



DATA CENTER WORLD[®]

AFCOM

NEW ORLEANS 2016 | PROMOTIONAL OPPORTUNITIES

GO BEYOND THE BOOTH

Increase your company's brand loyalty, create awareness about your products, and drive sales at Data Center World New Orleans 2016 by taking advantage of one of the many promotional opportunities available exclusively to exhibitors. Data Center World offers a host of high-profile sponsorship and advertising opportunities that target various high-traffic venues and media platforms:

PREMIER SPONSORSHIPS

PLATINUM SPONSORSHIP \$39,200 (limited to 4)	GOLD SPONSORSHIP \$29,650 (limited to 4)	SILVER SPONSORSHIP \$20,650 (limited to 6)
<p>Booth Space 20 x 40 Exhibit Space</p> <p>Pre-and Post-Event Exposure</p> <ul style="list-style-type: none"> • One pre-event postal mailing to all registered attendees • Two Dedicated Emails (1 pre- and 1 post-event) • Logo included on all DCW printed marketing materials (direct mail, print ads). <p>Advertising and Signage</p> <ul style="list-style-type: none"> • Printed Sign (1-meter size) placed in a high-traffic location at the event site • Logo prominently displayed on event signage (ie- Entry Unit for the Expo Hall) • One registration bag insert • Full Page ad in the Event Guide <p>Speaking Opportunity</p> <ul style="list-style-type: none"> • One Product Information Speaking Session (time TBD by AFCOM) <p>DataCenterWorld.com Exposure</p> <ul style="list-style-type: none"> • "Platinum Sponsor" badge • Logo in Platinum Sponsor box, fixed placement <p>Complimentary Registrations</p> <ul style="list-style-type: none"> • 5 Full Conference Passes • 16 Exhibitor Passes • Unlimited Discounted Registration Coupons for distribution to current/potential customers 	<p>Booth Space 20 x 30 Exhibit Space</p> <p>Pre-and Post-Event Exposure</p> <ul style="list-style-type: none"> • One Dedicated Email (1 pre- or 1 post-event) <p>Advertising and Signage</p> <ul style="list-style-type: none"> • Logo prominently displayed on event signage (ie- Entry Unit for the Expo Hall) • One registration bag insert • Full Page ad in the Event Guide <p>DataCenterWorld.com Exposure</p> <ul style="list-style-type: none"> • "Gold Sponsor" badge • Logo in Gold Sponsor box, rotating <p>Complimentary Registrations</p> <ul style="list-style-type: none"> • 5 Full Conference Passes • 12 Exhibitor Passes • Unlimited Discounted Registration Coupons for distribution to current/potential customers 	<p>Booth Space 20 x 20 Exhibit Space</p> <p>Pre-and Post-Event Exposure</p> <ul style="list-style-type: none"> • One Dedicated Email (1 pre- or 1 post-event) <p>Advertising and Signage</p> <ul style="list-style-type: none"> • Logo displayed on event signage (ie- Entry Unit for the Expo Hall) • One registration bag insert • Half Page ad in the Event Guide <p>DataCenterWorld.com Exposure</p> <ul style="list-style-type: none"> • "Silver Sponsor" badge • Logo in Silver Sponsor box, rotating <p>Complimentary Registrations</p> <ul style="list-style-type: none"> • 2 Full Conference Passes • 8 Exhibitor Passes • Unlimited Discounted Registration Coupons for distribution to current/potential customers

CONFERENCE: SEPT 12-15 EXHIBITION: SEPT 13-14

NEW ORLEANS ERNEST N. MORIAL CONVENTION CENTER | NEW ORLEANS, LA

SPEAKING/EDUCATION

Product Information Session – *Limited Availability*

This is a unique opportunity to make a product-specific presentation to your target audience and position your company as an industry leader. Your hour-long presentation will be part of the official Data Center World program and will be publicized in conference related publications and other promotional materials. **\$3,500**

Presentation Library – *Exclusive Sponsorship*

PowerPoint presentations from all conference speakers will be categorized into digital folders and placed in a password protected site. This Presentation Library will serve as a valuable resource for attendees well beyond the conference. The library sponsor will have its logo featured, as well as an informational folder within the library. The library will be available one week prior to the show's start date. **\$4,000**

EVENTS

Breakfast/Coffee Breaks – *Exclusive Sponsorship*

Don't miss the opportunity to speak exclusively to this large audience, first thing in the morning! We will provide a table at the door, along with a lead scanner, where you can welcome attendees and provide information about your company's products and services. You will receive a full page Event Guide ad and onsite signage denoting your sponsorship of breakfast. In addition, your logo will be printed on all coffee cups, and you will be listed as the sponsor of the Breakfast in the Event Guide and on the Data Center World website. As a sponsor you may distribute promotional items such as napkins or tabletop signs. Sponsors are responsible for providing their own promotional items pending AFCOM's approval. **\$4,000/day or \$10,000/exclusive**



Kickoff Networking Reception – *Exclusive Sponsorship*

Make an impact from the start with this extremely popular first networking event of Data Center World! Sponsor the Kickoff Networking Reception and associate yourself with some of the best and most memorable moments of Data Center World. Your company logo will appear on all drink tickets, cocktail napkins and on onsite signage, indicating your sponsorship of the Reception, as well as in the Event Guide and on the Data Center World website. In addition, you will receive 100 drink tickets to hand out at the event, making you the life of the party! As a sponsor, you may distribute promotional items from a table, centrally located at the heart of the reception. Sponsors are responsible for providing their own promotional items pending AFCOM's approval. **\$12,500**

Expo Hall Networking Happy Hour – *Exclusive Sponsorship*

Capture the attention of every attendee as they mingle in the expo hall for an action-packed 2 hours. Your company logo will appear on all drink tickets (2 per person) and on on-site signage located at every bar in the hall, indicating your sponsorship of the Happy Hour, as well as in the Show Guide and on the Data Center World website. In addition, you will receive 250 drink tickets to hand out at the event from a table placed at the entrance to the expo hall. As a sponsor, you may distribute promotional items such as napkins or cups. Sponsors are responsible for providing their own promotional items pending AFCOM's approval. **\$7,500**

Juice Bar – *Exclusive Sponsorship*

Add a little pep to everyone's day with this nutritious and delicious sponsorship opportunity. Serve up your promotional message along with a cup of fresh-squeezed fruit juice. Your juice bar will be placed in a high traffic area, just outside the Exhibit Hall, in order to catch attendees and exhibitors alike. Your company logo will appear on all juice cups and in the on-site signage, as well as in the Show Guide and the Data Center World website. As a sponsor, you may distribute promotional items from a 6-foot table adjacent to the bar and café seating area. 60 gallons of juice, custom printed cups and bartenders are included. **\$7,500 for one day (6 hours - 10am-4pm)**

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Massage Center – Exclusive Sponsorship

Capture attendees' attention with true "hands-on" marketing. The Data Center World Massage Center will be placed in a high-traffic area of the exhibit hall or foyer, and includes three chair massage stations, surrounded by comfortable couches and plenty of room for six simultaneous foot massages. High-impact signage, a full page ad in the show guide, and masseuse polo shirts will advertise your brand to a captive (and relaxed) audience. In addition, a trained greeter will welcome attendees, collect business cards for your sales department and distribute your company materials. All production costs are included. **\$13,000**

PROMOTIONAL ITEMS

Raffle Prize Sponsorship – Limited Availability

Drive traffic to your booth by sponsoring the raffle (prizes awarded on the final day of the Exhibition.) As a raffle sponsor, your booth will be one of a limited number of places where attendees can register to win great prizes. Your company and booth will be identified as a designated raffle location in a special flyer and the Event Guide as a booth where attendees can drop their information. **\$750**



Registration Bag Insert – Limited Availability

Make an impact on your audience the moment they arrive. The Show registration bag is the perfect way to be creative and distribute your advertising material or product demo directly into hands of every attendee. Flyers, t-shirts, brochures, or CD/DVDs 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. **\$750**

Show Pens – Exclusive Sponsorship

Place your company name/logo on the pens given to all attendees in their registration bags and in the classrooms. Your pens will be distributed to all members of the press, speakers and conference attendees during the event. Pen production and shipping costs are included. **\$3,500**

Show Notepads – Exclusive Sponsorship

Every conference attendee will receive a notepad in their registration bag and they will be available in each classroom. Put your logo on every page and attendees will see your company name throughout the Show and afterward at the office. Notebook production and shipping costs are included. **\$3,500**

Hotel Room-Drop – Limited Sponsorship

Achieve an inside advantage by delivering your materials and messaging straight to the rooms of conference attendees in Data Center World's hotel room block. This special delivery, inside the room will make your messaging stand out among other exhibitors. **\$5,000/in room**

Water Bottles and Water Stations – Exclusive Sponsorship

One exhibitor will have the opportunity to quench the thirst of every attendee at Data Center World. Your logo will be placed on water bottles given out at registration and placed in every attendee's bag. Also, your logo will be displayed on signage at every water station throughout the show, naming your company as the sponsor. Take advantage of this exclusive opportunity! Production and shipping costs are included. **\$8,500**

Badge/Lanyards – Exclusive Sponsorship

This opportunity gets your company's logo prime visibility by all show goers. Put your company's name around the neck of every Data Center World attendee—for the entire show. Every attendee will receive this lanyard at registration. Production and shipping costs are included. **\$9,500**

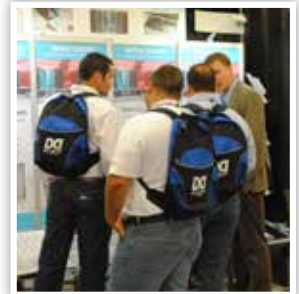
Mobile Device Charging Stations – *Exclusive Sponsorship*

Help Data Center World attendees stay connected by staying powered up. Two 7-foot high charging stations featuring your logo and video, will be placed throughout the show (lunch room, near the exhibit hall and near registration). These include a built-in LCD screen for digital signage and an illuminated billboard to display your message while attendees wait. The unit can safely charge 16 phones at once, inside individual lockers. **\$7,500**



Official Conference Bags – *Exclusive Sponsorship*

What's a tradeshow without swag? Put your brand on the official show bags attendees receive at registration and carry throughout the show to hold materials and giveaways they collect along the way. As the sponsor you can place your company logo or other suitable advertisement on the bag along with the Data Center World logo. Your brand will be in thousands of locations throughout the show as people move from exhibit to exhibit carrying bags with your company's stamp. Bag production and shipping to show site are included. **\$11,000**



ADVERTISING AND SIGNAGE

Attendee Email Blast – *Limited Availability*

Send a targeted email to attendees before or after the show. Promote your presence at the event and encourage people to visit your booth, or thank them for their visit and reinforce your marketing message. Sponsor must provide content for the email, and Data Center World will send it on your behalf to its database of attendees who have selected to receive sponsor and exhibitor related emails. **\$4,000**

Attendee Mailing List Rental

Familiarize attendees with your company before the Show and invite them to visit your booth by sending a direct mail piece of your own design. Simply create your marketing piece, and have it delivered to Data Center World's mailing house for shipment to all registered attendees. **\$2,500**

Event Guide Advertising – *Limited Availability*

Data Center World attendees find the official Events Guide to be the most critical tool to navigate the show, conferences and special events. The Events Guide contains listings of all events, the most up-to-date exhibitor listing and a full conference brochure for attendees on-the-move. Make sure your company is highlighted with its own ad in this valuable print resource. **\$3,000 and up**

Voice-Mail Blast

Have your customized voice-mail blast sent to every Data Center World attendee staying at the host hotel. Your voice-mail blast can market in-booth functions, special events, show-only specials and more! Only one sponsor per day will be able to take advantage of this unique opportunity to have a message delivered directly to end-users and potential customers. **\$3,500**

Hotel Room Key Card – *Exclusive Sponsorship*

Hotel Key Cards are used by attendees multiple times daily, so make sure it's your custom-designed key card they're using. Include your logo and marketing message on the hotel room keys for the Data Center World room block, at the Hilton, and target registered attendees from check-in to check-out. Card production and shipping costs are included. **\$5,500**

Mobile Website Sponsor – *Exclusive Sponsorship*

Attendees will visit Data Center World's mobile site throughout the day to keep up with the latest conference and expo information. Be the one to bring this information to their fingertips, and attendees will see your company's advertisement, logo, and custom message each time they log in. **\$4,000**

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Expo Aisle Signs – Exclusive Sponsorship

This premier advertising opportunity is one of the most visible promotions at Data Center World's Expo. Your logo and booth number will appear on every aisle sign in the Exhibit Hall, making the Expo your own company's billboard.

\$6,500

WiFi Password – Exclusive Sponsorship

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 new opportunity will be communicated via signage, the Show Guide and a printed reminder on everyone's badge holder. Make sure your company name gets typed thousands of times during the Data Center World show! **\$4,000**

Keynote Sponsor – Exclusive Sponsorship

Want an opportunity to market your company to all attendees at one time, in one room? Become the Keynote Sponsor and ensure your company's exposure at this high profile event that consistently brings in a large number of attendees. Your sponsorship earns you signage, a 60-second pre-keynote commercial and one minute to speak prior to the Keynote speaker. **\$7,500**

High Impact Signage

Make a huge visual impact by really thinking outside the booth. AFCOM staff will work with you to analyze your company's needs and determine the best possible use of signage and banners in high traffic locations. The possibilities are endless!

Contact AFCOM for pricing.

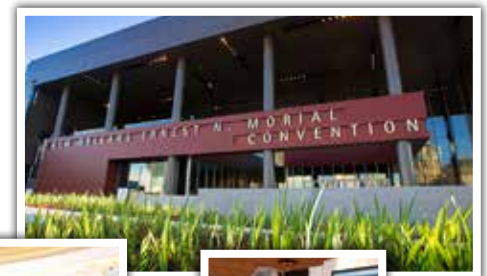
Floor Graphic

These giant 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. Contact **AFCOM for pricing.**



Didn't find the opportunity you're looking for?

Contact us for creative ways to get your company the exposure you deserve. The possibilities are endless!



DATA CENTER WORLD
AFCOM®
THE PREMIER CONFERENCE FOR DATA CENTER AND FACILITIES MANAGEMENT PROFESSIONALS

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