



**Data Center World**  
by informa...

**April 20-23, 2026**

Walter E. Washington Convention Center  
Washington, D.C.

# Exhibitor Co-Marketing Program 2026

Share Valuable Conference Pass Discounts  
With Your Customers and Prospects.  
Meet Up in Washington, D.C.!

[DataCenterWorld.com](http://DataCenterWorld.com)

# Spend Invaluable Time with Your Best Customers & Prospects

## Maximize Your Event Experience and Investment

- 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 ...

- **88%** of marketers view partner marketing as a necessary marketing tactic that provides great/some value
- **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
- **100%** of attendees have an active role in the decision-making process
- **99%** of attendees find the Expo Hall valuable!

# 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!**

**93% of attendees consider trade shows to be an essential part of their buying process.**

**You will be provided a unique promo code that gives \$325 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, which can be counted toward your company for rewards!

- 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 to all potential customers for your company
- Arm your sales team with your unique promo code to invite customers

# 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 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 **\$325 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!

# 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 the housekeeping slides
- 1 dedicated social media call-out
- An ad in the AFCOM newsletter

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

- A call-out in the housekeeping slides
- 5 dedicated social media call-outs
- An ad in the AFCOM newsletter

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

- A call-out in the housekeeping slides
- 5 dedicated social media posts
- A list of companies, titles, names, and emails of customers who registered with your code
- Data Center World will provide exhibiting/sponsoring company 1 (one) 2027 Standard Pass to be given to a customer



# Recap: You Could Win

Qualified Paid Registrants	Top Winner (16+)*	15+	10+
1 (one) 2027 Standard Conference Pass to be given to a customer	X		
List of companies, title, name, and email of customers that register with their code post-event	X		
5 dedicated social media call-outs	X	X	
Logo call-out in the housekeeping slides	X	X	X
Ad in the AFCOM newsletter		X	X
1 dedicated social media call-out			X

*\*Only qualified registrations will count towards the 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.*

# 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 April 3, 2026.
- To qualify for the Exhibitor Meet & Greet, all registrations must be received and paid in full by March 13, 2026.
- 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?



**Email:**

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