

Exhibitor Co-Marketing Program

Share Valuable Conference Pass Discounts with Your Customers and Prospects – Meet Up in Austin!

Data Center World Offerings

Invite your customers and get rewarded!

Each year, Data Center World unites the data center community for an epic conference & expo.

We're committed to ensuring your company has the best possible experience.

New for the 2022 event, we're offering exhibitors & sponsors various marketing programs & incentives to help you promote your presence and drive current and potential customers to your booth.

Why Should I Invite My Customers & Prospects?

Events are one of the most effective ways for companies to get valuable face time with potential buyers. **Co-Marketing programs lead to relationship-building that drives pipeline and revenue growth.**

Research Shows:

- **92%** of IT buyers prefer when a vendor promotes their presence at an upcoming event with a discount code
- **80%** of IT buyers are more likely to visit an exhibitor at an event if they have heard of them, read about them, or connected with the exhibitor prior to the event
- **54%** of IT decision-makers have purchased a product/service based on information they gathered at an event – **that's real ROI!**

Recommendations for a successful Co-Marketing campaign:

- **Pre-Event:** Promote your presence! Add the event to your 'events calendar' on your website, add callouts on social media and alert your customers & prospects via email campaigns.
 - ✓ **76%** of IT buyers decide to attend an event three+ months in advance – start promoting your event presence NOW!

Share Valuable Promo Codes – Your Customers Will Appreciate It

As a Data Center World exhibitor/sponsor, you will be provided a custom landing page and promo code for \$300 off Standard & All Access conferences passes!

Use your company's unique promo code on all promotional items so your customers can easily take advantage of the exclusive discount and registrations can be counted toward your company tally.

**Standard & All Access conference pass types only apply. Discount codes can be manually entered while registering.*

- Link your company's unique landing page/promo code on your website
- Share your unique landing page/promo code on social media and tag **@DataCenterWorld** and **#DataCenterWorld**
- Share your promo code across social media channels and tag **@DataCenterWorld** and **#DataCenterWorld**
- Send your unique promo code out via email to all customers
- Use your unique promo code and/or landing page to all potential customers for your company

Drive the Most Customers to Data Center World to Earn Great Rewards!

Drive customers and earn:

- 7 paid conference attendees with your code – Ad in the AFCOM Journal
- 14 paid conference attendees with your code – Ad in the AFCOM Journal & five dedicated social media posts*

The exhibitor/sponsor who brings the most qualified end users (must be more than 20 paid conference attendees) will receive:

- A list of attendee title, name, company, and email of those that register with your code; sent post-event
- **A 1-hour Meet and Greet with your customers during the Event**
 - ✓ Private Meet & Greet will be hosted during show days (TBD)
 - ✓ Data Center World will provide exhibiting/sponsoring company one 2023 Standard Pass to be raffled during Meet & Greet
 - ✓ Data Center World will provide beer/wine for 1-hour duration
- Five dedicated social media* posts

*Social media posts to be approved by Data Center World marketing.

You Could Earn ...

Qualified Paid Registrants	Top Winner	14+	7+
A list of attendee title, name, company, and email of attendees that register with your code; sent post-event	X		
One 2023 Standard conference pass	X		
A 1-hour meet and greet with customers	X		
5 dedicated social media posts	X	X	
Ad in the AFCOM Journal	X	X	X

**Only qualified-registrations will count towards registration count. Qualified-registrations are reserved for qualified end-users with payment received in full for standard or all access pass types only. Registrations are tabulated by use of unique discount code entered during the registration process. Show management reserves the right to make the final decision for qualifications/criteria.*

Qualifications & Criteria

Registrations must meet the following criteria:

- Unique discount code must be applied during the registration process (discount codes are manually entered during registration)
- Registrant cannot be an employee of an Exhibiting or Sponsoring Company
- Registrations are for qualified end-users only. *A non-qualified registrant is a business professional/company which fits the profile of Data Center World Sponsors/Exhibitors.*
- Attendee pass must be paid in full by March 7, 2022
- Qualifying registrations must be received between December 1, 2021 – March 7, 2022
- Standard or All Access pass types only apply
- Show management reserves the right to make the final decision for qualifications/criteria

Questions

Email: DataCenterWorldMarketing@informa.com