



# GERMAN DATACENTER CONFERENCE

# 2023

ANNUAL STRATEGY &  
NETWORKING CONFERENCE

FRANKFURT  
18/19 SEPTEMBER

[WWW.GDC-CONFERENCE.COM](http://WWW.GDC-CONFERENCE.COM)

# GERMAN DATACENTER CONFERENCE

GET THE LATEST EXPERT INSIGHTS & USE THE OPPORTUNITY FOR HIGH-LEVEL NETWORKING IN THE EUROPEAN DATACENTER BUSINESS

In the middle of Germany, the largest city in Hessen stretches along the banks of the Main: Frankfurt, with its numerous skyscrapers, is the only German city with skyline. Inconspicuously, mostly hidden from view, more than 60 data centers are spread across the city. They represent 70% of digital services for the whole country.

This is made possible by DE-CIX, the world's largest Internet node, which provides Frankfurt with a central position in the global data network – and a clear location advantage for data centers not only for the city itself, but also for the surrounding regions.

At the gates of the city, in the modern VILCO congress center, we welcome you to the German Datacenter Conference 2023 in September. After the successful launch last year, we would again like to offer you space for professional exchange and networking. With a wide range of expert insights and panel discussions by and with interdisciplinary speakers, we offer you high-quality impulses on technologies, strategies, investments and regulations in the data center sector. We invite you to make long lasting



connections and discover valuable business opportunities in a pleasant atmosphere.

After the successful premiere in 2022, we will again present the GDA Young Talent Award this year: on the evening of the conference, the winners will be honoured at a gala dinner. Be there when outstanding young IT talents share their smart ideas for the future of data centers with us! We are looking forward to welcoming you again this year!

ANNA KLAFT  
CHAIRWOMAN

# FOUR REASONS WHY IT'S WORTH IT

1

Get the latest insights from industry experts

2

Get to know the leading data center market in Frankfurt

3

Meet many C-Level decision maker

4

Find out from young IT talents whose smart ideas for the digital future

# GERMAN DATACENTER CONFERENCE

## EVENT PROGRAM

### MONDAY, SEPTEMBER 18

#### WELCOME RECEPTION

On Monday evening, 18 September, conference attendees, members and partners of GDA are welcome to join us for drinks and a snack. Meet informally with fellow attendees and begin networking before the conference begins.

**DATE & TIME:** Monday,  
18 September, from 18:00 to 22:00

**VENUE:** VILCO,  
Niddastraße 1, 61118 Bad Vilbel  
**TICKET PRICE:** Open to all conference participants as well as all members and partners of GDA, 200 participants expected

### TUESDAY, SEPTEMBER 19

#### CONFERENCE DAY

Current outlook on the German connectivity, cloud and data center markets. Numerous industry experts share their knowledge and insights on the latest technology, investment and strategy trends. The conference also offers many networking opportunities throughout the whole day.

**DATE & TIME:** Tuesday,  
19 September, from 09:00 to 17:00

**VENUE:** VILCO,  
Niddastraße 1, 61118 Bad Vilbel

**PRICE:** Admission price for regular participants: €399,- (excl. VAT)  
Admission price for GDA members & partners: €199,- (excl. VAT)  
400 - 500 participants expected

### TUESDAY, SEPTEMBER 19

#### PRESENTATION OF THE YOUNG TALENT AWARD

After the great response and success in 2022, the German Datacenter Association is again presenting the GDA Young Talent Award this year. Under the patronage of Prof. Dr. Kristina Sinemus, Hessian Minister for Digital Strategy and Development, outstanding theses & business ideas in the field of data centers and digital infrastructures will be honored. An independent jury of experts headed by Prof. Dr. Peter Radgen, IER, University of Stuttgart, will select the winners.

**DATE & TIME:** Tuesday,  
19 September, from 19:00 to 23:00

**VENUE:** VILCO,  
Niddastraße 1, 61118 Bad Vilbel  
**ADMISSION PRICE:** Conference guests  
€199,- (excl. VAT)  
GDA Members & Partners: €99,- (excl. VAT)  
Table reservation (10 persons):  
€2.000,- (excl. VAT)

# CONFERENCE PROGRAM

## 19 SEPTEMBER

### MORNING

The morning program of the German Datacenter Conference will give the audience a brief overview of the developments, challenges and opportunities of the near future.

09:00 ENTRANCE  
10:00 WELCOME BY THE CHAIRWOMAN  
10:10 KEYNOTE  
10:30 KEYNOTE  
10:50 C-LEVEL – PANEL DISCUSSION;  
INCLUDING Q&A  
11:30 PANEL DISCUSSION  
12:15 START OF LUNCH

### AFTERNOON

The afternoon program offers in-depth presentations and discussions on technological topics as well as trends in strategies and investments.

### TRACK A – TECHNICAL DEVELOPMENTS

13:00 - 13:30 TECHNOLOGY  
13:35 - 14:05 TECHNOLOGY  
14:10 - 14:40 TECHNOLOGY  
14:40 - 15:00 BREAK  
15:00 - 15:30 TECHNOLOGY  
15:35 - 16:05 TECHNOLOGY  
16:10 - 16:40 TECHNOLOGY

### TRACK B – STRATEGY & BUSINESS TRENDS

13:00 - 13:30 STRATEGY & INVESTMENT  
13:35 - 14:05 STRATEGY & INVESTMENT  
14:10 - 14:40 STRATEGY & INVESTMENT  
14:40 - 15:00 BREAK  
15:00 - 15:30 BUSINESS TRENDS  
15:35 - 16:05 BUSINESS TRENDS  
16:10 - 16:40 BUSINESS TRENDS  
16:40 - 17:00 CONCLUSION OF THE CONFERENCE

*Preparation of the venue for the GDA Young Talent Award ceremony.*

This is a tentative program and subject to changes.  
No rights can be obtained from this information.

Parallel to the conference program, participants will have the opportunity to network with other industry experts throughout the day. Information about the professional expertise of the participants and initial approaches for a conversation is offered by the conference app, which can also be used to make an uncomplicated appointment with those.



# GDA YOUNG TALENT AWARD

## IT TALENTS SHARE THEIR SMART IDEAS

With the Young Talent Award, GDA is explicitly looking for talents who want to contribute to the digitization of tomorrow: Outstanding bachelor's, master's and diploma theses in the field of data centers and digital infrastructures are each awarded 1,500 euros or 2,500 euros.

Entries can be submitted in the fields of energy & sustainability, hardware & software, innovation and cross-cutting issues – the spectrum is as diverse as the industry of data centers and digital infrastructures itself.

Due to the particular importance of this topic for the industry, GDA is also offering a special award for „Sustainable Data Centers“, which is also open to young professionals and start-up companies.

The winners are selected by an independent jury of experts headed by board member Prof. Dr. Peter Radgen (University of Stuttgart): Marcus Busch, Leaseweb Deutschland, Inga Janović (Frankfurter Allgemeine Zeitung), Najat Messaoud (Microsoft), Andreas Paduch (CyrusOne), Dr. Jörg Schröper (LANline), Dr. Christian Simendinger (HPE Europe) and Vincent Barro (Schneider Electric) have agreed to evaluate the entries.

The submitted work must be completed between August 1, 2022 and July 31, 2023. They can be written in German or English and submitted by August 27, 2023.

The prizes are awarded for work that can make a contribution to progress in the field of digitization and data centers. The spectrum of topics is as diverse as data centers and digital infrastructures themselves!

[AWARD.GERMANDATACENTERS.COM](http://AWARD.GERMANDATACENTERS.COM)



# SPONSORSHIP PACKAGES

PARTNER PACKAGE	NETWORKING		MARKETING/ COMMUNICATION	THOUGHT LEADERSHIP
	MEETING LOUNGE	TICKETS	VISIBILITY BEFORE, DURING AND AFTER THE GDC	PROGRAM & REPORTS
<b>PLATINUM PARTNER</b> € 20.000,-	Prominent logo presence  Stand: up to 3,0 m wide x 1.5 m deep or a branded lounge  Possibilities & options according to the venue	20 network 5 own team  Dinner table: your own table for the award ceremony (for 10 people)	Brandings of the main partner incl. nametags for visitors	Mentioning in the conference opening speech  Speaker slot in a panel discussion  Contribution in the German Datacenter Outlook 2023
<b>GOLD PARTNER</b> € 10.000,-	Logo presence on walls and roll-ups, in the main room, side room and hallways  Networking table	10 network 3 own team  Reduced price for the dinner at the award ceremony (Own table with 10 people) +€ 1.000,-	Gold Partner Branding	Speaker opportunity in a panel discussion +€ 1.000,-  Mentioning in the German Datacenter Outlook 2023
<b>SILVER PARTNER</b> € 5.000,-	Logo presence on walls and roll-ups, in the hallways  Networking table +€ 1.000,-  Options*	5 network 1 own team  Reduced price for the dinner at the award ceremony (Own table with 10 people) +€ 1.000,-	Silver Partner Branding	Speaker opportunity in a panel discussion +€ 1.000,-

\*Additional options can be booked for welcome reception, coffee corner, lunch, etc. if required and agreed upon.

All prices are excl. VAT.

# PLATINUM PARTNERSHIP

## NETWORKING

- 20 free tickets to invite your own network and contacts
- 5 free tickets for the own team (except speakers)
- Dinner table: own table for 10 persons in the context of the GDA Young Talent Award ceremony
- Platinum Partner Lounge (Stand: up to 3.0 m wide x 1.5 m deep or a branded lounge/options according to event location): Branded & furnished partner lounge, prominently positioned and with space for private meetings (no demo-media allowed).

## MARKETING / COMMUNICATIONS

As a Platinum Partner, you will be prominently mentioned in all communication channels – for example, in the welcome, at the reception and during the event. Your logo will be visible on all back walls, on the event banner and on visitors' name badges. Platinum Partners will be prominently visible in all (digital) communication channels before and after the event - for example, in the newsletter, on the website, in social media posts, and in possible press releases, interviews, and AV materials.

## THOUGHT LEADERSHIP

The quote from a company representative is published and shared with their picture via GDA's online channels.

You also have the opportunity to contribute to the German Datacenter Outlook 2023 - for example with a technical article or an interview. The report will be handed out at the event and subsequently made available for download.

## SPEAKER ON THE PODIUM

As a Platinum Partner, you actively contribute input to the conference by posing a company representative as a moderator or expert in a panel discussion.



**PLATINUM  
PARTNER**  
**€ 20.000,-**

All prices are excl. VAT.

# GOLD PARTNERSHIP

## NETWORKING

- 10 free tickets to invite your own network and contacts
- 3 free tickets for the own team (except speakers)
- Gold Partner Networking Area – Branded high table for appointments

## MARKETING / COMMUNICATION

As a Gold Partner, you will be mentioned in selected communication channels, your logo will be visible on all back walls and event banners (on walls and roll-ups, in the main room, side room and hallways). Gold Partners will be visible in all (digital) communication channels before and after the event – for example in the newsletter, on the website, in social media posts, in possible press releases and interviews published online.

## THOUGHT LEADERSHIP

You are mentioned in the German Datacenter Outlook 2023 with a quote. The report will be available at the event and afterwards for download.

## SPEAKER ON THE PODIUM (+ € 1.000)

Actively contribute with input to the conference and participate as a moderator or as an expert in a panel discussion.

## DINNER-TABLE AT THE AWARD CEREMONY OF THE YOUNG TALENT PROMOTION (+ € 1.000)

As a Gold Partner, you will receive a discount on your own table of 10 at the awards dinner. You can invite your own network to attend.



**GOLD PARTNER**  
**€ 10.000,-**

## ADD ON:

- TABLE AT THE AWARD DINNER € 1.000,-
- SPEAKER OPPORTUNITY IN PANEL € 1.000,-

# SILVER PARTNERSHIP

## NETWORKING

- 5 free tickets to invite your own network and contacts
- 1 free ticket for the own team (except speakers)

## MARKETING / COMMUNICATIONS

As a Silver Partner you will be mentioned in selected communication channels, your logo will be visible on back walls as well as event banners (in the hallways only). Silver Partners will be visible in all (digital) communication channels before and after the event – for example in the newsletter, on the website, in social media posts, in possible press releases and interviews published online.

## THOUGHT LEADERSHIP

You will be mentioned in the German Datacenter Outlook 2023. The report will be made available at the event and afterwards for download.

## SPEAKER ON THE PODIUM (+ € 1.000)

Actively contribute with input to the conference and participate as a moderator or as an experte in a panel session.

## DINNER TABLE AT THE GDA YOUNG TALENT AWARD CEREMONY (+ € 1.000)

As a Silver Partner, you will receive a discount on your own table of 10 at the awards dinner. You can invite your own network to attend.

## NETWORKING TABLE (+ € 1.000)

As a Silver Partner, you can book your own branded networking high table and invite your contacts to this table for on-site appointments.

# SILVER PARTNER € 5.000,-

## ADD ON:

- TABLE AT THE AWARD DINNER € 1.000,-
- SPEAKER OPPORTUNITY IN PANEL € 1.000,-
- NETWORKING TABLE € 1.000,-

All prices are excl. VAT.

# GET IN TOUCH

If you are interested in being a part of the German Datacenter Conference 2023, please contact our event manager Alicia Rossbach for questions, more information and specific details by email at [ROSSBACH@GERMANDATACENTERS.COM](mailto:ROSSBACH@GERMANDATACENTERS.COM) or at **PHONE +49 173 5305207**.

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## THE TEAM OF THE GERMAN DATACENTER



ANNA KRAFT | Chairwoman



ALICIA ROSSBACH | Event Manager



JULIA NIEDERWIPPER | Event Marketer



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