DATA CENTER WORLD
AFCOM

2021 HIGHLIGHTS

Data Center World delivers expert insight and strategies on the technologies and concepts data center facilities and IT professionals need to know to plan, manage, and optimize their data centers.

1,000+ ATTENDEES
IN-PERSON & DIGITAL

111 EXHIBITORS	**75** SESSIONS + CASE STUDIES
95 SPEAKERS	**5** KEYNOTE ADDRESSES

Educational Conference Programming Focused On The Rapidly Advancing Data Center Technologies

- Advanced Data Center Strategies
- Data Center Essentials
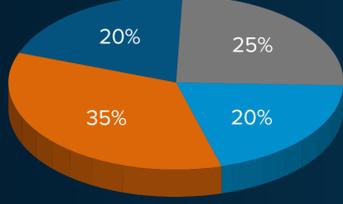- Data Center IT Infrastructure & Platforms
- Design, Build, Operate, & Control
- Mission Critical Facilities & Energy Management
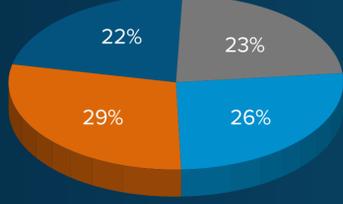
A Snapshot of Who Attended Data Center World 2021

Job Level

20% | 25% | 35% | 20%

45% Director+

- C-Level/EVP/VP
- Director
- Manager
- Professional Staff

Company Size (# of employees)

22% | 23% | 29% | 26%

49% with 1,000+ Employees

- 10,000+
- 1,000 - 9,999
- 100 - 999
- 1 - 99

Primary Job Function

21% Data Center Facilities	**9%** Data Center Consultant
	8% Other Consultant
	7% Data Center Design/Architect
19% Data Center Operations	**7%** Data Center Engineer
	5% IT Pro (non-data center)
	3% Investing/Real Estate
16% Data Center IT	**3%** Data Center Security
	2% Market Research/Analyst

Top Industries

- Manufacturing (Non-Computer Related)
- Construction / Engineering / Architecture
- Government
- Utilities / Energy
- Communications / Telecommunications
- Finance / Banking / Investment
- Consulting / Professional Services
- Education

Attendees Choose Data Center World for Educational Programming & Leading Solution Providers

90% believe attending Data Center World is "important" to their job/role

80% rated 2021 speakers as Excellent/Good

72% of 2021 attendees spent 2 hours or more in the Expo Hall

"It is sometimes easy to get a step away from where the industry is when you are working day to day issues onsite. **It is very beneficial to be in the thick of vendors, and industry leaders** to get a feel for where the business is headed."

"This year's Data Center World was a welcome change to what the world has been for over a year. From the venue to the speakers, to the food and networking opportunities, it's been a great conference.

The speakers provided much insight into many pressing issues in our Data Center.

As we investigate a Colo move, several excellent presentations provided what to look for and identifying critical components of a contract with a Colo facility.

Excellent Learning Opportunities."

Data Center World Helps Exhibitors Achieve Their Business Goals

TOP OBJECTIVES MET

1. Launching/marketing new brand/product/service
2. Maintaining company profile/brand position
3. Generating PR coverage

"The quality of interactions we had with attendees was high, even if the volume was low. We were talking to decision makers and heavy influencers — exactly the type of people we target."

"The event was well attended and designed to benefit everyone there. We had fun while working and not often does one get to say that."

Join us in March 2022 to connect with IT, operations, facilities and builders/designers working in the data center industry.

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