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

Conference: August 16-19, 2021
Expo: August 17-19, 2021
Orange County Convention Center / Orlando, FL

2021 HIGHLIGHTS

A Snapshot of Who Attended Data Center World 2021

Educational Conference Programming Focused On The Rapidly Advancing Data Center Technologies

Advanced Data Center Strategies
Data Center Executive
Data Center & Infrastructure & Real Estate
Mission Critical Facilities & Design/Engineering
Design Build, Operation, & Control
Mission Critical Facilities & Service Management

Job Level

- 20% C-Level/EVP/VP
- 25% Director
- 22% Manager
- 20% Professional Staff
- 20% with 1,000+ Employees

Company Size (# of employees)

- 26% 10,000+
- 23% 1,000 - 9,999
- 22% 100 - 999
- 22% 1 - 99
- 45% with 1,000+ Employees

Primary Job Function

- 21% Data Center Facilities
- 21% Data Center Operations
- 19% Data Center IT
- 9% Data Center Consultant
- 9% Other Consultant
- 9% Data Center Design/Architect
- 5% Data Center Engineer
- 3% IT Pro (non-data center)
- 2% Investing/Real Estate
- 2% Data Center Security
- 2% Market Research/Analyst
- 16% Manufacturing (Non-Computer Related)
- 14% Construction/Engineering/Architecture
- 14% Government
- 13% Utilities/Energy
- 12% Communications/Telcommunications
- 11% Finance/Banking/Investment
- 10% Consulting/Professional Services
- 10% Education

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

- 90% Believe attending Data Center World helps them stay current with best practices.
- 80% Would recommend Data Center World.
- 72% of 2021 attendees spent 2 hours or more in the Expo Hall

"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 industry. We had fun while working and not often does one get to say that." - Attendee

"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." - Attendee

Data Center World Helps Exhibitors Achieve Their Business Goals

"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." - Attendee

Attendees rated 2021 speakers as Excellent/Good.

90% of 2021 attendees believe attending Data Center World is "important" to their job or role.

TOP OBJECTIVES MET

- Launching/marketing new brand/product
- Monetizing company profile/brand exposure
- Generating PR coverage

"The quality of interactions we had with attendees was high, even if the volume was not what we typically expect. We made many new and lasting connections, and look forward to working with the folks we met at the show." - Attendee

"This year was our first year attending Data Center World. I believe the event was very beneficial in connecting with potential buyers and identifying key industry trends." - Attendee

1,000+ ATTENDEES
111 EXHIBITORS
95 SPEAKERS
75 SESSIONS + CASE STUDIES
5 KEYNOTE ADDRESSES

"It sounds like people are gaining a better understanding of how the industry is moving forward and can learn more. It's very beneficial to have opportunities to meet with vendors and industry leaders to learn where the business is headed." - Attendee

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