

AGENDA ITEM FOR ADMINISTRATIVE MEETING ( ) Discussion only  
( X ) Action

FROM (DEPT/ DIVISION): Community Development Department

SUBJECT: Authorization to Purchase Exhibit Space and Attendance at Data Center World Conference

Background: The Community Development Department seeks approval to utilize Economic Development funds to purchase trade show exhibit space and attend the Data Center World Conference in Washington, DC to be held in April, 2026. The fee for conference registration and trade show exhibit space is \$14,250. Several economic development partners including the cities of Hermiston and Umatilla, and Port of Umatilla have expressed interest in participating in the trade show/conference with Umatilla County and have committed financial resources to help offset the costs of the conference and trade show/marketing display and materials.

Requested Action: Authorize Community Development Department to utilize County Economic Development funds and contributions from local economic development partners for attendance at Data Center World Conference.

ATTACHMENTS: Data Center World 2026 Prospectus

Date: ( 01/09/26 ) Submitted By: Robert Waldher, Community Development Director

\*\*\*\*\*For Internal Use Only\*\*\*\*\*

Checkoffs:

( ) Dept. Head (copy)  
( ) Human Resources (copy)  
( ) Fiscal  
( ) Legal (copy)  
( ) (Other - List:)

To be notified of Meeting:  
Robert Waldher

Needed at Meeting:  
Robert Waldher

\*\*\*\*\*

Scheduled for meeting on: January 14, 2026

Action taken:

\*\*\*\*\*

Follow-up:



**Data Center World**  
by informa...

**April 20-23, 2026**

Walter E. Washington Convention Center  
Washington, D.C.

# 2026 Exhibitor & Sponsor Prospectus

[DataCenterWorld.com](https://DataCenterWorld.com)

# The Largest Global Data Center Industry Conference & Expo

*Data Center World delivers actionable insights, best-practice frameworks, and direct access to the ecosystem driving change in the data center industry. With a focus on **Innovation at Scale**, the event equips professionals to tackle the challenges of AI-ready infrastructure, sustainable power, edge and hyperscale innovation, and next-generation facilities.*

Sponsorship of Data Center World positions your company at the forefront of the industry, connecting you with the **most influential and valuable buyers**:

- ✓ Showcase your expertise in a rapidly evolving field
- ✓ Build meaningful connections with decision-makers
- ✓ Establish or expanding your industry presence
- ✓ Generate high-quality sales leads

Data Center World offers unparalleled networking opportunities—it's the perfect place to engage with your current customers and grow your sales pipeline.

## Data Center World 2026

by the Numbers

**6,000+**  
Expected Attendees

Exhibitors & Sponsors **450+**

Speakers **200+**

Sessions + Case Studies **120+**

Keynote Addresses **5**

# Empowering the Global Data Center Community

The data center industry's leading and longest-standing professional association.



**Largest Global Data Center Event**



A series of premium data center events tailored for the Asia-Pacific region.

The only forum dedicated solely to the intersection of data centers and power



Inaugural event co-located with The AI Summit, delivering the strategic insights and practical solutions needed to drive AI success across the Australian and Asia-Pacific markets.



"Best conference I've ever attended after 30+ years of attending many global conferences and expos! Great organization, presenters, information sharing, and networking. And they feed you well with lots of delicious food and beverages. Can't wait to attend next year!

– Adam Kotrba, Product Director,  
Copper Development Association



97%  
attend to learn about  
the market

"This was my first Data Center World event. My experience is in energy production and optimization. I enjoyed learning more about the unique challenges and opportunities associated with the growing demands of cloud storage and artificial intelligence!"

– Lynn Lyon, Regional Development,  
Modern Hydrogen



94%  
attend to meet new  
solution providers

"It is an amazing conference to be able to network, see different products and new ideas on how to improve the site efficiency and learn about new products that you previously did not know about!"

– Data Center Facility Expert,  
2025 Attendee

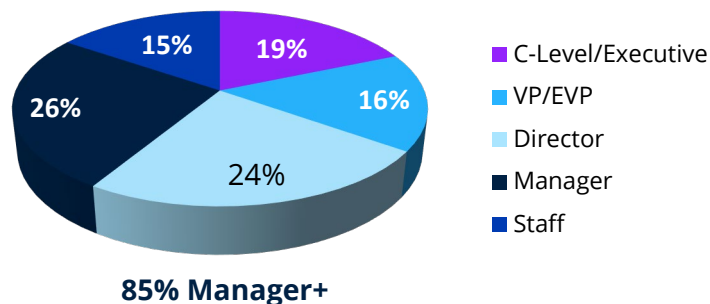
93%  
believe attending  
Data Center World is  
"important" to their job/role

Source: 2025 Post-Show Attendee Survey Responses

# Who Attends?

Data Center World brings together qualified data center and IT infrastructure professionals seeking insights to improve their data centers.

## Job Level



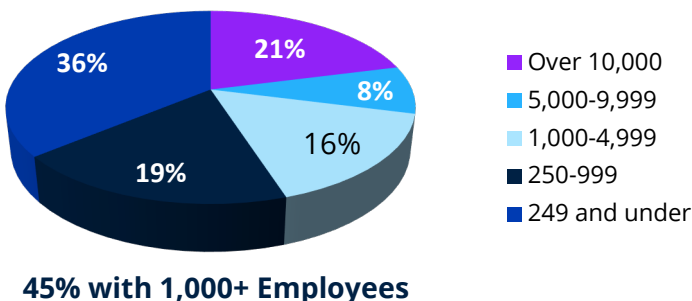
## Top Job Functions

- Data Center Facilities
- Data Center Operations
- Investing / Real Estate
- Data Center Design / Architect
- Data Center Engineer
- Market Research / Analyst
- Data Center Consultant
- Data Center IT
- IT Professional (non-data center)
- Data Center Security
- Other Consultant

## Top Industries

- Manufacturing (Non-Computer Related)
- Construction/Engineering/Architecture
- Finance/Banking/Investment
- Computer/Data Processing/IT Services
- Utilities/Energy
- Consulting/Professional Services (Non-Computer Related)
- Communications/Telecommunications
- Government
- Agriculture/Mining/Oil/Gas/Chemicals

## Company Size



## Data Centers Managed



Source: Data Center World 2025 registration data

# Sample of 2025 Verified Organizations Onsite

- ADP
- Aethon Energy
- Alaska Industrial Development & Export Authority
- ARAMCO
- Arkema
- AWS
- Banner Health
- Barclays
- BASF
- BayCare
- Bitfarms
- Black & Veatch
- Bloomberg LP
- BofA Securities, Inc.
- Brigham Young University
- Brookhaven National Laboratory
- California Institute of Technology
- Caterpillar Inc. - Electric Power Division
- Centene
- Cisco
- CNA Insurance Company
- Comcast
- Compass Datacenters
- Cox Enterprises Inc.
- CPS Energy
- Crystal Peaks Data Centers
- CS Beatty Construction
- Delta Dental of Michigan
- Department of Energy - Advanced Research Projects Agency
- Department of Foreign Affairs and Trade
- Dort Financial Credit Union
- DTE Energy
- Encino Energy
- Equinix
- Federal Reserve Bank of Dallas
- Fidelity Investments
- FirstLight Power
- Ford Motor Company
- GEICO
- German Army
- Goldman Sachs & Co.
- Google
- Huntington Bank
- Idaho National Laboratory
- JLL
- Johnson Controls
- JP Morgan
- Korea Securities Depository
- Loudoun County, Virginia
- Lumen
- MD Anderson Cancer Center
- Microsoft
- Mortenson Construction
- MUFG Bank
- Nationwide Children's Hospital
- Northrop Grumman
- NTT Data
- NVIDIA
- Oregon Department of Revenue
- Panasonic Energy
- Purdue University
- QISG
- QTS
- Qualcomm
- RES
- SAIC
- Salesforce
- Samaritan's Purse
- San Diego Supercomputer Center
- School District of Philadelphia
- Singapore Economic Development Board
- Stantec
- State Employees' Credit Union
- State of Minnesota DEED
- Sutter Health
- Swedish Armed Forces
- Tesla
- The Walt Disney Company
- Tractor Supply Company
- University of Alaska
- University of Chicago
- University of Nebraska
- University of Saskatchewan
- UPMC
- U.S. Bank
- U.S. Department of Energy
- U.S. Marine Forces Cyberspace Command
- U.S. Nuclear Regulatory Committee
- US Cellular
- USI Insurance Services
- Ventura County
- Virginia Economic Development Partnership
- Walt Disney Animation Studios
- West Virginia Department of Economic Development
- Wharton Equity Partners
- Yale University



# Sample of 2025 Verified Job Titles

- Associate Principal
- CEO / President
- Chief Data Center Engineer
- Chief Mission Critical Decarbonization Officer
- Chief Technologist / VP Engineering
- CIO
- Cloud Foundations Architect - Data Center
- Construction Manager
- COO
- Critical Systems Manager
- CTO
- Data Center Design Engineer
- Data Center Infrastructure Supervisor
- Data Center Manager
- Data Center Operations Manager
- Data Center Project Engineer
- DCIE Principal Engineer
- Deputy Executive Director
- Design Integration Director
- Direct, Global Maintenance
- Director - Hyperscale Data Centers
- Director Data Center Operations
- Director Data Center Strategy & Operations
- Director Facilities & Real Estate Management
- Director Growth and Industry Strategy
- Director IET Strategic Initiatives
- Director IT-Infrastructure
- Director of Carbon Neutral Machinery Division
- Director of Construction
- Director of Engineering
- Director of Planning & Strategy
- Director of Procurement
- Director of Product Development
- Director of Programming
- Director of Sustainability
- Director, Global Network Infrastructure
- Director, IT Operations
- Director, Nuclear Reactor Development
- Director, Strategy and Market Research
- Electrical Design Principal
- Engineering Director
- EVP Data Center Strategic Development
- Executive Director, Technical Operations
- Facilities Manager
- General Manager - North America
- Global Lead Data Center Quality
- Head of Application Management
- Head of Development
- Head, Clean Energy & Decarbonization
- Hyperscale Program Manager
- Investment Director
- IT DC Sustainability Lead
- IT Director
- IT Manager
- Lead Data Center Engineer
- Manager - IT Operations
- Manager, Hosting Services
- Mission Critical Leader - Electrical
- Network Infrastructure Manager
- R&D Engineer
- Risk Control Consultant
- Security Operations
- Senior Critical Facilities Engineer
- Senior Transmission Consultant
- Senior Vice President, Data Center Strategy
- Software Innovation Manager
- Supervisor, Building Operations
- SVP of Operations
- SVP, Global Mining Operations
- SVP, Implementation
- Vice President, Critical Operations
- VP of Data Center Services
- VP of Strategic Alliances and Innovation
- VP of Workforce Solutions
- VP Real Estate
- VP, IT
- VP, Safety
- VP/GM



# Who Exhibits?

Data Center World's Expo Hall features the biggest players in the industry.  
Previous exhibitors include:



# Event Experiences

## **Investor Forum: Monday, April 20 • 9:00 AM – 4:00 PM**

For the second consecutive year, this program will provide stakeholders with comprehensive insights into market trends, regulatory changes, the impact of AI, and technological advancements shaping the future of digital infrastructure. Attendees must qualify to attend.

## **Women in the Data Center Networking Reception: Monday, April 20 • 4:00 PM – 5:30 PM**

Data Center World believes it's vital to foster the careers of women in the Data Center. Intended for both men and women, join the Women in the Data Center's reception to meet and network with other Data Center Professionals.

## **Expo Hall Welcome Reception: Tuesday, April 21 • 4:00 PM – 6:00 PM**

Help us welcome attendees during this lively mixer to kick-start the conference.

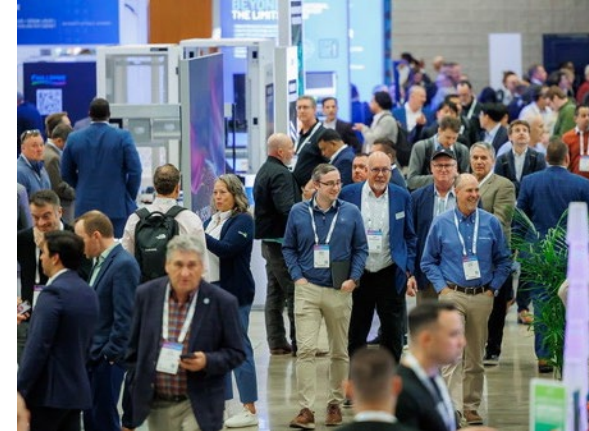
## **Conference Party: Wednesday, April 22 • 7:30 PM – 10:30 PM**

The data center community loves to network and have a good time! Connect with attendees during the most anticipated event at Data Center World.

## **Passport to Prizes Giveaway: Thursday, April 23 • TBD**

Passport to Prizes participants will gather for one of the most exciting, edge-of-your-seat experiences at the conference as they enter to win eligible prizes. Join the fun as a Passport to Prizes sponsor.

## Expo Hall Hours



### April 21

2:00 PM – 6:00 PM

### April 22

10:00 AM – 6:00 PM

### April 23

10:00 AM – 1:00 PM

*Event experiences' dates/times are subject to change.*

# Conference Tracks

[Learn More](#)

Data Center World 2026's educational programming addresses key challenges, including legacy vs generative AI, cooling technologies, alternative energy sources, colocation, and data center automation adoption.



## Emerging IT & Data Center Technologies

- Networking innovation for the AI era
- High Voltage Power Distribution for AI (e.g. 800V DC)
- Legacy vs generative AI
- Hybrid Cooling Strategies (air and liquid)
- Next gen IT (e.g. AI computing and storage roadmaps)
- Data center operations innovation
- The next data center frontier
- + More



## Data Center BUILD

- Software tools for data center design
- Power & cooling design for AI
- Securing multi-gigawatt capacity in constrained markets
- Securing capacity in constrained markets
- Build, upgrade, retrofit
- Site selection
- Master-planned DC Campuses
- Capacity planning or optimization
- + More



## Colocation, Hyperscale, and Cloud Innovation

- On-premises public & private cloud infrastructure
- Colocation provider selection criteria
- Edge computing planning & management
- Colocation planning & management
- Colocation for AI (high-density colocation)
- Managing capacity in volatile AI demand cycles
- + More



## Power Sourcing & Sustainability

- Power sourcing for sustainability and power challenged markets
- On-premises power generation and microgrids
- Cooling techniques that lower power consumption
- Power consumption and management for electrical /mechanical systems
- Water usage
- Legal restriction on water use for industrial cooling
- + More

*Conference Tracks and topics are subject to change.*



# 2025 Featured Keynote Speakers Recap

[Learn More](#)



**Kevin O'Leary**

Shark Tank Veteran and  
Renowned Investor

**FEATURED KEYNOTE**  
*Why Data Centers Are  
Today's Gold Rush*



**Wade Vinson**

Chief Data Center  
Engineer

**NVIDIA**

*Data Centers at Scale in  
the Age of Accelerated  
Computing*



**Lucia Tan**

Head of Clean Energy &  
Decarbonization Technologies

**Google**

*Powering the Future:  
Google and Kairos Power's Collaborative  
Path to Clean Energy*



**Jeffrey Olson**

Vice President of Business  
Development & Finance

**Kairos Power**



**Data Center World**  
by informa...

# Premium Sponsorships + Booth Space

Build a custom package or select an integrated sponsorship

- Diamond Package
- Platinum Package
- Gold Package
- Silver Package
- Booth Space





# Diamond Sponsor

**\$112,000** • 4 Available

## PREMIUM BOOTH SIZE

**20' x 30'**

600 ft<sup>2</sup> + Premium Location



## Key Benefits

- Choice of one (1):
  - Keynote Kickoff Presentation** (3 available): Includes 15-minute pre-keynote presentation, seat drop, attendee lead scans from the session and thank you from the emcee before they introduce the Keynote speaker
  - Sponsorship of one (1) Expo Hall Activation / Experience Area
- Meeting Room** reserved for the sponsor for 2 full days and located off the show floor (minimum of 600 sq ft)
- Enhanced listing** in the Welcome Guide, which includes sponsors' logo, booth number, request a meeting link, company message, website URL & more
- Lead Insights Package:** Badge scanning license and lead scoring & profile reports

## Access

- Eight (8) Standard Conference passes
- Sixteen (16) complimentary Exhibitor Booth Staff passes
  - Up to ten (10) additional paid Exhibitor Booth Staff passes (\$299 each)
- Discount code for Standard Conference (\$1,899) and All Access (\$2,299) passes for Exhibitor Staff

## Branding & Promotion

- Co-sponsorship of Tuesday's Welcome Reception
- Co-sponsorship of Official Conference Bag
- One (1) Conference bag insert
- One (1) Digital Meter Panel Ad in high-traffic area (in rotation with other sponsors)
- Participation in Passport to Prizes
- Two (2) push notifications in the Event App
- Logo inclusion in one (1) pre-event Data Center World email
- Opportunity to provide a blurb for inclusion in Data Center World exhibitor announcements press release
- Logo on "Thank You Sponsors" onsite signage and Aisle Signs

## Virtual Presence (\$2,500 Value)

- Dedicated Sponsor Landing Page in Virtual Event Environment
- Features your company description, staff list, sessions, social links, etc.
- Live chat (text or video) with ability to screen share



# Platinum Sponsor

**\$71,000** • 25 Available

## PREMIUM BOOTH SIZE

**20' x 20'**

400 ft<sup>2</sup> + Premium Location

## Key Benefits

- Choice of one (1):
  - Reserved meeting room for one full day, located off the show floor (minimum of 600 sq ft)
  - ~~SOLD OUT~~ Breakfast, Lunch, or Coffee Break Sponsorship
  - Choice of one (1):
    - ~~SOLD OUT~~ **Tech Talk:** 50-minute product-specific sponsored session in a private room (20 available)
    - Welcome Guide **Enhanced Listing** & **Premium Sponsorship**
- Lead Insights Package:** Badge scanning license and lead scoring & profile reports

## Access

- Six (6) Standard Conference passes
- Fourteen (14) complimentary Exhibitor Booth Staff passes
  - Up to ten (10) additional paid Exhibitor Booth Staff passes (\$299 each)
- Discount code for Standard Conference (\$1,899) and All Access (\$2,299) passes for Exhibitor Staff

## Branding & Promotion

- One (1) Conference bag insert
- One (1) Digital Meter Panel Ad in high-traffic area (in rotation with other sponsors)
- Participation in Passport-to-Prizes
- One (1) push notifications in the Event App
- Logo inclusion in one (1) pre-event Data Center World email
- Opportunity to provide a blurb for inclusion in Data Center World exhibitor announcements press release
- Logo on "Thank You Sponsors" onsite signage

## Virtual Presence (\$2,500 Value)

- Dedicated Sponsor Landing Page in Virtual Event Environment
- Features your company description, staff list, sessions, social links, etc.
- Live chat (text or video) with ability to screen share



# Gold Sponsor

**\$48,500** • 25 Available

## PREMIUM BOOTH SIZE

**10' x 20'**

200 ft<sup>2</sup> + Premium Location



## Key Benefits

- **Solution Spotlight**: 20-minute sponsored presentation in the DCW Theater in the Expo Hall (13 available)
- **Standard listing** in the Welcome Guide, which includes sponsors' logo, booth number, company message, website URL & more
- **Lead Insights Package**: Badge scanning license and lead scoring & profile reports

## Access

- Four (4) Standard Conference passes
- Twelve (12) complimentary Exhibitor Booth Staff passes
  - Up to ten (10) additional paid Exhibitor Booth Staff passes (\$299 each)
- Discount code for Standard Conference (\$1,899) and All Access (\$2,299) passes for Exhibitor Staff

## Branding & Promotion

- One (1) Conference bag insert
- Logo inclusion in one (1) pre-event Data Center World email
- Opportunity to provide a blurb for inclusion in Data Center World exhibitor announcements press release
- Logo on "Thank You Sponsors" onsite signage

## Virtual Presence (\$2,500 Value)

- Dedicated Sponsor Landing Page in Virtual Event Environment
- Features your company description, staff list, sessions, social links, etc.
- Live chat (text or video) with the ability to screen share

# Silver Sponsor

**\$24,000**

## PREMIUM BOOTH SIZE

**10' x 10'**

100 ft<sup>2</sup> + Premium Location



## Key Benefits

- One (1) Conference bag insert
- Logo inclusion in one (1) pre-event Data Center World email
- Opportunity to provide a blurb for inclusion in Data Center World exhibitor announcements press release
- Logo on “Thank You Sponsors” onsite signage
- **Standard listing** in the Welcome Guide, which includes sponsors’ logo, booth number, company message, website URL & more
- **Lead Insights Package:** Badge scanning license and lead scoring & profile reports

## Access

- Two (2) Standard Conference pass
- Six (6) complimentary Exhibitor Booth Staff passes
  - Up to ten (10) additional paid Exhibitor Booth Staff passes (\$299 each)
- Discount code for Standard Conference (\$1,899) and All Access (\$2,299) passes for Exhibitor Staff

## Virtual Presence (\$2,500 Value)

Value: \$2,500

- Dedicated Sponsor Landing Page in Virtual Event Environment
- Features your company description, staff list, sessions, social links, etc.
- Live chat (text or video) with the ability to screen share



# Sponsorship Packages at-a-Glance

	Diamond	Platinum+	Platinum	Gold+	Gold	Silver+	Silver
<b>INVESTMENT</b>	\$112,000	\$83,000	\$71,000	\$60,500	\$48,500	\$36,000	\$24,000
<b>PRESENCE</b>							
Booth space in a premium location	20' x 30'	20' x 30'	20' x 20'	20' x 20'	10' x 20'	10' x 20'	10' x 10'
<b>KEY BENEFITS</b>							
Choice of one (1): 15-minute Keynote Kickoff Presentation OR sponsorship of Expo Hall Activation/Experience area	●						
Choice of one (1): Reserved Meeting Room for one full day, located off the show floor OR Breakfast, Lunch, and Coffee Break Sponsorship		●	●				
Choice of one (1): 50-min <b>SOLD OUT</b> Talk session OR Welcome Guide Enhanced Listing & Premium Sponsorship		●	●				
20-minute Solution Spotlight session				●	●		
Meeting Room located off the show floor	2 Days	1 Day	1 Day				
Welcome Guide listing	Enhanced	(see above)	(see above)	Standard	Standard	Standard	Standard
Lead Insights Package – badge scanning license & lead scoring and profile reports	●	●	●	●	●	●	●
<b>ACCESS</b>							
Standard Conference passes	8	6	6	4	4	2	2
Complimentary Exhibitor Booth Staff passes	16	14	14	12	12	8	6
Additional Paid Exhibitor Booth Staff passes (\$299 each)	10	10	10	10	10	10	10
Discount code for Standard Conference (\$1,899) and All Access (\$2,299) passes for Exhibitor Staff	●	●	●	●	●	●	●
Promo discount code for prospects and customers (co-marketing)	●	●	●	●	●	●	●

# Sponsorship Packages at-a-Glance

	Diamond	Platinum+	Platinum	Gold+	Gold	Silver+	Silver
<b>INVESTMENT</b>	\$112,000	\$83,000	\$71,000	\$60,500	\$48,500	\$36,000	\$24,000
<b>BRANDING &amp; PROMOTION</b>							
Conference bag insert	●	●	●	●	●	●	●
Participation in Passport to Prizes	●	●	●				
Logo inclusion in one (1) pre-event Data Center World email	●	●	●	●	●	●	●
Opportunity to provide a blurb for inclusion in Data Center World exhibitor announcements press release	●	●	●	●	●	●	●
Logo on "Thank You Sponsors" onsite signage	●	●	●	●	●	●	●
Co-sponsorship of Tuesday's Welcome Reception in the Expo Hall	●						
Co-sponsorship of official Conference bag	●						
Digital Meter Panel Ad (in rotation with other sponsors)	●	●	●				
Push notification in Event App	2x	1x	1x				
Align sign branding	●						
<b>VIRTUAL PRESENCE   \$2,500 value</b>							
Dedicated sponsor landing page	●	●	●	●	●	●	●

# Booth Space

Size*	Space Type	Rate	Exhibitor Staff Passes**	
			Complimentary	Add'l Paid (\$299)
10x10	Inline	\$13,500	3	10
	Inline with corner	\$14,250		
10x20	Inline	\$25,000	4	10
	Inline with corner	\$26,000		
10x30	Inline	\$36,000	6	10
	Inline with corner	\$37,000		
20x20	Island	\$51,500	8	10
20x30	Island	\$75,000	10	10
20x40	Island	\$98,000	12	10
20x50	Island	\$120,000	16	10

\*All booth sizes are required to have flooring and meet height regulations. [Learn More](#)

\*\*Staff pass maximum allotments and options to purchase additional passes, are based on booth size. There is no limit to Standard Conference (\$1,899) and All Access (\$2,299) passes that can be purchased.

[View Interactive Floor Plan](#)

## All booths include:

- Company listing on Data Center World's website
- Complimentary Exhibitor Staff passes
- [Lead Insights Package](#) – badge scanning license & lead scoring and profile reports
- [Standard Listing](#) in the Welcome Guide
- Access to Keynote sessions (April 21-23), Women in the Data Center Networking Reception (April 20) and Conference Party (April 22)
- Discount code for Standard Conference (\$1,899) and All Access (\$2,299) passes for Exhibitor Staff
- Virtual presence with a dedicated landing page, live chat feature, company and session info, social links, etc. and access to conference attendees
- Discount code to invite prospects and customers to meet you at DCW



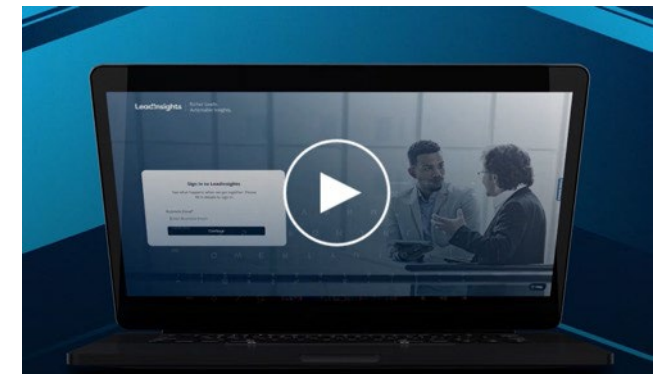


# Lead Insights Package

**Target the right leads. With the right message. At the right time.**

Lead Insights is a value enhancement tool and package developed by Informa that enables exhibitors to unlock the full potential of the event as a single portal to measure, monitor and activate leads across marketing channels.

- **Lead Access:** Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems. Badge scanning license is included.
- **Lead Scoring:** Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritizing the leads most likely to convert to customers.
- **Lead Profiles:** Engagement data is combined with company intelligence data to build enhanced profiles of your target leads. This gives you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow-up messaging more effectively and turn leads into customers.
- **Lead Targeting:** Sophisticated customizable individual and company filtering/segmentation lets you pinpoint your hottest prospects and most qualified potential customers in seconds.
- **Campaign Insights and Reporting:** Quickly visualize how your campaign is performing and whether you are attracting the right audience to analyze the success of different products and measure ROI.



Watch this video for more information about the platform and an overview of the key features.

# Turnkey Booth Space

## 10' x 20' Turnkey Booth Option

### Additional Investment: \$10,500

- 8' tall flex frame structure
- One (1) 5amp electrical drop
- One (1) 27" flat panel monitor on stand
- Two (2) 1M x 41" counters and two (2) stools
- Wastebasket
- Black and white header ID sign
- Informa will carpet the booth space



## 10' x 10' Turnkey Booth Option

### Additional Investment: \$5,250

- 8' tall flex frame structure
- One (1) 5amp electrical drop
- One (1) 27" flat panel monitor on stand
- One (1) 1M x 41" counter and two (2) stools
- Wastebasket
- Black and white header ID sign
- Informa will carpet the booth space



Custom signage and internet are not included.

# Turnkey Meeting Room on Expo Floor

## 10' x 20' Turnkey Meeting Room Add-on

### Exhibitor Investment: \$15,000

- One (1) 11" W x 14" H ID sign with black text
- One (1) 8' black conference table
- Six (6) chairs
- One (1) wastebasket
- One (1) 120v/4amp/single phase drop
- 10' x 20' standard carpet
- White PVC panels with lockable doors



## 10' x 10' Turnkey Meeting Room Add-on

### Exhibitor Investment: \$7,800

- One (1) 11" W x 14" H ID sign with black text
- One (1) 36" black round table
- Four (4) chairs
- One (1) wastebasket
- One (1) 120v/4amp/single phase drop
- 10' x 10' standard carpet
- White PVC panels with lockable doors



Custom signage and internet are not included.



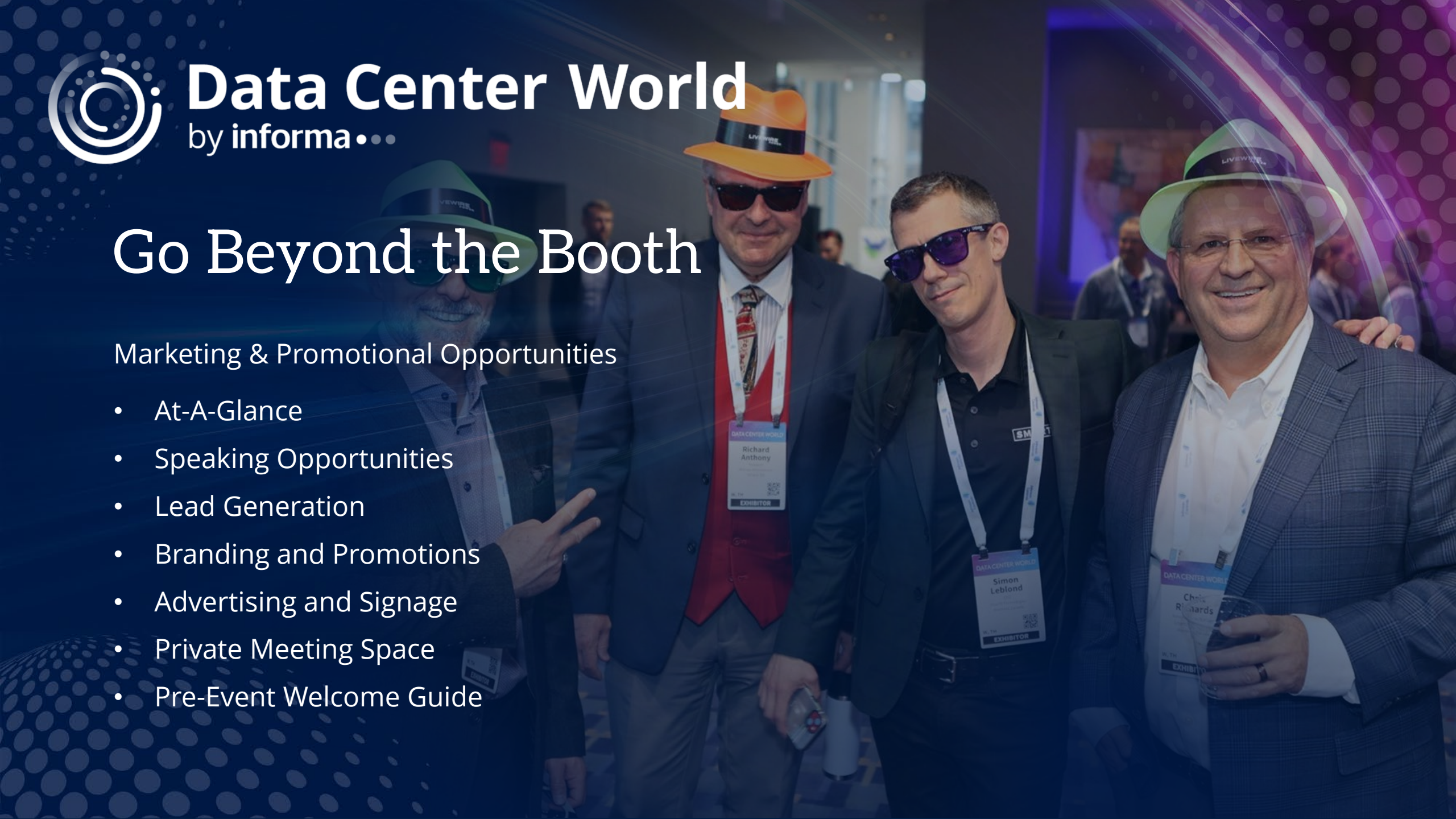


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# Go Beyond the Booth

## Marketing & Promotional Opportunities

- At-A-Glance
- Speaking Opportunities
- Lead Generation
- Branding and Promotions
- Advertising and Signage
- Private Meeting Space
- Pre-Event Welcome Guide



# Marketing & Promotional Opportunities at-a-Glance

Speaking Opportunities		Rates
Solution Spotlight @ DCW Theater	Limited	\$16,000
Tech Talk	Limited	<b>SOLD</b> \$17,500
Lead Generation and Networking		Rates
Conference Party	Exclusive	\$50,000
Golf Simulator Experience	Exclusive	\$36,000
Arcade & Games Lounge	Exclusive	\$42,000
Headshot Photo Experience	Exclusive	\$36,000
Pet Therapy Zone	Exclusive	\$25,000
Wellness Zone	Exclusive	\$25,000
Women in Data Centers Reception	Exclusive	\$12,000
Conference Track	2 Available (per track)	\$17,500

Branding and Promotion		Rates
Recharge Lounge	Exclusive	Request pricing
Water Bottles & Water Coolers	Exclusive	\$24,000
Registration	Exclusive	<b>SOLD</b> \$24,000
Lanyards	Exclusive	<b>SOLD</b> \$25,000
Booth Crawl	20 Available	\$8,500
Coffee Bar	Exclusive	\$25,000
Official DCW T-Shirt	Exclusive	\$18,000
Show Pens & Notepads	Exclusive	\$13,000
Conference Bag Inserts		\$3,000

# Marketing & Promotional Opportunities at-a-Glance

Advertising and Signage		Rates
"Conference at-a-Glance" Digital Billboard Side Panels	<b>Exclusive</b> (per side)	\$17,500/side
Event App	<b>Exclusive</b>	\$12,000
Wi-Fi Password	<b>Exclusive</b>	<b>SOLD</b> \$12,000
Pre-/Post-Show Attendee Email Ad		Starting at \$6,000
Floor Clings		\$5,800
Booth Branding Extender		\$3,500
Digital Meter Board Ad		\$4,200
Hanging Banner	<b>6 Available</b>	\$17,500
Overhead Video Wall	<b>Exclusive</b>	\$17,500

Private Meeting Space	Rates
Meeting Rooms	Starting at \$4,500

Pre-Event Welcome Guide		Rates
Standard Exhibitor Package	<b>100 Available</b>	\$500
Metal Sponsor Package	<b>24 Available</b>	\$1,000
Awareness Package	<b>12 Available</b>	\$3,000
Thought Leadership Package	<b>12 Available</b>	\$5,000
Premium Package	<b>12 Available</b>	\$7,000



# Speaking Opportunities

## **Solution Spotlight** | **Limited Availability** • \$16,000

Showcase your latest and greatest offerings on the Data Center World Theater with a 20-minute presentation during Expo Hall hours. Your presentation will also be promoted in conference materials. Sponsors will receive a list of attendees.



## **Tech Talk** | **Limited Availability** • \$17,500

**SOLD**

This is a unique opportunity to present industry trends and highlight a customer case study to a targeted audience, to position your company as a thought leader. Your 50-minute presentation will be part of the official Data Center World program and will be publicized in conference-related promotions. Tech Talks take place in a private room within the conference programs area of the venue.



All sponsors are required to purchase exhibit space before booking a speaking opportunity.

# Lead Generation & Networking

## Data Center World Conference Party | Exclusive • \$50,000

**WEDNESDAY, APRIL 22 • 7:30 – 10:30 PM**

This is an amazing opportunity to 'own the night' at Data Center World's Conference Party! The data center community loves to network and have a good time. Be the exclusive sponsor of the most anticipated event at Data Center World.

### Sponsorship includes:

- List of all attendees scanned upon entrance to the party
- Signage in prominent locations promoting the party and featuring sponsor's logo
- Opportunity for sponsor representative to welcome and greet attendees
- Pre-event promotion with logo in email, on website and in social outreach
- Event and sponsorship promotion via the event app and signage
- Sponsor branded cocktail napkins
- One decorative logo-branded item handed out to attendees (e.g., hat, scarf, cup, game item, etc.)



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

# Lead Generation & Networking

## Golf Simulator Experience | Exclusive • \$36,000

Just like a real golf course, you'll have plenty of time to engage with your customers. Whether you choose a Swing Analyzer, a Long Drive Contest or a Closest-to-the-Pin Competition, attendees will be coming back for more. The golf experience combines regulation golf balls, incredibly high-resolution visuals and real golf clubs for an unforgettable experience. Sign up today and score a hole-in-one.

### Sponsorship includes:

- Lead generation: full report delivered post-event of all attendee data captured at the Golf Simulator Experience (separate from those you scan at your booth)
- Logo and marketing message on simulator structure via banners (produced by Data Center World with your creative) on the structure; and logo on screen in between golf sessions
- Sponsor recognition/logo on the [event experiences web page](#)
- Four (4) Standard Conference and eight (8) extra Exhibitor Staff passes
- All production/equipment, simulator staff and lead capture



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.



# Lead Generation & Networking

## Arcade & Games Lounge | Exclusive • \$42,000

Enable attendees to have some fun and network in the Arcade and Games Lounge on the expo floor. This sponsorship combines a mix of digital and in-person branding & messaging, along with lead generation that will complement your at-booth activities and demos.

### Sponsorship includes:

- Located on the expo floor, carpeted and with tables/chairs for networking
- Two (2) pinball machines and two (2) retro arcade game machines (includes 60 different game options)
- Pop-a-shot basketball, a 2-person game & with Games Attendant
- One (1) Digital Meter Panel Ad in a high-traffic area (in rotation with other sponsors' ads)
- Sponsor recognition/logo on the event experiences web page, pre-event attendee email, and keynote room housekeeping slides (onsite)
- One (1) Event App Push Notification on day 1 of the Expo Hall (Tuesday, April 21)
- One (1) bar to be placed in the lounge during the Expo Hall reception on Tuesday and booth crawl on Wednesday
- Lead generation: full report delivered post-event of all attendee data captured at the Lounge (separate from booth scans)
- A temp is provided to scan badges
- Temp and Games Attendant can wear a sponsor-branded t-shirt or polo shirt



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

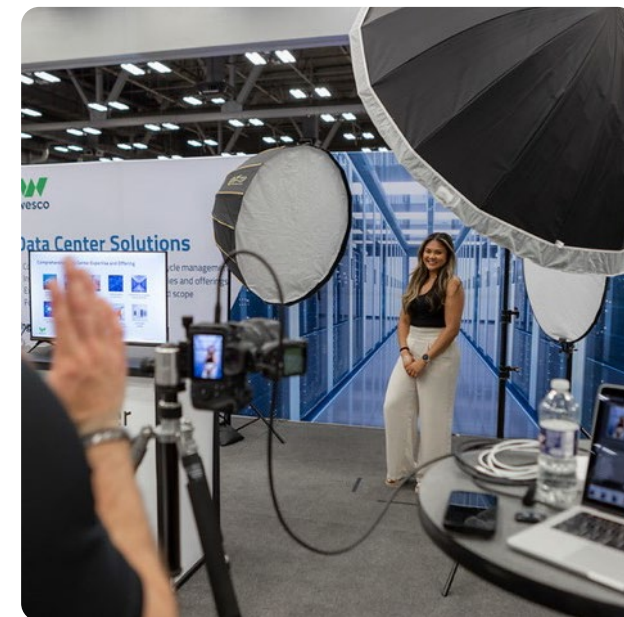
# Lead Generation & Networking

## Headshot Photo Experience | Exclusive • \$36,000

In our world of social media, a professional headshot is more important than ever, but who has the time to get that done? Provide this valuable service for attendees while driving extra branding impact and incremental lead generation.

By bringing this valuable service to the event, attendees will be lining up to thank you—and your sales staff will walk away with leads and photos of all the people they met. The lounge includes a professional portrait team, integrated lead capture, a backdrop and instant photos. All production is included.

Sponsorship also includes two (2) extra Standard Conference, and four (4) extra Exhibitor Staff passes for your use.



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

# Lead Generation & Networking

## Pet Therapy Zone | Exclusive • \$25,000

Give attendees the opportunity to take a break and pet, cuddle or play with local therapy dogs for a “pawsitive” perk to their conference schedule. Located on the show floor and is open during all Expo Hall hours.

- Sponsor logo inclusion on signage at the Pet Therapy Zone
- Promoted as an event experience in relevant marketing materials
- One lead scanner and temp worker to scan badges; scan report includes full contact information for leads.



## Wellness Zone | Exclusive • \$25,000

Help attendees relax and unwind in between conference sessions by offering an opportunity to get a massage and a quiet spot to rest and enjoy a refreshment. Located on the show floor and is open during all Expo Hall hours.

- Sponsor logo inclusion on signage at the Wellness Zone
- Promoted as an event experience in relevant marketing materials
- One lead scanner and temp worker to scan badges; scan report includes full contact information for leads



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.



# Lead Generation & Networking

## Women in Data Centers Reception | Exclusive • \$12,000

**MONDAY, APRIL 20 • 4:00 – 5:30 PM**

Data Center World believes fostering women's careers in the Data Center is vital. We host this annual reception to shine a light on this important opportunity to make the industry more inclusive.

Align your brand with this important cause as attendees, speakers and thought leaders meet and network with other Data Center Professionals following the Women in Data Centers: Rebuilding Networks and Advancing Careers Together workshop, led by Jane Hsieh.

This event will include beverages and light hors d'oeuvres.

Sponsor will receive leads captured from badge scans, branding exposure, and an opportunity to welcome attendees.



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

# Lead Generation & Networking

## Conference Track Sponsor | 2 Available per Track • \$17,500

Tie your brand to a [conference topic at Data Center World](#) and reach your targeted buyer before, during and after the event. Track sponsorships offer your company extensive promotion associated with a specific category throughout the event, plus targeted lead generation benefits.

### Sponsorship includes:

- Lead generation: full report delivered post-event of all attendee data captured at session rooms (min. of 100)
- Sponsor logo on dedicated conference track web page
- Logo inclusion or recognition on appropriate conference track signage and materials (deadlines apply)
- Logo listed in keynote walk-in slides
- Logo listed on conference welcome slides displayed within the relevant track conference room

All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

\*Conference tracks are subject to change



### Tentative Tracks\*

### Availability

Emerging IT & Data  
Center Technologies

1 2

Data Center BUILD

1 2

Colocation, Hyperscale  
and Cloud Innovation

SOLD

2

Power Sourcing &  
Sustainability

1 2

# Branding & Promotion

## Recharge Lounge | Exclusive • Request pricing

Help Data Center World attendees stay connected by staying powered up. Located in a high-traffic area, this lounge includes comfortable furniture and built-in outlets, enabling attendees to network while they wait. Signage will denote your sponsorship, and you can place your materials in the lounge.



## Water Bottles and Water Coolers | Exclusive • \$24,000

One exhibitor will have the opportunity to quench the thirst of every attendee at Data Center World. Your logo will be placed on reusable water bottles given out at registration and placed in every conference bag. You will receive sponsor recognition on water stations throughout the show. Take advantage of this exclusive opportunity and help Data Center World attendees go green! Production and shipping costs are included.

All sponsors are required to purchase exhibit space before booking these sponsorship opportunities.

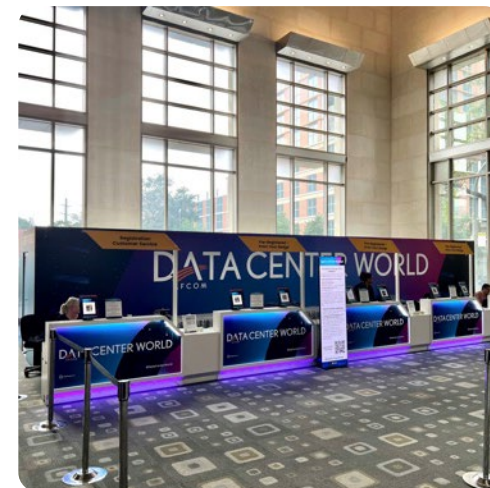
# Branding & Promotion

## Registration | Exclusive • \$24,000

**SOLD**

Receive premier branding in the first place all attendees go when they arrive at the venue: Registration. Your logo will be featured on registration stands, sponsor-supplied staff t-shirts, and directional signage.

- 6-foot draped table (not staffed) in the Registration area for sponsor giveaways and collateral, and a retractable banner adjacent to it. Sponsor to provide drape, retractable banner, giveaways and collateral items.
- Sponsor recognition in registration check-in emails. Logo and 20-word description.



## Lanyards | Exclusive • \$25,000

**SOLD**

This opportunity gets your company's logo prime visibility by all showgoers. Put your company's name around the neck of every Data Center World attendee—for the entire show. Every attendee will receive a lanyard at registration. Production and shipping costs are included.



All sponsors are required to purchase exhibit space before booking these sponsorship opportunities.



# Branding & Promotion

## Booth Crawl | 20 Available • \$8,500

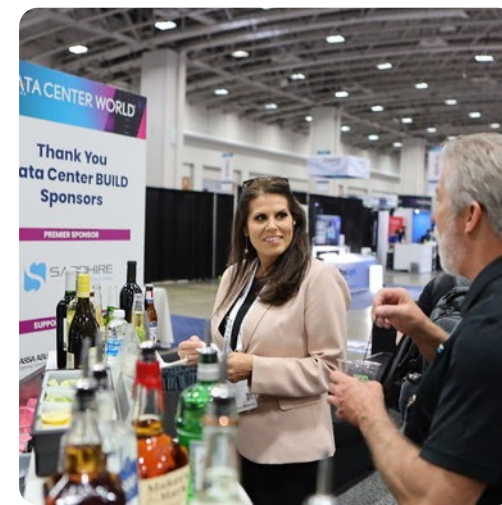
WEDNESDAY, APRIL 22 • 3:00 – 6:00 PM

Connect with key industry players – an engaging opportunity for exhibitors to showcase their innovations, foster relationships, and make a lasting impression in the heart of the expo floor, while providing attendees with food/beverage items to enjoy. As a sponsor, your booth will be frequented by attendees taking part in the crawl, giving you the opportunity for some extended one-on-one face time with potential customers.

As an official Booth Crawl sponsor, your company logo will be included in:

- Recognition in relevant event marketing, including the website, emails, event app, and on-site signage
- Designation as a Booth Crawl sponsor in official event app

*\*\*All food & beverage orders must be placed through the venue's catering department as the food & beverage expenses are the responsibility of the exhibitor and not included in the sponsorship price.*



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

# Branding & Promotion

**Coffee Bar** | **Exclusive** • \$25,000

**APRIL 22 & 23 • 11:00 AM – 1:00 PM**

Don't miss the opportunity to take credit for making data center professionals very happy! Sponsor the Data Center Coffee Bar, and you'll gain valuable exposure in a high-traffic area within the Expo Hall for two hours on Wednesday and Thursday.

Your company logo will appear on napkins, coffee sleeves, signage, and the Data Center World website. Data Center World will provide a temp to scan badges during the coffee service times.



All sponsors are required to purchase exhibit space before booking this sponsorship opportunity.

# Branding & Promotion

## Official DCW T-Shirt Sponsor | Exclusive • \$18,000

Make a lasting impression on attendees and sponsor the official Data Center World event t-shirt! Attendees will be pointed directly to your booth for shirt pickup. Sponsor promoted as “Official T-shirt Sponsor” and recognized in t-shirt promotions via the event website, pre-event attendee emails, Keynote Housekeeping slide and two (2) signs onsite. Sponsor provides and produces t-shirts that include the DCW logo.

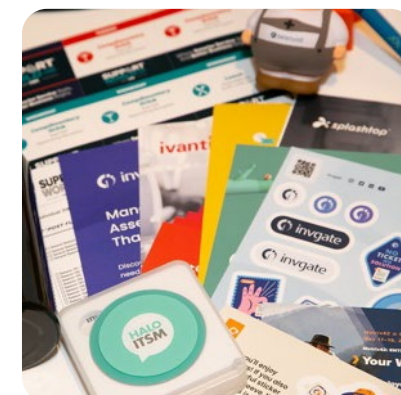
## Show Pens and Note Pads | Exclusive • \$13,000

Place your company name/logo on the pens and paper given to all attendees in their conference bags and in the classrooms. Your pens & notepads will be distributed to all members of the press, speakers and conference attendees during the event. Production and shipping costs are included.

## Conference Bag Insert | \$3,000

Make an impact on your audience the moment they arrive. The conference bag is the perfect way to be creative and distribute your advertising material or product demo directly into the hands of every attendee.

Flyers, brochures or small gifts are acceptable insert items. If you wish to insert a different type of item, please contact us for approval. Item production and shipping costs are the Sponsor’s responsibility.



All sponsors are required to purchase exhibit space before booking these sponsorship opportunities.



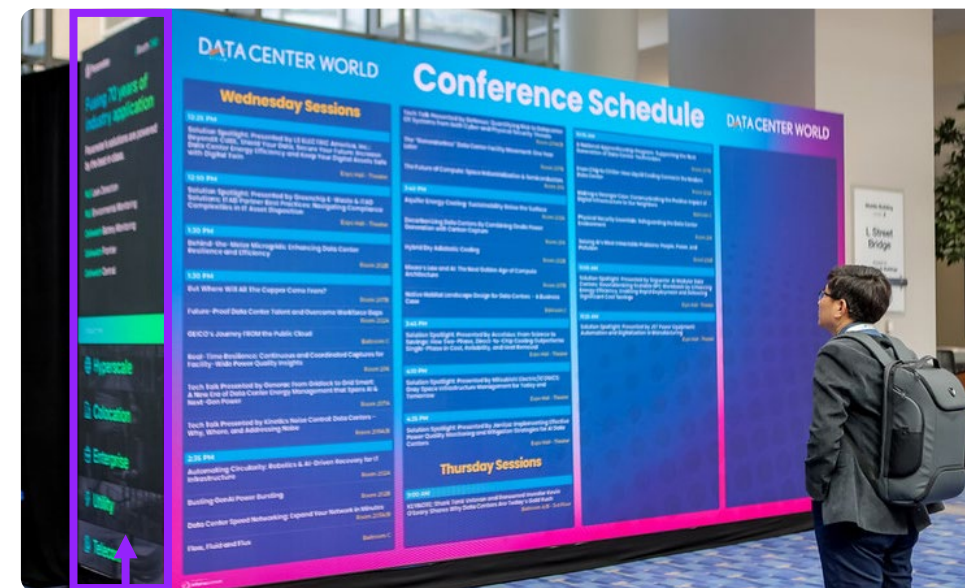
# Advertising & Signage

## “Conference At-A-Glance” Digital Billboard Panels | \$17,500 per side (OR \$30,000 Exclusive)

Located in a high-traffic area in the main lobby outside of the Expo Hall, the digital billboard provides attendees with an interactive way to find the information they need to navigate the conference.

From daily schedules to speaker bios and session locations, the Conference At-A-Glance Billboard is at the center of every attendee's conference experience.

- Exclusive content by sponsor. The ad can be static and with rotating content or video and with rotating content. The sponsor will provide the content.
- Side panel specs: 480 px W x 1152 px H



Side panel where the Sponsor's ad is displayed

All sponsors are required to purchase exhibit space before booking advertising or signage.

# Advertising & Signage

## Event App | Exclusive • \$12,000

Attendees will use Data Center World's official Event App throughout the day to keep up with the latest conference and expo information. Be the one to bring this information to attendees' fingertips! Plus, they will see your company's advertisement each time they log in.

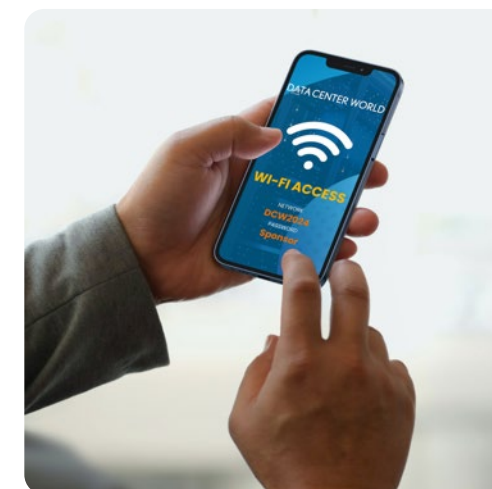
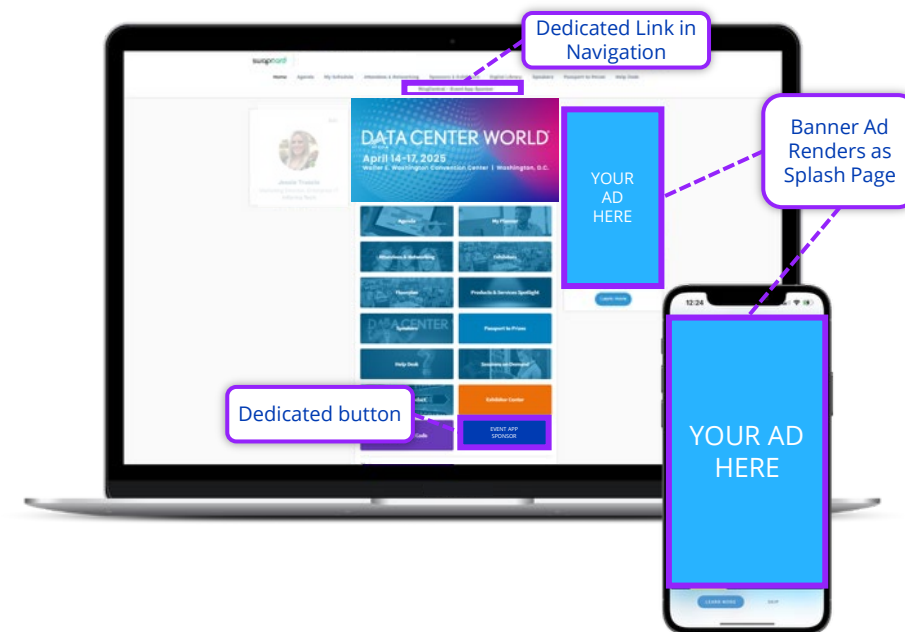
Sponsorship includes a button on the Home screen with a direct link to your dedicated in-app sponsor landing page, a banner ad that renders as the Splash page when viewed on mobile devices, and inclusion in a housekeeping slide (onsite) dedicated to thanking event sponsors.

## Wi-Fi Password | Exclusive • \$12,000

**SOLD**

Want to make sure that everyone knows your name? Attendees will use your company or brand name to access the complimentary Wi-Fi provided by Data Center World. This opportunity will be communicated via signage and a printed reminder on everyone's badge holder – ensuring your company gets typed thousands of times during Data Center World.

All sponsors are required to purchase exhibit space before booking advertising or signage.



# Advertising & Signage

## Pre-/Post-Show Attendee Email Ad | \$7,900/issue (Premier) • \$6,000/issue (Standard)

Deliver your message directly to pre-registered attendees—invite them to visit your booth, join your team for a networking event or to announce your other activities during Data Center World.

Sponsorship includes an ad placement in one (1) issue – two (2) pre-event emails and one (1) post-event email are available. Limit two (2) sponsors per issue.

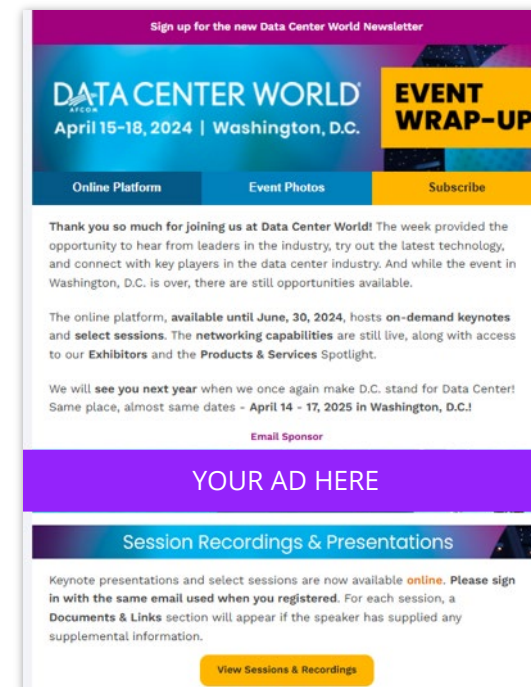
- **Premier:** Top ad placement
- **Standard:** Middle ad placement

Ad Specifications – a choice between image or text ad.

- **Image:** 600x100 static JPG or PNG with linking URL
- **Text:** Company logo + 75-word blurb + CTA with linking URL

NOTE: Ads cannot promote outside events or Data Center World 2026 Co-Marketing Discount offers

All sponsors are required to purchase exhibit space before booking advertising or signage.

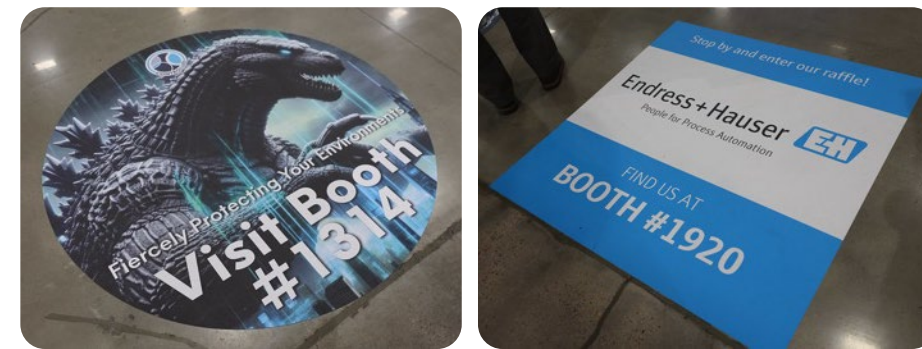




# Advertising & Signage

## Floor Clings | \$5,800

These 4' x 4' floor stickers with your company's logo and booth number are a creative way to build product awareness and help drive customers to your booth.



## Booth Branding Extender | \$3,500 per 10' x 4' graphic

Extend your branding out in the Expo Hall aisle! This custom carpet sticker extends 4 ft. into the aisle right in front of your booth with an eye-catching graphic message.

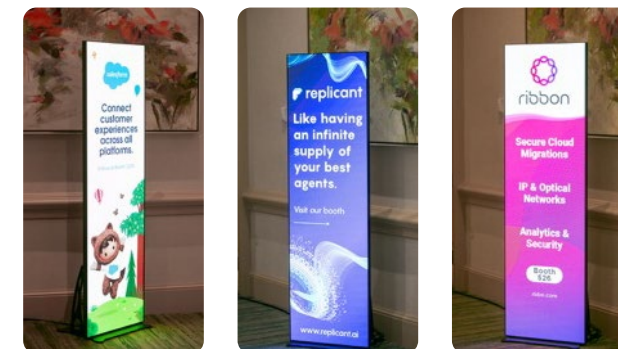
The bigger your booth, the wider your booth extender can be.



All sponsors are required to purchase exhibit space before booking advertising or signage.

# Advertising & Signage

		Rates
<b>Digital Meter Panel Ad</b>	<ul style="list-style-type: none"> <li>One (1) single-sided panel; in rotation with other ads</li> <li>Digital sign dimensions: 22½" W x 16-1/8" L x 75½" H</li> <li>Artwork specs: 288 px W x 972 px H</li> </ul>	<b>\$4,200</b>
<b>Hanging Banner</b>	<ul style="list-style-type: none"> <li>One (1) double-sided banner</li> <li>Located outside of Expo Hall</li> <li>6' W x 15' H</li> <li>6 Available</li> </ul>	<b>\$17,500/each</b>
<b>Overhead Video Wall</b>	<ul style="list-style-type: none"> <li>One (1) digital panel ad on one side of the video wall</li> <li>Located above the escalator on Level 2, facing toward Expo Hall entrance</li> <li>3360 px W x 540 px H</li> </ul>	<b>\$17,500</b>



All sponsors are required to purchase exhibit space before booking advertising or signage.

# Private Meeting Space

## Meeting Rooms | Limited Availability • \$4,500 (1 Day) • \$6,800 (2 Days)

Customizable meeting rooms are available adjacent to session rooms and the Expo Hall. Reserve a private meeting room for client meetings, social activities, and/or as a gathering point for staff during the event.

- Each meeting room includes:
  - Two (2) round tables each with seating for 10
  - Wall power only. Additional power can be ordered directly via convention center
  - Access to the Data Center World's Wi-Fi network.
- Meeting Room clients are responsible for catering, A/V, room set requests, and wireless internet access
- Booth space is required to purchase meeting rooms
- Meeting room sizes range from 664-702 sq. ft. with a room capacity of 30-58 people





# Welcome Guide

## Standard Exhibitor Package | 100 Available • \$500

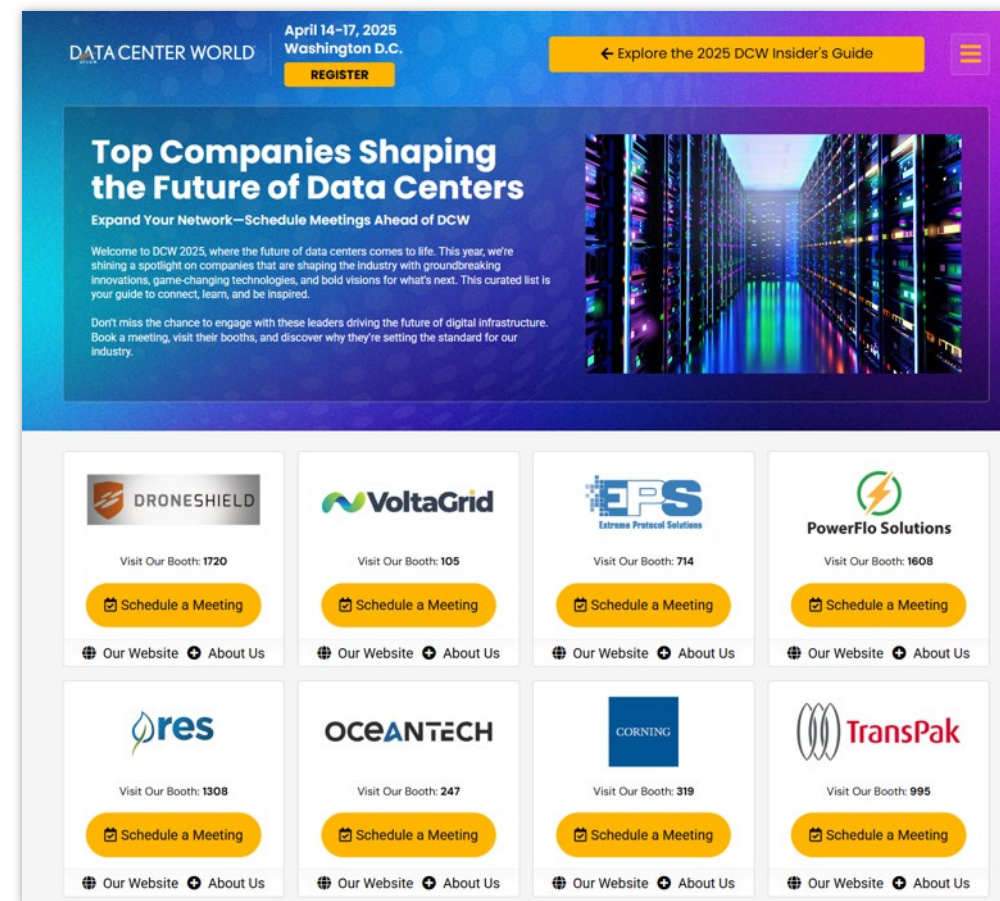
- All “standard” listing exhibitors are included on one page
- Individual client reporting is not applicable at this level
- Sponsorship includes:
  - Company logo
  - Company name
  - Company website URL
  - Booth number (if available)

The screenshot displays the Data Center World 2025 website. At the top, it features the event title "DATA CENTER WORLD" and the dates "April 14-17, 2025" at the "Walter E. Washington Convention Center, Washington, D.C." with a "Register" button. A navigation bar includes a link to "Explore the 2025 DCW Insider's Guide". The main content area is titled "100 Must-See Exhibitors at DCW 2025" with the subtitle "Start Building Valuable Connections Now". Below this, a paragraph describes the event's focus on global industry leaders and a curated list of 100 must-see companies. A grid of eight exhibitor cards is shown, each with a logo, name, booth number (SJJ678), and a website link. The exhibitors are: VoltaGrid, prysmian, Raritan (A brand of D legend), MGM TRANSMISSIONS, VERTIV, DDC SOLUTIONS, Eaton, and Schneider Electric.

# Welcome Guide

## Enhanced Listing Package | 24 Available • \$1,000

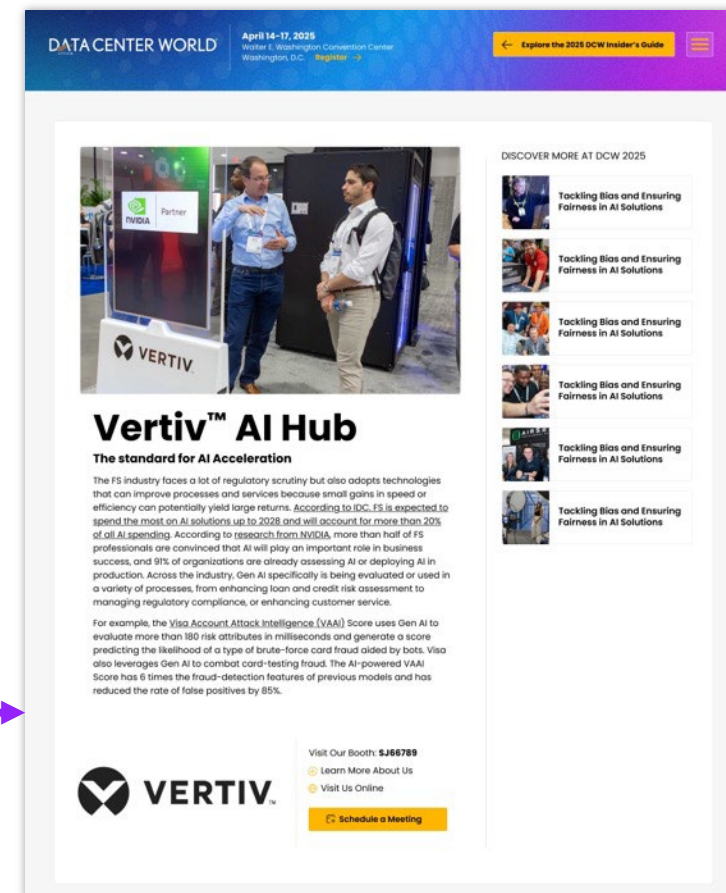
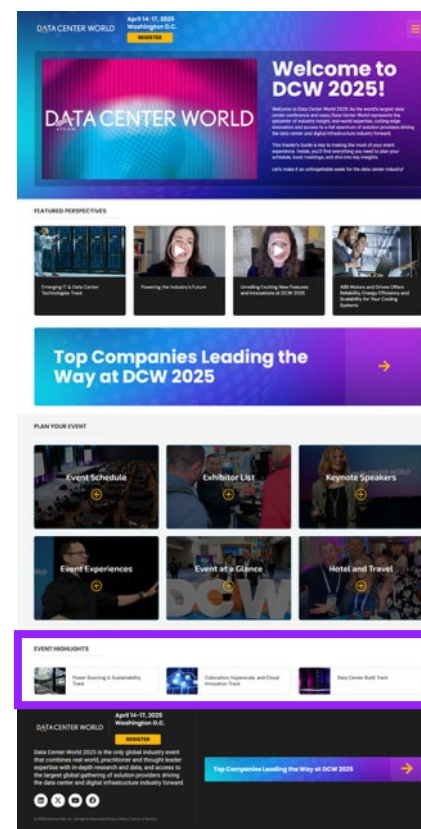
- All “enhanced” sponsors are included on one page
- Individual client reporting is applicable at this level
  - Total Page Views for webpage
  - Total Unique Users for webpage
  - Total clicks to sponsor website URL
  - Total clicks to sponsor ‘Schedule Meeting’ link
- Sponsorship includes:
  - Company logo
  - Company name
  - Company website URL
  - Booth number (if available)
  - 25–50-word company message
  - ‘Schedule a Meeting’ link – sponsor’s meeting link, email link, calendar link, schedule demo, etc.
- Reporting provided 3 weeks post-event (after the conclusion of the campaign)



# Welcome Guide

## Awareness Package | 12 Available • \$3,000

- To be featured on a dedicated page
- Individual client reporting is applicable at this level
  - Total Page Views for webpage
  - Total Unique Users for webpage
  - Total clicks to sponsor website URL
  - Total clicks to sponsor 'Schedule Meeting' link
- Sponsorship includes:
  - Sponsor-supplied article or video
- Reporting provided 3 weeks post-event (after the conclusion of the campaign)

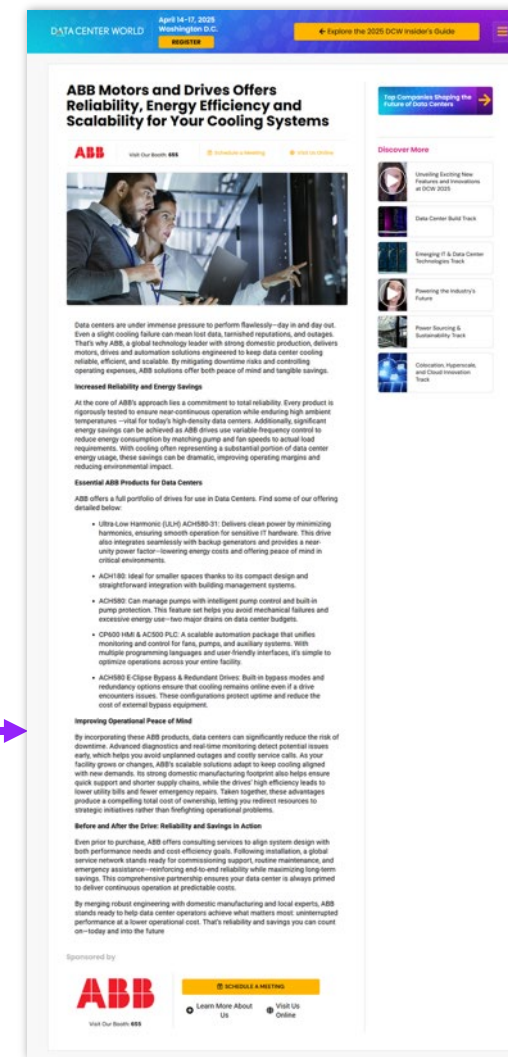




# Welcome Guide

## Thought Leadership Package | 12 Available • \$5,000

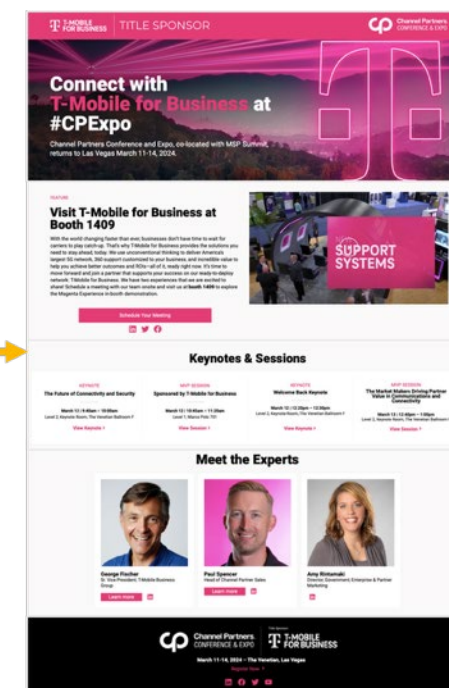
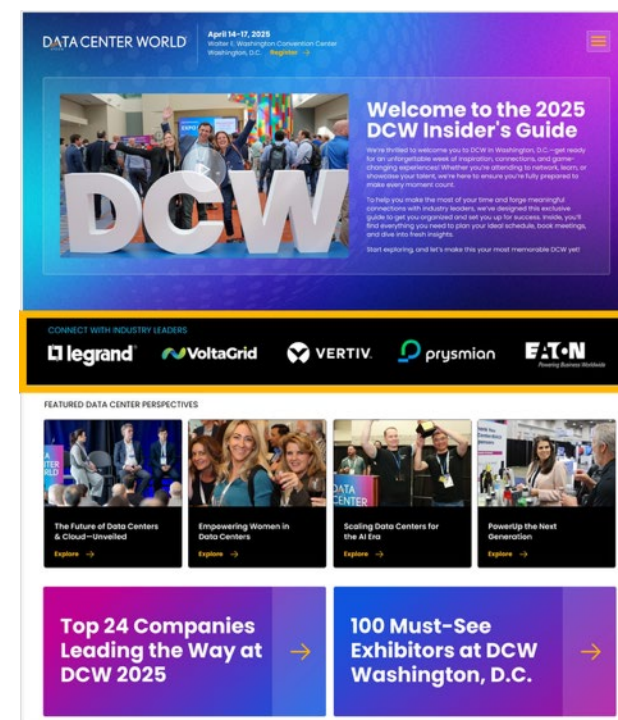
- To be featured on a dedicated page
- Individual client reporting is applicable at this level
  - Total Page Views for webpage
  - Total Unique Users for webpage
  - Total clicks to sponsor website URL
  - Total clicks to sponsor 'Schedule Meeting' link
- Sponsorship includes:
  - Sponsor-supplied article or video
  - Featured on a dedicated page, to look like an editorial page
  - Page will be promoted individually to drive traffic
- Reporting provided 3 weeks post-event (after the conclusion of the campaign)



# Welcome Guide

## Premium Package | 12 Available • \$7,000

- To be featured on a dedicated page
- Individual client reporting is applicable at this level
  - Total Page Views for webpage
  - Total Unique Users for webpage
  - Total clicks to sponsor website URL
  - Total clicks to sponsor 'Schedule Meeting' link
- Sponsorship includes:
  - 'Junior' Kickstart page
- Reporting provided 3 weeks post-event (after the conclusion of the campaign)







**Data Center World**  
by informa...

# Data Center World's Investors Forum

**Monday, April 20**





# Exclusive Data Center Insights for Visionary Investors

**Data Center World | Monday, April 20 | Washington, D.C.**

As the premier gathering for leaders in the data center, digital infrastructure and telecom sectors, this **exclusive one-day forum** promises unparalleled insights and networking opportunities for investors, private equity leaders, and real estate investors.

The data center market is on fire right now with various stakeholders seeking a piece of the pie. This one-day program will bring together:

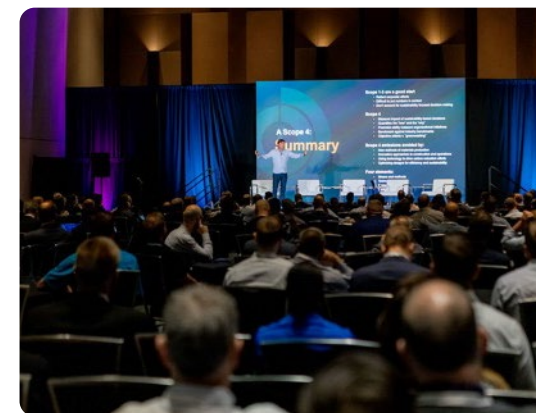
- Institutional investors
- Venture capitalists
- Private equity and wealth managers
- Brokers
- Real estate investors
- Advisory service providers

Data Center World will bring these influential decision-makers together to provide comprehensive updates on market trends, regulatory changes, AI impacts, and technological advancements shaping the future of digital infrastructure.

**Sponsor this focused and dynamic program to stand out as a key influencer in driving data center investments.**

## What to Expect

- **100+ Attendees**
- 5 Forum Sessions
- Lunch & Cocktail Reception
- Networking
- Expo Hall



# Key Takeaways & Schedule



**Critical Industry  
Updates**



**Exclusive Investment  
Insights**



**In-Depth  
Discussions**



**Technical  
Innovations**



**Access to Senior  
Executives**



**Networking and  
Engagement**

## Investor Forum Topics

State of Data Center Investment

Risk and Headwinds of Infrastructure

Emerging Market Opportunities and Investments

Innovation and Technology Trends

## Tuesday, April 21

9:00 AM – 9:15 AM	Welcome
9:15 AM – 9:45 AM	Title Sponsor Remarks
9:45 AM – 10:30 AM	Keynote
10:30 AM – 10:45 AM	Coffee Break
10:45 AM – 11:15 AM	Investor Forum Session #1
11:15 AM – 12:00 PM	Investor Forum Session #2
12:00 AM – 1:00 PM	Networking Lunch
1:00 PM – 1:45 PM	Investor Forum Session #3
1:45 PM – 2:30 PM	Investor Forum Session #4
2:30 PM – 2:45 PM	Coffee Break
2:45 PM – 3:15 PM	Investor Forum Session #5
3:15 PM – 4:00 PM	Investor Forum Session #6 & Closing

# Investor Forum Sponsorships

**Title Sponsor** | Exclusive • \$18,000

## Speaking Opportunity

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- 10-minute sponsor greeting at start of Forum conference program

## Branding & Promotion

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- Logo on Investor Forum webpage, onsite signage, relevant materials and in one (1) pre-event Data Center World email
- Logo featured in the Investor Forum and Data Center World's Keynote walk-in slides
- One (1) Conference bag insert
- Dedicated Sponsor Landing Page in the Event App
- Pre-event Sponsor video posted on Investor Forum webpage
- Sponsor can provide branded promo items (e.g. koozies, bottle opener, pen, etc.) to be on tables within the Forum room

## Lead Generation

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- Full attendee list from Investor Forum; data delivered post event

## Access

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- Four (4) Standard Conference passes

**Supporting Sponsor** | 4 Available • \$8,500

## Speaking Opportunity

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- Sponsor can provide one expert panelist for TBD Forum panel discussion

## Branding & Promotion

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- Logo on Investor Forum webpage, onsite signage, relevant materials and in one (1) pre-event Data Center World email
- Logo featured in the Investor Forum and Data Center World's Keynote walk-in slides
- One (1) Conference bag insert
- Dedicated Sponsor Landing Page in the Event App

## Lead Generation

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- Fifty (50) qualified leads from Investor Forum; data delivered post event

## Access

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- Two (2) Standard Conference passes



# Investor Forum Sponsorships

## Lunch Sponsor | Exclusive • \$8,000

### Speaking Opportunity

---

- 3–5-minute sponsor welcome at start of Forum lunch

### Branding & Promotion

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- Logo on Investor Forum webpage, onsite signage, relevant materials and in one (1) pre-event Data Center World email
- Logo featured in the Investor Forum and Data Center World's Keynote walk-in slides
- Logo on napkins
- One (1) Conference bag insert
- Dedicated Sponsor Landing Page in the Event App
- Sponsor can provide branded promo items (e.g. koozies, bottle opener, pen, etc.) to be on tables within the Forum room

### Lead Generation

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- Seventy-five (75) qualified leads from Investor Forum; data delivered post event

## Cocktail Reception Sponsor | Exclusive • \$10,000

### Branding & Promotion

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- Logo on Investor Forum webpage, onsite signage, relevant materials and in one (1) pre-event Data Center World email
- Logo featured in the Investor Forum and Data Center World's Keynote walk-in slides
- Logo on cocktail napkins
- One (1) Conference bag insert
- Dedicated Sponsor Landing Page in the Event App
- Sponsor can provide branded promo items (e.g. koozies, bottle opener, pen, etc.) to be on tables within the Forum room

### Lead Generation

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# Position Yourself with AFCOM – The Industry Leader

For over 40 years, [AFCOM](#) has been devoted to informing, connecting and empowering of data center and IT infrastructure professionals throughout all stages of their career, with Data Center World being the association's only annual national gathering.

AFCOM offers innovative thought leadership and branding solutions for you to gain year-round access to elite data center and IT infrastructure professionals:

- Webinars
- AFCOM Inside the Box – eNewsletter

[Download the Media Kit](#) to learn how AFCOM can help you meet your sales goals via customized marketing opportunities and unique programs.



# Create Digital Touch Points Year-Round



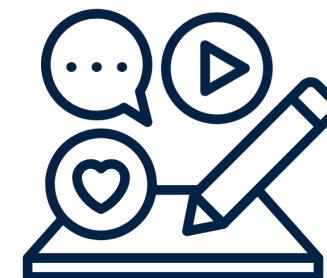
## BUILD BRAND AWARENESS

AFCOM Newsletter Ads  
Audience Extension  
Partner Emails



## GENERATE LEADS & CRAFT THOUGHT LEADERSHIP

Content Syndication  
Webinars (Live & On-Demand)  
Lead Touch



## CREATE VALUABLE & MARKETABLE CONTENT

Content Multiplier  
Custom Content  
'State of' Custom Research  
Infographics  
Webinar Executive Summary  
FastChat Video Interview

[Learn More](#)



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