinde de yer alacaktır.

## CATALOGUE

### Catalogue & Electronic Media

Your entries in the official CeBIT Bilişim Eurasia show catalogue and information media is absolutely essential to create valuable business contacts – before, during and after the fair. Benefit from the vast opportunities we are offering you and present your company and your products. Your listings will appear in the CeBIT Bilişim Eurasia Show Catalogue and on our webpage.

## ÖNEMLİ TARİHLER

### Katalog ve Elektronik Medya

## FORMLAR / FORMS

## IMPORTANT DEADLINES

### Catalogue & Electronic Media

	Form #	Son Tarih / Deadline	Check
Katılan Şirketler Kitabı	<b>3a</b>	<b>14.08.2007</b>	<input type="checkbox"/>
Ürün Kategorileri	<b>3b</b>	<b>14.08.2007</b>	<input type="checkbox"/>
Katılımcıların Faaliyet Gösterdiği Sektörler	<b>3c</b>	<b>14.08.2007</b>	<input type="checkbox"/>

Show Catalogue Entry

List of Exhibitors by Product Category

Sectors in which Exhibitors Operate

Formlar, konularıyla ilgili seperatörlerin açıklama/ bilgi sayfalarının sonunda bulunmaktadır. Form numaralarındaki rakam seperatörleri ifade etmektedir.

Forms are located after the information pages under the separator for each subject. The number in the form name indicates the separator number.



## KATALOG

Bu hizmetten yararlanmak için, aşağıdaki bilgileri marketing@hifas.com adresine ePosta yoluyla gönderiniz.

- Şirket profilinizin Türkçe (50 kelime) ve İngilizce (50 kelime) kopyalarını içeren bir Word belgesi (PC formatında).

Bilgileriniz kataloğun aşağıdaki bölümünde yer alacaktır:

- Katılımcı şirketlerin alfabetik listesi (şirket bilgileri, şirket profili)

Uygun bir kimlik gösterilmesi durumunda katılımcı şirketlere ücretsiz olarak bir adet katalog verilir.

Katılan Şirketler Kitabı: İstek Formu 3a  
Son Başvuru Tarihi 14.08.2007

### Katılımcı Şirket Logosu

Katılımcı şirketlerin her birine, logolarını Katılan Şirketler Kitabı'nda kendilerine ayrılan yerin üstüne yerleştirme fırsatı verilir.

Bu nedenle, aşağıdakileri marketing@hifas.com adresine ePosta yoluyla gönderiniz:

- 300 dpi çözünürlükte, PC formatında, Freehand, TIFF veya JPEG dosyası olarak hazırlanmış renkli veya siyah-beyaz şirket logonuz.

*Lütfen logonuzu Word dosyasına eklemeyin!*

**Basılı formatta ya da faksla gönderilen logolar yayınlanmayacaktır.**

### Ürün Kategorileri

Bu liste, potansiyel müşterileri ürünlerinize ve hizmet verdiğiniz sektörlerle çekmenin en önemli aracıdır. Ziyaretçiler, Katılımcı Şirketlerin Ürün Kategorilerine göre Listesi'ni kullanarak doğru ürün yelpazesine sahip katılımcı şirketleri araştırmaktadırlar. Ürün Kategorileri hakkında daha fazla bilgi için, 3b istek formuna bakınız.

Ürün Kategorileri: İstek Formu 3b  
Son Başvuru Tarihi 14.08.2007

## CATALOGUE

In order to request this service please send the following by eMail marketing@hifas.com:

- Your company profile in Turkish (50 words) plus English (50 words) as a Word document (PC format).

Your listings will appear under the following section of the catalogue:

- Alphabetical list of exhibitors (company details, company profile)

Exhibitors are entitled to one free copy of the catalogue upon presentation of appropriate identification.

Entry in the Show Catalogue: Request Form 3a  
Deadline 14.08.2007

### Exhibitor Logo

Each exhibiting firm has the opportunity of placing its logo above its entry in the Show Catalogue. For this purpose please send the following by eMail to marketing@hifas.com:

- Your company logo in color or black and white as a Freehand, TIFF or JPEG file with 300 dpi resolution, formatted for PC.

*Please do not insert the logo in a Word file!*

**Logos sent in printed form or by fax will not be published.**

### List of Exhibitors by Product Category

This listing is the most important instrument for attracting the attention of potential customers to your products. Visitors are using the List of Exhibitors by Product Category to find exhibitors with the right product spectrum. For detailed information regarding the Product Categories please see request form 3b.

Entry in List of Exhibitors by Product Category:  
Request Form 3b  
Deadline 14.08.2007

### Sektörünüzü Belirleyin

Katılımcılarımızla ziyaretçilerimizi en doğru ortamda buluşturmak istiyoruz. 3c formunda vereceğiniz bilgiler sayesinde, siz katılımcılarımızın hizmet verdiği sektörleri, ziyaretçilerimiz danışma masalarından öğrenebilecekler.

Size daha iyi hizmet verebilmemiz için, 3c formunda ürün ve hizmetleriniz ile hitap ettiğiniz, özellikle faaliyet alanınız içinde olan sektörleri işaretleyiniz.

Sektörünüzü Belirleyin: İstek Formu 3c  
Son Başvuru Tarihi **14.08.2007**

### Katılan Şirketler Kitabı Reklamları

Fuardaki varlığınızı vurgulamak üzere, ürünlerinize fuar sırasında ve sonrasında en çok ilgiyi garanti etmek için kataloğa reklam vermenizi öneririz. Daha fazla bilgi için "Pazarlama, Tanıtım ve Basın" başlıklı bölüme bakın.

### [www.cebitbilisim.com](http://www.cebitbilisim.com)

CeBIT Bilişim Eurasia'nın resmi web sitesi, katılımcı şirketler ve ürünleri hakkında en güncel bilgileri Türkçe ve İngilizce olarak sunmaktadır.

Potansiyel müşterilere ulaşmanın yanı sıra, şirketinizi, ürün ve hizmet yelpazenizi tanıtmak için sayısız fırsatlardan yararlanın: şirket bilgilerinizin yanı sıra, ürün ve marka ayrıntılarınız İnternet kullanıcıları tarafından arama kriterleri olarak kullanılmakta ve onları doğrudan sunumunuza yönlendirmektedir.

Verileriniz fuarın açılışından yaklaşık altı hafta önce İnternet'te yayınlanacaktır. Tüm bilgiler, bir sonraki CeBIT Bilişim Eurasia Uluslararası Bilgi ve İletişim Teknolojileri Fuarı'na kadar bütün bir yıl boyunca İnternet üzerinden ulaşılabilir olacaktır.

### Indicate Your Sector

We aim to allow our exhibitors to meet with visitors in the best environment possible. Visitors will have access through the information desks to the information provided by exhibitors in form 3c, in particular regarding the sectors that you serve.

In order for us to serve you better, please indicate in form 3c the sectors that your products and services interest and that come within your area of activity.

Indicate your sector: Request Form 3c  
Final application date: **14.08.2007**

### Advertisement in the Show Catalogue

To highlight your presence at the exhibition, we recommend placing an advertisement in the catalogue to assure your products maximum attention during and after the exhibition. For further information please see under "Marketing, Promotion & Press".

### [www.cebitbilisim.com](http://www.cebitbilisim.com)

The official website for CeBIT Bilişim Eurasia provides up-to-the-minute information on exhibitors and their products – in Turkish and English.

Take advantage of numerous possibilities for reaching potential customers and presenting your company as well as your range of products and services: your company details as well as product and brand name listings serve as search criteria for İnternet users and guide them straight to your presentation.

Your data will be published online approximately six weeks before the fair opens. All entries will be accessible online throughout the year right up to the following CeBIT Bilişim Eurasia.

Submission Deadline **14.08.2007**

Fax No.  
E-mail

**+90 (212) 334 69 70**  
marketing@hifas.com

FORM NO.

**3a**

## Show Catalogue Entry

Hall No.

Booth No.

Exhibitor ..... Phone No .....  
Address ..... GSM No .....  
City / Country ..... Fax No .....  
Authorized Person ..... E-mail .....

The Show Catalogue is a publication containing the company, contact info and product data of all exhibitors, along with their hall and booth number. It will be distributed to visitors at the entrance to the fair. (Dimension: 8.8x20 cm)

Company Logotype



- Freehand or
- 300 dpi TIFF or
- 300 dpi JPEG

TradenameDistributor /  
Main Distributor

- The names of those companies who do not have logos shall be written in Univers font in type size 16.

Web Page http:// .....

It is preferred that the company info text should be in MS Word format using Helvetica in type size 9. It is necessary that the company and product data shall not be more than 50 words each. The sentence including the 50<sup>th</sup> word and subsequent sentences shall be deleted.

Your Submission Choice

eMail

CD



.....  
.....

.....  
.....

Date

Stamp / Authorized Signature

# List of Exhibitors by Product Category

Hall No.

Booth No.

--

--	--	--

Exhibitor .....	Phone No .....
Address .....	GSM No .....
City / Country .....	Fax No .....
Authorized Person .....	E-mail .....

## ATTENTION! This form must be filled in by all exhibitors

This information will be used in products such as the Show Catalogue, web site exhibitor search pages and the pocket fair guide. If you fill in this form correctly and extensively, it will be much easier for your potential customers and visitors to access your products, services and your fair booth.

**COMPUTER**

- 100 Mainframes/servers
- 101 Workstations
- 102 Hand Terminals

**WAREHOUSING SYSTEMS AND EQUIPMENT**

- 110 Internal and external warehousing
- 111 Magnetic disk warehousing systems
- 112 Magnetic-optic warehousing systems
- 113 Optic warehousing systems
- 114 Warehousing materials
- 115 Warehousing Management systems
- 116 ISCSI systems
- 117 Blu-Ray systems

**SALES POINT SYSTEMS**

- 120 Cash register systems
- 121 Outlet systems

**OFFICE AUTOMATION - EQUIPMENT, ACCESSORIES**

- 130 Printers
- 131 Photocopiers
- 132 Lamination
- 133 Email management
- 134 Paper processing and management
- 135 DTP/pre-print
- 136 Shredders
- 137 Accessories

**CARD TECHNOLOGY**

- 140 Magnetic bands
- 141 Card readers
- 142 Smart Cards
- 143 Radio Frequency Systems
- 144 Card production equipment

**ENTERPRISE APPLICATIONS**

- 150 Company Resource Planning
- 151 Supply chain management
- 152 Customer relations management
- 153 Management of Product Lifecycle
- 154 Engineering Solutions
- 155 Production systems
- 156 Application service providers
- 157 Information Management
- 158 Content Management
- 159 Work flow Management
- 160 Business Intelligence
- 161 Automatic data capture

- 162 Vertical market solutions
- 163 e-commerce/e-business
- 164 Visualisation
- 165 Project Management
- 166 e-marketing

**SYSTEM SOFTWARE**

- 170 Open source
- 171 Processing systems
- 172 Database management systems
- 173 Management systems
- 174 Development systems
- 175 eBusiness solutions
- 176 Grid computing

**SERVICES**

- 180 Consultancy
- 181 Outsourcing, contracts
- 182 System Integration
- 183 IT services

**DOCUMENT MANAGEMENT SOLUTIONS**

- 190 Hardware and software for document processing, management and archiving

**TELECOMMUNICATION & INTERNET SERVICES**

- 200 DSL and ISDN providers
- 201 Internet Service Providers
- 202 Web hosting
- 203 Wireless Internet services
- 204 Value added services
- 205 Application service providers
- 206 Application hosting services
- 207 Digital rights management
- 208 Services
- 209 Positioning foundation services

**NETWORKS**

- 210 Internet services
- 211 Storage area network (SAN)
- 212 Network security
- 213 Network diagnosis and measurement tools
- 214 Network calculation software
- 215 Active and passive network components

**SECURITY**

- 220 Physical security
- 221 Software security
- 222 Cryptography, secure communication

- 223 Anti-virus systems
- 224 Biometrics
- 225 Firewalls
- 226 Consultancy, planning
- 227 Uninterruptible Power Supply systems

**HUMAN RESOURCES - BUSINESS WORLD, LEARNING AND PERFORMANCE**

- 230 HR software
- 231 HR outsourcing
- 232 Work, learning and performance
- 233 eLearning/eAssesment
- 234 Time management, access control, HR planning
- 235 HR performance
- 236 Business and Career world

**PERSONEL COMPUTERS**

- 240 Laptops
- 241 Notebooks
- 242 PDAs
- 243 Accessories

**PERIPHERALS AND COMPONENTS**

- 250 Input and output peripherals
- 251 Mice and keyboards
- 252 Monitors
- 253 Cases
- 254 Coolers
- 255 Sound cards
- 256 Graphic cards
- 257 Scanners
- 258 Processors
- 259 Motherboards

**DIGITAL PHOTOGRAPHY**

- 260 Cameras
- 261 Storage media
- 262 Picture/image processing
- 263 Accessories
- 264 Materials

**HOME ELECTRONICS**

- 270 Intelligent home systems
- 271 Home automation

**DIGITAL ENTERTAINMENT**

- 280 Sound systems/ Audio
- 281 Hi-fi
- 282 Video/DVD

- 283 Digital video broadcasting, digital sound broadcasting, interactive TV
- 284 Entertainment systems and devices
- 285 Home theatre
- 286 Sound-video communication servers
- 287 Games
- 288 Display technologies
- 289 Consumer electronics
- 290 Accessories
- 291 Multimedia home platform

**MOBILE COMMUNICATION**

- 300 Mobile phone systems
- 301 Mobile phone providers
- 302 Satellite communications
- 303 Equipment and accessories
- 304 Trunked radio systems
- 305 Telematics and locators
- 306 Mobile phones
- 307 Radio Installations
- 308 Accessories
- 309 W-LAN
- 310 UMTS, GSM, GPRS

**FIXED LINE**

- 320 Fixed line providers
- 321 Network equipment suppliers
- 322 Sound, data, text and visual communication
- 323 Computer-telephone integration
- 324 ISDN-DSL equipment
- 325 Video conference systems
- 326 Call centre systems
- 327 Powerline communication
- 328 Telecommunication end-user equipment
- 329 Switching installations
- 330 VoIP (Voice IP communication)

**FUTURE PARC - RESEARCH & TECHNOLOGY**

- 340 Basic research
- 341 Applied research

**INSTITUTIONS/ORGANISATIONS/PUBLICATIONS**

- 350 Institutions/Organisations/NGOs
- 351 Printing houses and products

**OTHER**

- 360 Education
- 361 Radio/TV/Printed matter
- 362 Other applications

Exhibitor Name:		Category No :	Brands:
Hall No:	Booth No:		
Co-Exhibitors:			
1			
2			
3			
4			



Date

Stamp / Authorized Signature

Submission Deadline **14.08.2007**

Fax No.

**+90 (212) 334 69 70**

E-mail

marketing@hifas.com

## Sectors in which Exhibitors Operate

Hall No.

Booth No.

Exhibitor ..... Phone No .....  
 Address ..... GSM No .....  
 City / Country ..... Fax No .....  
 Authorized Person ..... E-mail .....

### ATTENTION! This form must be filled in by all exhibitors

This information will be used in Sector such as the Show Catalogue, web site exhibitor search pages and the pocket fair guide. If you fill in this form correctly and extensively, it will be much easier for your potential customers and visitors to access your products, services and your fair booth.

- |                                  |   |   |   |
|----------------------------------|---|---|---|
| 400 IT                           | 415 Tourism                                 | 428 Electric/Electronic                   | 442 Public Sector (State bodies)          |
| 401 Publications                 | 416 Art/ Culture/ Entertainment             | 429 Machinery                             | 443 Municipalities                        |
| 402 Electronic publishing        | 417 Music                                   | 430 Automotive/<br>Automotive by products | 444 NGOs                                  |
| 403 Radio/ TV                    | 418 Agriculture/Stock breeding/<br>Forestry | 431 Metal                                 | 445 Lawyers                               |
| 404 Public Relations             | 419 Paper/ Paper products/<br>Packaging     | 432 Furniture                             | 446 Accountants/<br>Financial Consultants |
| 405 Advertising                  | 420 Energy                                  | 433 Glass                                 | 447 Sportspersons                         |
| 406 Organisation                 | 421 Mining                                  | 434 Durable consumer goods                | 448 Service                               |
| 407 Research                     | 422 Construction                            | 435 Hardware                              | 449 Retail                                |
| 408 Education and Teaching       | 423 Textile/clothing                        | 436 Ventilation – Air Conditioning        | 450 Other Sectors                         |
| 409 Banking                      | 424 Food & Beverages                        | 437 Insulation                            |   |
| 410 Insurance                    | 425 Chemicals/Petrochemicals                | 438 Stationary                            |   |
| 411 Leasing/Factoring            | 426 Medicines                               | 439 Ceramics                              |   |
| 412 Stockbrokers                 | 427 Cleaning/Cosmetics                      | 440 Glassware-gifts                       |   |
| 413 Other financial institutions |   | 441 Transport                             |   |
| 414 Health                       |   |   |   |

Exhibitor Name:		Category No :	Brands:
Hall No:		Booth No:	
Co-Exhibitors:			
1			
2			
3			
4			



Date

Stamp / Authorized Signature

