

# EVENT OPPORTUNITIES 2025



## DATA CENTRE WORLD

4. - 5. June 2025 Messe Frankfurt  
[www.techshowfrankfurt.de](http://www.techshowfrankfurt.de)

**TECH SHOW**  
FRANKFURT  
[techshowfrankfurt.de](http://techshowfrankfurt.de)

INCORPORATING



CLOUD & AI  
INFRASTRUCTURE



CLOUD & CYBER  
SECURITY EXPO



BIG DATA  
& AI WORLD | **BARC**



DATA CENTRE  
WORLD

ORGANISED BY



THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN GERMANY

### OUR 2024 SPONSORS INCLUDED

**COMMSCOPE®**

**ABB**

**e-shelter  
security**

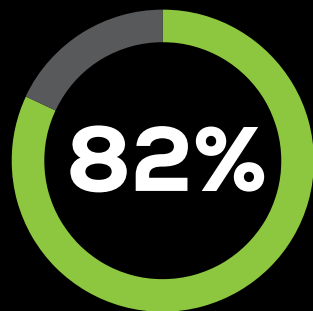
**STULZ**

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## KEY STATISTICS

### PURCHASING POWER



of Data Centre World visitors have influence over **buying decisions**



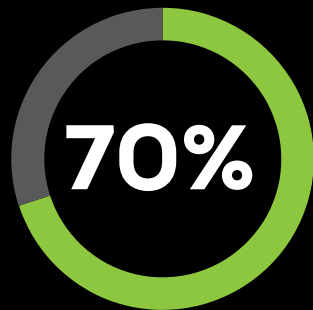
### MEET YOUR MATCH

1,230+

confirmed **onsite meetings** between buyers and suppliers



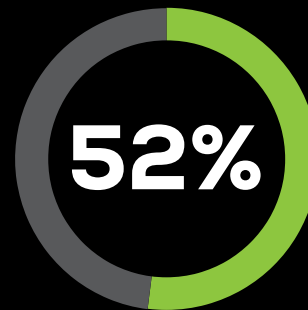
### FUTURE-PROOF



of companies represented as visitors are planning an expansion or looking to modernise an existing data centre



### AUDIENCE ANALYSIS



of attendees represent Construction, Supply Chain, Real Estate & Operators



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# TESTIMONIALS

"I was very impressed about the way the whole show was actually organised, very nice, beautiful, and the quality of the participants, this is the most important, the quality of the participants was very high."

EXHIBITOR – **RIELLO UPS**

"We attended to explore cutting-edge innovations and network with industry leaders. the energy was electric, and we were thrilled to engage with so many forward-thinking professionals."

VISITOR – **COLD CLAD LTD.**

"Frankfurt am Main is still the undisputed data center capital in all of Europe – and therefore also the most obvious venue for this year's Data Centre World Frankfurt. I was particularly pleased about the panels i attended."

VISITOR – **ATMIRA CENTRAL SERVICES**

"The team and I were able to meet important customers and colleagues, spending two intense and wonderfully interesting days."

EXHIBITOR – **DAIKIN**

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## 2024 SPONSORS



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## STAND ONLY OPPORTUNITIES

### SPACE

FLOOR SPACE ONLY



### SHELL

WALLS, CARPET AND  
NAME BOARD INCLUDED



### TURNKEY

FULLY EQUIPPED STAND  
AT LOCATION AND SIZE  
OF YOUR CHOICE



### POD

FULLY EQUIPPED POD IN  
COMMUNITY AREA



#### EXHIBITOR FEATURES – ALL STANDS INCLUDE:

- website listing & profile
- unlimited exhibitor badges
- lead scanner
- access to digital event platform

#### BRING A PARTNER TO YOUR STAND AS A JUNIOR STAND HOLDER

- own lead scanners
- own website listing
- can purchase their own sponsorships

FROM  
€1950

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## SPONSORSHIP PACKAGES

After selecting a silver, gold or platinum package, you can then choose your preferred sponsorship opportunities from the following pages, up to the value of your selected package. This allows you to customize a package that best fits your business needs. Please note that sponsorship prices do not include the cost of exhibition stands. *All sponsors are required to have a stand.*

### SILVER SPONSOR

Any exhibitor who invests **11,950 EUR** on sponsorship items (excluding stand) will automatically become a **silver sponsor** with the following benefits:

- Your logo on the event website homepage
- Enhanced Listing on website
- Logo on appropriate on-site signage

€11950

### GOLD SPONSOR

Invest **19,950 EUR** in sponsorship and you will be one of a limited number of **Gold Sponsors**. Gold Sponsors have all of the Silver Sponsor benefits plus the following:

- A guaranteed spot in our pre-event Newsletter
- A guaranteed announcement of your participation on our LinkedIn channel
- Enhanced Listing on event website & event platform

€19950

### PLATINUM SPONSOR

A truly high profile partnership for the exhibition elite who invest over **29,950 EUR** in sponsorship. They will benefit from all of the Silver perks, all of the Gold perks AND all of the below:

- Logo on prominent onsite signage
- Logo featured on onsite print such as pocket guides or leaflets
- Premium Listing on event website
- Premium Listing on event platform

€29950

### THEATRE SPONSOR

The most impactful Sponsorship for Thought-Leaders from **29,950 EUR**. Become the host of one of our conference stages. **Theatre Sponsors** benefits:

- Premium Listing on event website and platform
- A guaranteed spot in the Event Newsletter
- A guaranteed announcement on our LinkedIn channel
- Your logo exclusively featured on the conference theatre stage
- 800+ guaranteed leads from the attendees of your theatre

FROM  
€29950

### STREAM SPONSOR

An alternative to a theatre sponsorship, where your sponsorship is not limited to one physical conference theatre but attached to a key topic (stream) of the conference.

- Premium listing on event website and platform
- Guaranteed spot in event newsletter
- Announcement on social media
- Logo included on stream listing
- Leads from all sessions under sponsored stream

FROM  
€22950

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# HIGH-PROFILE OPPORTUNITIES

**Go beyond lead generation** - create meaningful relationships and a long-lasting impression with your target buyers in a unique and exclusive way.

### HOST A 90-MINUTE ROUNDTABLE

A bespoke engagement with guaranteed ROI for your marketing and business development via Rel8, matched on your exact buyer persona.

- We create a target persona based on your criteria
- We activate and recruit matching senior-executives in our community
- You engage with them in an intimate meeting environment to establish a close relationship with your prospects.
- You share collateral with the attendees to shape the conversation
- You receive the full intelligence of attendees
- Post-event 1:1 follow up appointments to facilitate further lead generation

€20000

### VISIONAIRES LOUNGE SPONSOR (EXCLUSIVE)

- Branding across Lounge
- Catering area
- Networking
- Lounge attendee data
- High profile pre-event socials and direct emails

FROM  
€59950

### TECH GARTEN HOST (LIMITED TO 1)

Host our hugely popular Tech Garten, part of our Sustainability initiative to highlight those at the forefront of the movement towards greener technologies

- Highly visible branding
- Positive association
- Visitor data from all scans over 2 days
- Host a networking session

€20000

### ON SITE MEETING ROOM

- Half day minimum
- Private room to invite your clients or guests to
- Food and drink optional

€999

### VISIONAIRES MEMBERSHIP

Designed for DC Service Providers without physical products

- Exclusive access to Visionaires Club
- Networking
- Catering
- Workspace

€5999

### SIDE-EVENT (LIMITED TO 1)

- We work together to organise a side-event / aftershow meet
- Your side-event becomes part of the official curriculum of Data Centre World Frankfurt
- We invite the attendees you want to have there
- Receive the scanned leads of the side event

POA

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# CONFERENCE OPPORTUNITIES

Shape the conference programme by forwarding a speaker & generate qualified leads.

### SPEAKING SESSION

- Bring your client on stage to speak on your behalf
- We advertise your session on LinkedIn and in our Newsletter
- Pre-qualify visitors at your stand
- Includes full lead list of session participants

€9975

### OFF PEAK SESSION

- Off-peak input session after 2:30pm
- Pre-qualify visitors at your stand
- Includes full lead list of session participants

€5950

### KEYNOTE

- Thought Leader Session in the Keynote Theatre
- 30 minutes duration
- Marketing contribution and recording to be discussed

€13950

### PANEL DISCUSSION

- Be a key partner of Data Centre World!
- We recruit 3-4 end users for you to liaise with before the event
- Participate in a panel discussion with them on stage
- Share your opinions and debate with the experts we recruit

€12950

### INNOVATION PLUS

- 15 min session

€4500

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## BRANDING OPPORTUNITIES

### REGISTRATION DESKS

LIMITED TO 1 PER ENTRANCE  
(2 MAX.)

- Branding on site
- All registration desks will have your logo on
- Highly visual sponsorship, be seen first on site
- Can be combined with lanyards, badges or show bags

€5950

### REGISTRATION FORM

LIMITED TO 1

- Branding on reg form and tickbox opt in data 3rd party
- Your logo will exclusively feature on the visitor registration form
- You will receive all 3rd party opt ins of registered visitors
- Mention in visitor communication about registration

€5950

### BADGES

LIMITED TO 1 PER ENTRANCE  
(2 MAX.)

- Exclusive branding opportunity
- Every visitor, vip, speaker and exhibitor will have your logo on their badge
- 7000+ branded badges overall

€4950

### LANYARDS

LIMITED TO 1 PER ENTRANCE  
(2 MAX.)

- Your logo on all delegate lanyards.
- Seen by everyone attending the event.
- Exclusive Sponsorship.
- Lanyards to be provided by sponsor or quote available upon request.

€3950

### SHOW BAGS

1 SPONSOR MAX.

- Bags available at the registration area and throughout the event.
- Exclusive, highly visual sponsorship.
- Ensure every visitor that comes through the door is displaying your branding.
- Sponsor to supply bags.

POA

### REGISTRATION AREA SPONSORSHIP

(LIMITED TO 1 PER ENTRANCE,  
2 MAX.)

- Includes Reg desks, reg form, badges, lanyards.
- Ensure your brand is the first and last to be seen by every person that attends the event.
- Big impact branding at the front of the show with all registration area signage featuring your logo and text.
- Extensive pre-show branding with your logo on every pre-registered visitor e-mail.
- Provide branded t-shirts and promotional items for the registration staff.

€18950

### MUST SEE WALL

LIMITED TO 20

- Feature in the solus email to all registered delegates one week before the show.
- Your logo will appear on the "You are here boards" where visitors can find who they are looking for on the on site floorplans around the show.
- Your stand will be highlighted on the giant show floorplans.

€999

### CROSS SHOW SPONSORSHIP

- Website listings across your required shows.
- Show guide listings across your required shows.
- Highlighted on the floorplan as multi show exhibitor.
- Be listed on other shows as well - twice as many scanners and more connect profiles

€2450

### CATERING AREA BRANDING

- Put your branding on one of the catering areas on the show floor via flyers, roll up banners or logo printing
- Mentioned in visitor communications about their visit

POA

### MYFEST TOKENS

LIMITED OPPORTUNITY

- Provide 50 tokens for visitors per sponsor at myfest
- 3x exhibitors per show

€2500

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# DIGITAL OPPORTUNITIES

## DATA CENTRE WORLD'S DIGITAL PLATFORM: INCREASE YOUR INVESTMENT BY HARNESSING THE POWER OF OUR DIGITAL MATCHMAKING PLATFORM

**Connect at Tech Show Frankfurt** empowers our audience and exhibitors to discover buyers and solutions that are right for them. The digital web based platform uses streamline navigation along with a powerful algorithm to make booking meetings easier than ever. Unlock new prospects, connect with new businesses, and maximise your ROI before stepping on-site.

### HEADLINE SPONSOR

LIMITED TO 1

- Prime visibility as the headline sponsor on the website and the Connect @ Tech Show Frankfurt platform, maximising your brand exposure.

**€9999**  
EACH

### DASHBOARD CAROUSEL

LIMITED TO 4

- Interactive multi-tenant sponsorship placement. Includes image, logo, title text, description text and a call to action button with internal link capability.

**€2500**  
EACH

### STATIC BANNER

LIMITED TO 1

- Interactive single-tenant sponsorship placement. Static banner links to sponsor profile, session or content page.

**€3500**  
EACH

### TARGETED IN-SEARCH ADVERT

LIMITED TO 4

- Product categories sponsorship within directory search results
- This will guide individuals directly to the section where they can book on-site meetings with you.

**€4500**  
EACH

**CONNECT  
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FRANKFURT**

**We're here  
to help.**

Need advice with marketing sponsorship opportunities or creating assets?

Schedule a call with our matchmaking platform team to run through best practices.



[germantech@closerstillmedia.com](mailto:germantech@closerstillmedia.com)

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# CLOSERSTILL MEDIA

**CloserStill Media**, renowned for organizing world-class technology and business events, is the driving force behind Tech Show Frankfurt –one of Europe's leading exhibitions for cutting-edge tech innovation. As part of this dynamic platform, Data Centre World Frankfurt brings together industry leaders, tech pioneers, and decision-makers to explore the future of storage, scalability and sustainability. With a proven track record in delivering high-quality events, CloserStill Media ensures an unparalleled experience for both exhibitors and attendees.



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INFRASTRUCTURE**



**CLOUD & CYBER  
SECURITY EXPO**



**BIG DATA  
& AI WORLD | BARC**



**DATA CENTRE  
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DO NOT HESITATE TO ASK US FOR INFORMATION  
ON OUR INTERNATIONAL OPPORTUNITIES:

**FRANKFURT: 4-5 June 2025**  
[techshowfrankfurt.de](http://techshowfrankfurt.de)

**Singapore: 8-9 October 2025**  
[www.datacentreworldasia.com](http://www.datacentreworldasia.com)

**Madrid: 29-30 October 2025**  
[www.datacentreworld.es](http://www.datacentreworld.es)

**Paris: 5-6 November 2025**  
[www.datacentreworld.fr](http://www.datacentreworld.fr)

**London: 12-13 March 2025**  
[www.datacentreworld.com](http://www.datacentreworld.com)

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