

# Exhibitor Co-Marketing Program

Share Valuable Conference Pass Discounts  
With Your Customers and Prospects.

Meet Up in Austin!

**DATA CENTER WORLD**  
AFCOM

MAY 8-11, 2023 | AUSTIN, TEXAS



# Spend Invaluable Time with Your Best Customers & Prospects

## Maximize Your Event Experience and Investment

- Solidify relationships with prospective clients
- Strengthen relationships with existing clients
- In-person meetings provide a sense of intimacy, connection, and empathy that is difficult to replicate through other channels
- Incorporating Data Center World Co-Marketing into your overall marketing communications and sales strategy bolsters your market leadership and highlights your commitment to the Data Center industry and its community members!



# Co-Marketing: Why Participate?

Events are one of the most effective ways for companies to get valuable face time with potential buyers.

**Co-Marketing programs lead to relationship-building that drives pipeline and revenue growth.**



## Research Shows ...

- **92%** of buyers prefer (and appreciate) when a vendor promotes their presence at an upcoming event with a discount code
- **80%** of buyers are more likely to visit an exhibitor at an event if they have heard of them, read about them, or connected with the exhibitor prior to the event
- **54%** of decision-makers have purchased a product/service based on information they gathered at an event – **that's real ROI!**



# Exhibitor Co-Marketing: Overview

## Co-Marketing Program Deliverables

- **Complimentary marketing resources** to help you promote your company's presence at Data Center World, including graphics, a customized landing page, partner logo lock-ups, and more, to use on your corporate website and in sales and marketing materials
- A **unique conference pass promo code** that allows you to extend **\$300 off** conference passes to your prospects and customers

## Benefits

- FREE to participate
- Designed to be an extension of your marketing program
- Helps ensure customers visit your booth, session, party, demo, etc.
- Supports your lead generation objectives
- Opportunities to earn rewards
- Most of the work is done for you!



# Exhibitor Co-Marketing: Overview

**Did you know...76% of buyers decide to attend an event 3+ months in advance?  
NOW is the time to start promoting your event presence!**

You will be provided a unique promo code that gives \$300 off Standard & All Access Conference passes.

Promote your company's unique promo code in your marketing campaigns so your customers and prospects can easily take advantage of the exclusive discount **and** registrations can be counted toward your company count for rewards!

- Share your unique landing page/promo code on social media and tag **@DataCenterWorld** and **#DataCenterWorld**
- Share your promo code across social media channels and tag **@DataCenterWorld** and **#DataCenterWorld**
- Send your unique promo code out via email to all customers
- Use your unique promo code and/or landing page to all potential customers for your company
- Arm your sales team with your unique promo code to invite customers



# Drive the Most Customers to Win!

## Use of Your Unique Promo Codes = REWARDS!

If **10+** registered attendees use your code, receive:

- A call-out in General Session walk-in slides
- 1 dedicated Twitter call-out
- An ad in the AFCOM Journal

If **15+** registered attendees use your promo code, receive:

- A call-out in General Session walk-in slides
- 5 dedicated Twitter call-outs
- An ad in the AFCOM Journal

The Exhibitor with the **highest number of registered attendees (more than 16) using their code** receives:

- 5 dedicated Twitter call-outs
- 1 dedicated LinkedIn call-out
- A list of companies, title, name, and email of customers that registered with your code
- A 1-hour Meet & Greet with your customers during the Event\*
  - Includes beer & wine for 1-hour duration



*\*Registrations must be received and paid in full by April 7, 2023 to qualify for the 1-hour Meet & Greet*

# Recap: You Could Win

Qualified Paid Registrants	Top Winner (16+)*	15+	10+
List of companies, title, name, and email of customers that register with their code post-event	X		
5 dedicated Twitter call-outs	X	X	
1 dedicated Twitter call-out			X
1 dedicated LinkedIn call-out	X	X	
Logo call-out in the walk-in slides	X	X	X
Logo call-out in the general session slides	X	X	
Ad in the AFCOM Journal	X	X	X

*\*Only qualified-registrations will count towards registration count. Qualified-registrations are reserved for qualified end-users with payment received in full for standard or all access pass types only. Registrations are tabulated by use of unique discount code entered during the registration process. Show management reserves the right to make the final decision for qualifications/criteria.*

# Promotional Rewards Program

## January Rewards

Exhibitor Action	Deadline	Reward	How to Redeem
<b>Facebook</b> Promote your participation at Data Center World with your network on Facebook	1/13/2023	<ul style="list-style-type: none"><li>•One-time use discount code for <b>\$400 off a Standard or All Access Conference pass*</b></li><li>*Use of discount code should be used for customers and not intended for company staff</li></ul>	<ul style="list-style-type: none"><li>•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>
<b>LinkedIn</b> Promote your participation at Data Center World with your promo code on LinkedIn	1/20/2023	<ul style="list-style-type: none"><li>•We will help promote your presence at the event!</li><li>•Send us two social posts for inclusion on Data Center World's Twitter feed*</li><li>*Data Center World reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>•Send HTML or screenshot of email to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>
<b>Banner Ad</b> Place a banner ad or pop-up on your website or event page with your promo code and link to <a href="http://www.datacenterworld.com">www.datacenterworld.com</a>	1/27/2023	<ul style="list-style-type: none"><li>•We will help promote your presence at the event!</li><li>•Send us two social posts for inclusion on Data Center World's Twitter feed</li><li>*Data Center World reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>



# Promotional Rewards Program

## February Rewards

Exhibitor Action	Deadline	Reward	How to Redeem
<b>LinkedIn</b> Promote your participation at Data Center World with your promo code on LinkedIn	2/10/2023	•One-time use discount code for <b>\$400 off a Standard or All Access Conference pass</b> *Use of discount code should be used for customers and not intended for company staff	•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
<b>Email 1</b> Promote your participation with your promo code via email to a list of 300+ customers or prospects	2/24/2023	•One-time use discount code for a <b>free Standard Conference pass*</b> . <b>Reward Value \$2,199.</b> *Use of discount code should be used for customers and not intended for company staff	•Send HTML or screenshot of email to Molly Silbernagel (Molly.Silbernagel@informa.com)

# Promotional Rewards Program

## March Rewards

Exhibitor Action	Deadline	Reward	How to Redeem
<b>LinkedIn</b> Promote your participation at Data Center World with your promo code on LinkedIn	3/10/2023	<ul style="list-style-type: none"><li>•We will help promote your presence at the event!</li><li>•Send us two social posts for inclusion on Data Center World's Twitter feed*</li><li>*Data Center World reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>
<b>Twitter</b> Promote your participation at Data Center World with your promo code on Twitter	3/17/2023	<ul style="list-style-type: none"><li>•We will help promote your presence at the event!</li><li>•Send us two social posts for inclusion on Data Center World's Twitter feed*</li><li>*Data Center World reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>
<b>Banner Ad</b> Place a banner ad or pop-up on your website or event page with your promo code and link to www.datacenterworld.com	3/24/2023	<ul style="list-style-type: none"><li>•One-time use discount code for <b>\$400 off a Standard Conference pass</b></li><li>*Use of discount code should be used for customers and not intended for company staff</li></ul>	<ul style="list-style-type: none"><li>•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>
<b>Email 2</b> Promote your participation with your promo code via email to a list of 300+ customers or prospects	3/31/2023	<ul style="list-style-type: none"><li>•One-time use discount code for a <b>free Standard Conference pass*</b>. <b>Reward Value \$2,199.</b></li><li>*Use of discount code should be used for customers and not intended for company staff</li></ul>	<ul style="list-style-type: none"><li>•Send HTML or screenshot of email to Molly Silbernagel (Molly.Silbernagel@informa.com)</li></ul>

# Promotional Rewards Program

## April Rewards

Exhibitor Action	Deadline	Reward	How to Redeem
<b>LinkedIn</b> Promote your participation at Data Center World with your promo code on LinkedIn	4/14/2023	•One-time use discount code for a <b>complimentary Standard Conference pass</b> *Use of discount code should be used for customers and not intended for company staff	•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
<b>Email 3</b> Promote your participation with your promo code via email to a list of 300+ customers or prospects	4/21/2023	•One push notification in Data Center World's Event App	•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
<b>Twitter</b> Promote your participation at Data Center World with your promo code on Twitter	4/28/2023	•One-time use discount code for a <b>complimentary Data Center Build pass</b> *Use of discount code should be used for customers and not intended for company staff	•Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)



### We LOVE Creativity!

Did you promote your participation with your promo code in a creative, high-visibility manner?

*Share it with us, and we will be sure to reward you!*

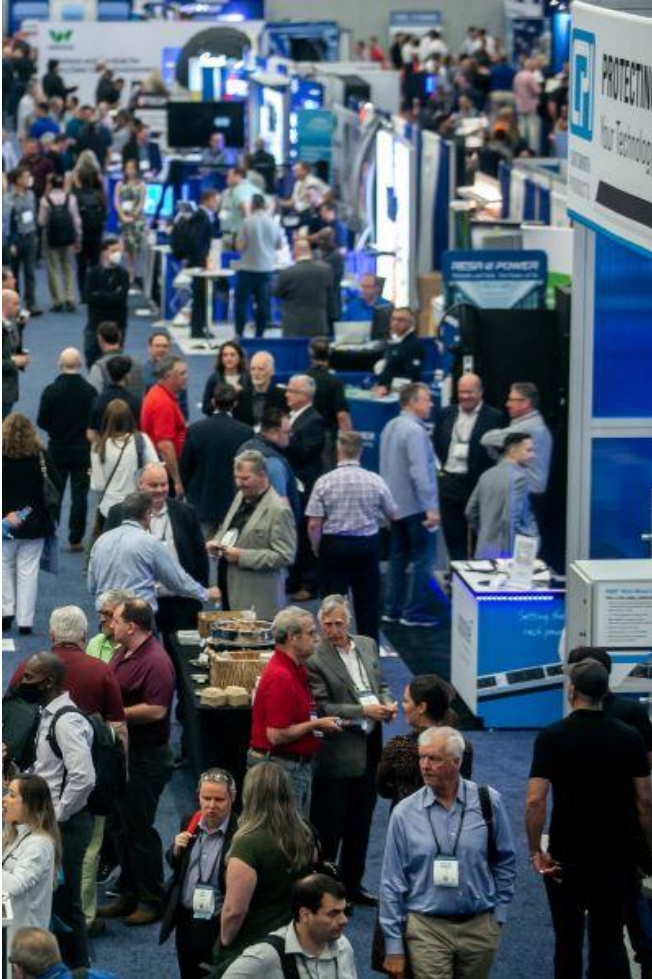
# Qualifications & Criteria

## Registrations must meet the following criteria:

- Unique discount code must be applied during the registration process (discount codes are manually entered during registration).
- Registrant cannot be an employee of an Exhibiting or Sponsoring Company.
- Registrations are for qualified end-users only.
- *A non-qualified registrant is a business professional/company which fits the profile of Data Center World Sponsors/Exhibitors.*
- Attendee pass must be paid in full by May 1, 2023.
- To qualify for the Exhibitor Meet & Greet, all registrations must be received and paid in full by April 7, 2023.
- Qualifying registrations must be received between December 1, 2022 – May 1, 2023.
- Standard or All Access pass types only apply.
- Show management reserves the right to make the final decision for qualifications/criteria.
- Only one reward per participation opportunity offered will be redeemable by exhibitor, regardless of how many times they participate per offering.
- Promo codes cannot be retroactively applied to registrations.
- Only qualified registrations will be counted towards tabulation for incentives and are reserved for qualified end-users with payment received in full. A non-qualified registrant is a business/professional/company which fits the profile of a Data Center World sponsor or exhibitor. Registrations are tabulated by use of unique company promo code entered during the registration process. Show management reserves the right to make the final decision for qualifications/criteria.



# Questions?



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