



Event profile

Name of the event:	European Banking & Insurance Fair (E.B.I.F.) www.ebif.com
Subheading / brief description:	Europe's Technology Fair for the Banking and Insurance Industry
Location:	E.B.I.F. Trade Exhibition: Frankfurt Exhibition Grounds Hall 5.1 Conferences/Workshops: Congress Centre Messe Frankfurt Lectures: Business Solution Forum in Hall 5.1
Dates for 2007:	10 TH EURO FINANCE WEEK: 19 - 23 November Symposia: 19 - 22 November E.B.I.F. Trade Exhibition: 20 - 22 November Finanzplatz Gala: 23 November
Event frequency:	Annually
Event first took place in:	October 1998
Exhibition area in m² / gross:	10,517 m ²
Exhibitors:	Approx. 250 international exhibitors Providers of hardware and software, facilities specialists, security providers, corporate consultancies, business agencies, dialogue marketing agencies and trade publishers
Trade visitors:	About 7,000 international decision-makers and users from financial and insurance institutions visit the trade fair and more than 5,000 participate in the conferences IT managers and users, organisational managers, purchasing managers, divisional management and departmental management of financial institutions, insurance companies and other financial services providers
Products and services being exhibited:	IT and security solutions, asset management applications, compliance, outsourcing, CRM applications, operating systems, integration solutions, fraud recognition, consulting, information and control, document management systems, risk management systems, marketing and sales support systems, business intelligence, service-oriented architecture, content management solutions, anti-money laundering measures, front office and back office applications, payment transactions, transaction management, e- and m-business, retail and private banking, corporate banking, economic data, networks Monitors and accessories, cash processing systems, facilities, post/mail processing, infrastructure components and systems, providers of secure transportation Education and training, trade publications
Current main areas of focus:	CRM, business intelligence, business continuity, IT governance, SOA, IT security, compliance, Basel II, risk management, e-finance,

Solvency II, MiFID, SEPA, Target2, REITs, phishing, outsourcing, STP, data warehousing, IT cost management

Advantages of the E.B.I.F.:

Europe's largest independent technology trade fair for the banking and insurance sector – a meeting place for the world of finance

The leading trade fair for the finance and banking industries

The place to be for industry know-how

Comprehensive solutions for the insurance industry and the banking community

Presentation of highly specialised solutions

97.4 % of all visitors are trade visitors

Contact with the target group without waste coverage

Offers a comprehensive overview of the market

Opens up new opportunities for growth and revenue

80,3 % of the trade visitors would recommend the E.B.I.F. to their business partners

This is where IT and facilities trends are set

Stand rental rates:

row stand	€178.50 / m ²
corner of row	€190.00 / m ²
end of block	€204.50 / m ²
island site	€204.50 / m ²

Trade exhibition opening hours:

Daily from 10.00 to 18.00
On the last day 10.00 to 17.00

Description:

- The Euro Finance Week (EFW) constitutes the framework for the entire week, whereby the central event is the European Banking & Insurance Fair, the E.B.I.F. trade fair. The week comes to a close with the Frankfurt European Banking Congress (EBC) and the Finanzplatz Gala – the social highlight of the week.
- The E.B.I.F. trade exhibition with its "Business Solution Forum" takes place in Hall 5.1 of the Frankfurt exhibition grounds, while the politically oriented finance conferences are held in the Messe Frankfurt's Congress Centre. In this way, conference participants are able to move easily between the specialist conferences and the exhibition.
- Specialist conferences and expert discussions provide visitors with information on current topics such as the fight against money laundering, business process management, IT security and Solvency II.
- At the trade fair, exhibitors showcase a range of IT solutions for these current issues.
- By combining the trade fair with conferences, this event offers something for all levels of the corporate hierarchy, including the management board, divisional management, departmental management, organisational managers, purchasing managers, IT managers and users.
- With more than 1,000 participants from the upper echelons of finance, business and politics, the Frankfurt European Banking Congress (EBC) is one of Europe's most important financial congresses. This conference is being organised by the three major banks based in Frankfurt: Deutsche Bank, Dresdner Bank and Commerzbank. The Alte Oper plays host to discussions on topics of current interest regarding financial and currency policies. Speakers at past congresses have included the US Federal Reserve Chairman Alan Greenspan and Jean-Claude Trichet, President of the European Central Bank. Participation in this conference is only possible with a personal invitation.

Frankfurt – Germany’s financial centre:

- The European financial market is second only to that of the USA. Frankfurt is the focal point of this market and is therefore the first port of call for financial and insurance specialists.
- 332 banks and other financial institutions are represented in Frankfurt, and more than half of these are banks from outside Germany. In addition, Frankfurt is home to both the European Central Bank (ECB) and the Committee of European Insurance and Occupational Pension Supervisors (CEIOPS).
- 100,000 people are employed in the banks, insurance companies and other financial services providers based in Frankfurt’s financial sector.

E.B.I.F. facts and figures:

- With approx. 7,000 international decision-makers and users from financial and insurance institutions and approx. 250 exhibitors, the E.B.I.F. is Europe’s largest independent technology trade fair for the banking and insurance industry.
- The integration of the Euro Finance Week helps to ensure a high level of media interest.

Advertising and marketing measures in advance of the trade fair:

- In order to ensure that this year’s E.B.I.F. is as successful as ever, Messe Frankfurt Ausstellungen GmbH, the organiser of the E.B.I.F., and the Maleki Group, organiser of the conferences, will be carrying out a wide range of advertising and marketing measures. These include:
 - Direct mailings to some 15,000 trade visitors
 - E-mail newsletter to approx. 10,000 recipients
 - Extensive media coverage through press releases, advertisements and close cooperation with trade media and the business press
 - Banner advertising on relevant websites
 - A constantly updated website with a high search engine ranking
- The trade fair’s media partners include:
 - Banken+Partner, Germany
 - Bankmagazin, Germany
 - Banking & Finance, Belgium
 - Banking Review, The Netherlands
 - Dow Jones Newswires, Germany
 - dpa-AFX, Germany
 - Euromoney Yearbook, United Kingdom
 - Financial Times Deutschland, Germany
 - Incrowd, The Netherlands
 - Kredit & Rating Praxis, Switzerland
 - Profil – das bayerische Genossenschaftsblatt, Germany
 - Versicherungsmagazin, Germany
- In addition, the conferences’ media partners also include:
 - Frankfurter Allgemeine Zeitung (FAZ), Germany
 - Herald Tribune, United Kingdom, etc.

Trade fair contact:

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