



# GERMAN DATACENTER CONFERENCE

# 2024

ANNUAL STRATEGY &  
NETWORKING CONFERENCE

FRANKFURT – BAD VILBEL  
2. / 3. 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 DATA CENTER BUSINESS.

In the heart of Germany, on the banks of the Main, the largest city in the state of Hesse: Frankfurt, with its numerous skyscrapers is the only German city with a skyline. Inconspicuous and mostly hidden, there are over 60 datacenters spread across the city that provide 70% of the digital services for the whole of Germany.

This is made possible by DE-CIX, the largest Internet exchange knot worldwide, which gives Frankfurt a central position in the global data network – and not only provides the city itself, but also gives the surrounding area a clear location advantage for data centers.

At the gates of the city, in the ultra-modern VILCO congress center, we welcome you in September to the German Datacenter Conference 2024. After the successful launch last year, we would like to offer you space for professional exchange again.

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. As in the past two years, we



invite you to meet in a pleasant atmosphere, make long-lasting connections and discover valuable business opportunities. Like in past years, the GDA Young Talent Award will take place again on the evening of the conference where the winners will be honored at a gala dinner. Be there when outstanding young IT talents present their smart ideas on the future of the datacenter industry.

We are very much looking forward to welcoming you again in 2024!

ANNA KLAFT  
CHAIRWOMAN

# FOUR REASONS WHY YOU SHOULD VISIT THIS YEARS CONFERENCE

1

Get the latest insights from industry experts

2

Learn about the leading data center market in Frankfurt

3

Meet C-level decision-makers

4

Learn from young IT talents about their smart ideas for the digital future

# GERMAN DATACENTER CONFERENCE

## EVENT PROGRAM

### MONDAY, SEPTEMBER 2 WELCOME RECEPTION

On Monday evening, we welcome conference attendees, visitors, members and partners of the GDA for drinks and snacks. Where you can meet informally with other participants and start networking before the conference begins.

**DATE & TIME:** Monday, September 2, from 18:00 to 22:00

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

**TICKET PRICE:** Open to all conference participants as well as all GDA members and partners, 300 participants expected

### TUESDAY, SEPTEMBER 3 CONFERENCE DAY

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

**DATE & TIME:** Tuesday, September 3, from 09:00 to 17:00

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

**PRICE:** Admission price for regular participants: €499,- (excl. VAT)  
Admission price for GDA members & partners: €199,- (excl. VAT)  
600 - 800 participants expected

### TUESDAY, SEPTEMBER 3 AWARD OF THE YOUNG TALENT AWARD

Following the great response and success in the past two years, the German Data-center Association will be presenting the GDA Young Talent Award again this year. The award recognizes outstanding theses & business ideas in the field of data centers and digital infrastructures. An independent jury of experts headed by Prof. Dr. Peter Radgen, IER, University of Stuttgart, will select the winners.

**DATE & TIME:** Tuesday, September 3, from 19:00 to 23:00

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

**ADMISSION PRICE:** Conference guests €99,- (excl. VAT)  
Table reservation (10 persons): €2.000,- (excl. VAT)

# CONFERENCE PROGRAM

## SEPTEMBER 3

### PRE-MORNING

The morning program of the German Data-center Conference gives the audience a brief overview on developments, challenges and opportunities in the near future.

- 09:00 ADMISSION
- 10:00 WELCOME BY THE CHAIRPERSON
- 10:10 KEYNOTE
- 10:30 C-LEVEL – PANEL DISCUSSION
- 11:10 KEYNOTE
- 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 – STRATEGY & 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 END OF THE CONFERENCE DAY

### TRACK B – 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

*Preparations for the GDA young talents award ceremony and dinner.*

This is a tentative program, adjustments may be made.

Parallel to the conference program, participants will have the opportunity to network with other experts in the industry throughout the day. Information about the technical expertise of each participant and initial approaches for a discussion are provided via the conference app, which can also be used to easily set appointments with other participants.

# GDA YOUNG TALENTS AWARD

## IT TALENTS SHARE THEIR SMART IDEAS

With the Young Talent Award, the GDA is explicitly looking for talents who contribution to the digitization of tomorrow: Outstanding Bachelor's, Master's and diploma theses in the field of data centers and digital infrastructures are awarded between 1,500 euros and 2,500 euros respectively.

Theses can be submitted from the subject areas of energy & sustainability, hardware & software, innovation and cross-sectional topics – the spectrum is as diverse as the data center and digital infrastructures industry itself.

Due to the particular importance of the topic for the industry, GDA also awards the special „Sustainable data centers“ award.

The winners are selected by an independent jury of experts under the head, board member, Prof. Dr. Peter Radgen (University of Stuttgart): Experts from different areas of the eco system of data centers have agreed to evaluate the work. The work submitted must be completed between August 1, 2023 and July 31, 2024. They can be written in German or English and have to be submitted by August 25, 2024.

The prize is awarded for work that brings progress in the field of digitization and data centers. The range of topics is as diverse as data centers and digital infrastructures themselves!

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



# PARTNER PACKAGES

PARTNER PACKAGE	NETWORKING	TICKETS	MARKETING/ COMMUNICATION	THOUGHT LEADERSHIP
<b>DIAMOND SPONSOR</b> € 35,000.-	Prominent logo presence  Big branded Networking Lounge (Branded & Furnished)  A Table at the GDA Young Talents Award for 10 People of your choice	35 Tickets free to use	Branding as exclusive Diamond Sponsor  Young Talents award incl. the Gala Dinnner <b>OR</b> Pre Drinks reception inkl. food and beverages	Mentioned in the German Datacenter Outlook 2024 as a Diamond Sponsor  Mentioned on all social medias  Speakerslot in the C-Level panel, Mentioning in the opening speech
<b>PLATINUM SPONSOR</b> € 25,000.-	Prominent logo presence  Branded Networking Lounge (Branded & Furnished)  A Table at the GDA Young Talents Award for 10 People of your choice	25 Tickets free to use	Branding as Platinum Sponsor  Registration and Lanyards <b>OR</b> Hotel Package <b>OR</b> the Networking App	Mentioned in the German Datacenter Outlook 2024 as a Platinum Sponsor  Mentioned on all social medias  Speakerslot in the C-Level panel, Mentioning in the opening speech
<b>GOLD SPONSOR</b> € 15,000.-	Logo presence on all Roll Ups, Backwalls and public areas  Networking Table  Additional (€ 1,000) Dinner Table	13 Tickets free to use	Gold Sponsor branding  One exclusive sponsor product depending on your choice and availability (see page 11)	Mentioned in the German Datacenter Outlook 2024 as a Gold Sponsor  Speaker Slot
<b>SILVER SPONSOR</b> € 5,000.-	Logo presence on Roll Ups, Backwalls and public areas  Additional (€ 1,000) Networking Table	6 Tickets free to use	Silver Sponsor branding	Mentioned in the German Datacenter Outlook 2024 as a Silver Sponsor  Additional (€ 1,000) Speaker Slot

All prices quoted are exclusive of VAT.

# DIAMOND SPONSORSHIP

€ 35,000.-

## EXCLUSIVE PRESENCE

As a Diamond Sponsor you have the following two options to position yourself particularly prominently: As an **INDIVIDUAL SPONSOR OF THE WELCOME RECEPTION** on September 2 Or you can manifest your commitment to the promotion of young talents and become the **SPONSOR OF THE GDA YOUNG TALENT AWARD** on September 3. This extends your visibility across the entire campaign – from the announcements, to the media coverage through to the festive ceremony at the gala evening on September 3.

## NETWORKING

- 35 free tickets for you free of charge: to invite your own network, as well as your contacts and to register your own team (speakers do not need a ticket)
- Diamond Partner Lounge (stand: up to 5.0 m width x 3 m depth or a branded lounge / options may change due to Event location): Branded & Furnished Partner-lounge, prominently positioned and with space for private meetings (no external exhibition trade fair technology permitted)

## MARKETING / COMMUNICATIONS

As a Diamond Partner you will find prominent mentioning on all communication channels – for example in the greeting, at the reception and during the event. Your logo will be visible on all back walls, on the event banner and on the the visitor name badges. Diamond partners will be visible in all (digital) communication channels before and af-

ter the event – for example in the newsletter, on the website, in social media posts and in any press releases as well as possible interviews and AV materials.

## THOUGHT LEADERSHIP

The quote from a company representative is published with his/her picture and shared via GDA's online channels. You also have the opportunity to contribute to the German Datacenter Outlook for example with a specialist article or an interview. The report will be handed out at the event and then made available for download.

## SPEAKERS ON THE PODIUM

As a Diamond Partner, you actively contribute input to the conference by appointing a company representative as a moderator or as an expert in a C-level panel discussion in the morning.

## DINNER TABLE AT THE GDA YOUNG TALENTS AWARD

As a diamond sponsor you will have your own table at the young talents awards for 10 people of your choice and own network.

€ 25,000.-

## EXCLUSIVE PRESENCE

With one of the following options: You present yourself as a **REGISTRATION SPONSOR** including the branding of the registration area and the lanyards. Or you can take over the **SPONSORING OF THE NETWORKING APP**, which conference participants can sign up for in advance and during the event to help participants schedule appointments, manage their day via their smartphones. Another option is the **SPONSORING OF THE ROOM CONTINGENTS** in the neighboring Dorint Parkhotel – including branding of the room cards and a welcome package in your corporate design in the rooms of the conference guests.

## NETWORKING

- 25 free tickets for you free of charge: to invite your own network, as well as your contacts and to register your own team (speakers do not need a ticket)
- Platinum Partner Lounge (stand: up to 3.0 m width x 1.5 m depth or a branded lounge / options according to the Event location): Branded & Furnished Partner-lounge, prominently positioned and with space for private meetings (no external exhibition trade fair technology permitted)

## MARKETING / COMMUNICATIONS

As a Platinum Partner you will be prominently mention on all communication channels – for example in the greeting, reception and during the event. Your logo will be visible on all back walls, on the event banquet and on the visitors' name badges. Platinum

# PLATINUM SPONSORSHIP

Partners will be promoted on all (digital) communication channels before and be prominently visible before and after the event for example in the newsletter, on the website, in social media posts and possible press releases, in interviews and AV materials.

## THOUGHT LEADERSHIP

The quote of a company representative is published with his/her picture via GDA's online channels. You also have the opportunity to contribute to the German Datacenter Outlook for example with a specialist article or an interview, The report will be handed out at the event and then made available subsequently for download.

## SPEAKERS ON THE PODIUM

As a Platinum Partner, you can actively give input to the conference by having a company representative as a moderator or as an expert in a C-level panel discussion in the morning.

## DINNER TABLE AT THE GDA YOUNG TALENTS AWARD

As a platinum sponsor you will have your own table at the young talents awards for 10 people of your choice and own network..

All prices quoted are exclusive of VAT.

# GOLD

## SPONSORSHIP

€ 15,000.-

### NETWORKING

- 13 free entry tickets for you free of charge: to invite your own network, as well as your contacts and to register your own team (speakers do not need a ticket)
- Gold Partner Networking Area – Built-in-bar table for appointments

### MARKETING / COMMUNICATION

As a Gold Partner you will be mentioned on selected communication channels, your logo will be displayed on all back walls and event banners (on walls and roll-ups, in the main ups, in the main room, side room and foyer) Gold partners will be represented on 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 with a quote in the German Datacenter Outlook. The report will be available at the event and afterwards available for download.

### SPEAKER ON THE PODIUM (+ € 1,000)

Make an active contribution to the conference and take part in a panel session as a moderator or expert.

### DINNER-TABLE AT THE AWARD CEREMONY OF THE YOUNG TALENT AWARD (+ € 1,000)

As a Gold Partner you receive a discount on your own table of 10 people at the dinner during the award ceremony. You can invite your own network to to participate.



### ADD ONS

- TABLE AT THE AWARD DINNER € 1,000

# GOLD

## SPONSORING-OPTIONEN

AS A GOLD SPONSOR, YOU HAVE THE OPPORTUNITY TO SELECT ONE PRODUCT FROM THE FOLLOWING LIST TO POSITION YOURSELF AND YOUR COMPANY EXCLUSIVELY:

BREAKFAST	Branding of the breakfast station (napkins, sugar sachets, bread roll banderoles, ...)
LUNCH	Branding of the lunch buffet (napkins, refreshment towels, ...)
COFFEE STATION	Branding of the coffee station with portafilter machine and barista, all day (bar, sugar sachets, milk jugs)
AFTERNOON SNACK	Branding of the afternoon snack buffet (napkins, coffee piece banderoles, ...)
CHARGING STATION FOR SMARTPHONES	Branding of the cell phone pin
CONTRIBUTION TO THE DATACENTER OUTLOOK GERMANY	Contribute with a technical contribution or an interview with your expertise on the German Datacenter Outlook. The report will be handed out at the event and then made available for download.
SEATING CUBE	Seating cube with your company logo & claim in the free networking area
FLOWER POTS	Branding of the flower pots (with free-form stickers)

# IMPRESSIONEN

GERMAN DATACENTER CONFERENCE 2023



# SILVER SPONSORSHIP

€ 5,000.-

## NETWORKING

- 6 free entry tickets for you free of charge: to invite your own network, as well as your contacts and to register your own team (speakers do not need a ticket)

## MARKETING / COMMUNICATIONS

As a Silver Partner you will be mentioned on selected communication channels, your logo will be visible on back walls and event banners (only in the foyer). Silver Partners will be mentioned on 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 online interviews.

## THOUGHT LEADERSHIP

They are mentioned in the German Data Center Outlook 2023. Which is available at the event and afterwards for download.

## SPEAKER ON THE PODIUM (+ € 1,000)

Contribute actively to the conference with input and participate as a moderator or as an expert.

## DINNER-TABLE AT THE AWARD CEREMONY OF THE YOUNG TALENT AWARD (+ € 1,000)

As a Silver Partner you receive a discount on your own table of 10 people at the dinner during the award ceremony. You can invite your own network to participate.

## NETWORKING TABLE (+ € 1,000)

As a Silver Partner you can have your own branded networking table and invite your contacts to appointments and on site.



## ADD ONS

- SPEAKER SLOT € 1,000
- TABLE AT THE AWARD DINNER € 1,000
- BRANDED NETWORKING TABLE € 1,000

All prices quoted are exclusive of VAT.

# GET IN CONTACT WITH US

If you are interested in being part of the German Datacenter Conference 2024 please contact us for any questions, further information and specific details. Please address your inquiries to the GDA Marketing & Communication Team by mail to [KOMMUNIKATION@GERMANDATACENTERS.COM](mailto:KOMMUNIKATION@GERMANDATACENTERS.COM) or via **PHONE +49 69 870039283**.

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## THE TEAM OF THE GERMAN DATACENTER CONFERENCE



**ANNA KRAFT**  
Chairwomen



**JULIA NIEDERWIPPER**  
Head of Marketing & Corporate  
Communication





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