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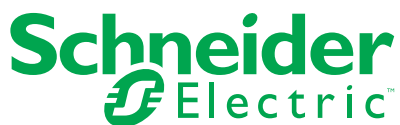


## >New York

31 March - 1 April 2020 // New York Marriott Marquis

# Delegate Brochure

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# Providing data center professionals with an unrivalled knowledge & networking experience

DCD>New York gives you unparalleled access to the largest marketplace of its kind in the United States as we strive to meet growing capacity demands. Bringing together the entire data center & cloud infrastructure ecosystem, last year's audience represented:

**\$8.7tr+**

assets

Held by Fortune 100 banks in NYC who attended in 2019

**\$10bn+**

data center revenues

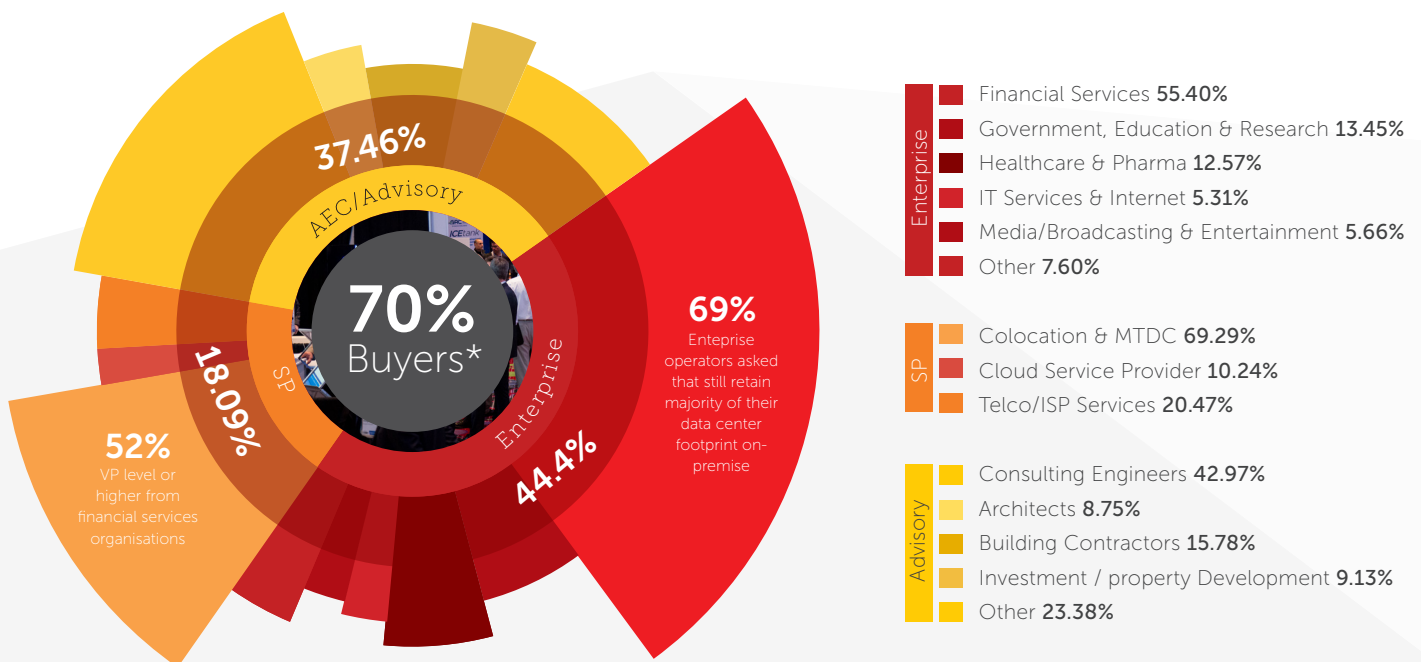
generated by construction companies who attended in 2019\*

**\$380m+**

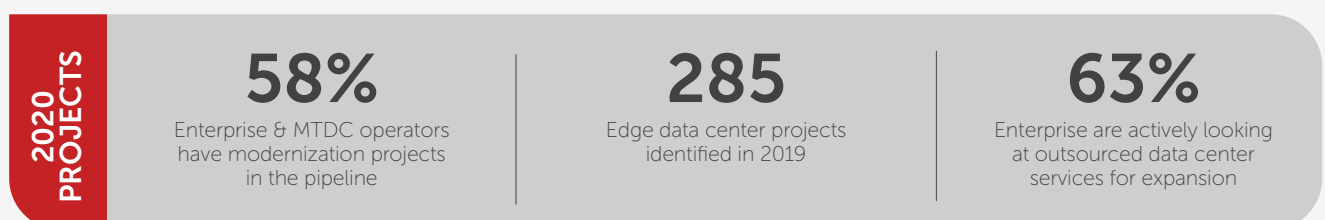
project fees

charged by attending consulting engineers & architects in 2019\*

\*Based on data from 2019 Data Center Giants Report - BDCNetwork



\*Based on pre-registration data of 2020 delegates at DCD>New York 2019



\*Based on intention data from DCD>New York 2019 delegate registration survey

**Limited passes available!** Book your pass now:

**Book your pass now**

# 1,700+ attendees from leading companies including:

				<p><i>" DCD is an invaluable source for both thought leadership, the introduction of cutting edge ideas and simply for developing new business opportunities. "</i></p> <p><i>Rick Einhorn, Partner   EYP</i></p>		
						
						
						
						
<p><i>" DCD does a great job at putting together an event that enables us to share some of our perspectives but also to be able to get feedback from people "</i></p> <p><i>Kevin Brown, CTO, IT Division   Schneider Electric</i></p>						
						
						
						
						
						
						
						
						
					<p><b>Download a sample attendee list for DCD&gt;New York 2020</b></p>	
						

# What our Audience says:

*"Action packed event filled with industry peers and leaders. We will leverage [what we learned] in strategic business decisions during this new-age, bandwidth-intensive digital era."*

Chad Rodriguez, Corporate Business Development  
Consolidated Communications

*"Excellent conference. Great speakers covering relevant industry topics. Wonderful venue and atmosphere, collaborative environment. I look forward to it every year!"*

Robert Tudisco,  
Operations Manager | Donnelly Mechanical

*"I found that the time spent at DCD>New York was very well spent. The overall message was clear and addressed all the pertinent topics facing the data center industry today."*

Michael Lanza,  
Vice President & General Manager – Virginia Beach CLS | PointOne Development Corporation  
University

*"DCD gives a good overview of what people in the field are thinking about"*

George Giraldi,  
Systems Engineer  
Columbia University



*"This is the premier event in the industry and has been for many years. Here you find the right combination of end users and suppliers sharing information that data center professionals need to understand"*

Lee Kirby,  
Chairman, Salute | Mission Critical

*"The speaker's at DCD>New York where a high quality representation of industry leaders. Excellent networking opportunity and great depth of exhibitors. Definitely recommend!"*

Brad Norris,  
Financial Analyst Manager | Prince William County Government

*"Top event for data center information, content and networking – hands down."*

Rob Nash-Boulden,  
Director | Data Centers, Black & Veatch

*"DCD sets the bar for high quality data center industry events, networking and knowledge-sharing"*

Omar N Elissa,  
Principal Engineer  
Hewlett Packard Enterprise

*"As a first time attendee, it was good to see where other people in the industry where focusing their efforts"*

Justin Goebe,  
Technical Facilities  
SIG





## What the experts say:



>Interview  
Brian Cox, **Stack Infrastructure**



>Interview  
Tom Brown, **DataGryd**



>Interview  
Dean Boyle, **EkkoSense**



>Interview  
Mark Swift, **Universal Electric**



>Interview  
Jim Simonelli, **Schneider Electric**



>Interview  
Sherman Ikimoto, **Future Facilities**



>Interview  
Justin Day, **Delaware Dept. Technology**

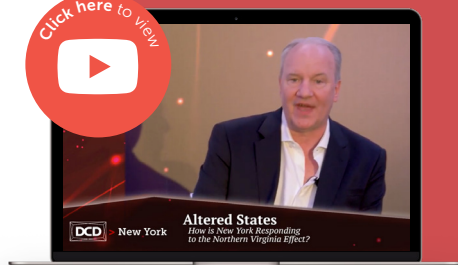
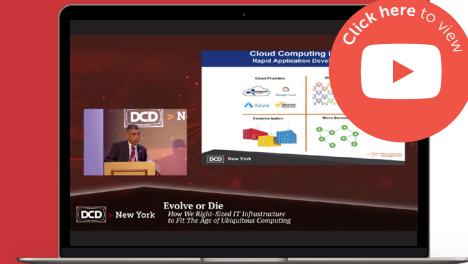


>Interview  
Dr. Suvojit Ghosh, **McMaster University**

# Revisit some of the most in-demand presentations from the event:

## Evolve or Die – How the New York State’s Office of Information Technology right-sized IT Infrastructure to fit the age of ubiquitous computing. Rajiv Rao , CTO ,New York State Office of Information Technology Services

New York State has undergone one of the largest consolidations of IT services in any state government, consolidating the 53 disparate data centers in the metropolis to just 1 “all-in” data center operated centrally by the State’s Office of Information Technology Services.  
Watch now for Rajiv’s insights into the key drivers behind the move and an update on the project so far.

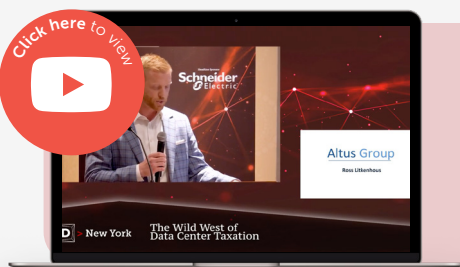
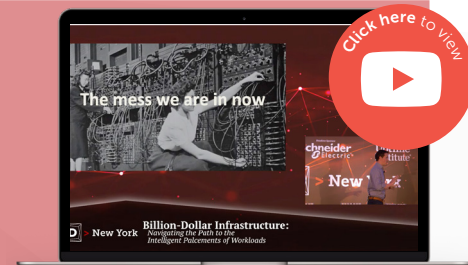


## Altered States – How is New York responding to the Northern Virginia effect? 5 Industry experts weigh in...

This action packed panel brought together experts Brian Cox (Stack Infrastructure), Buddy Rizer (Loudoun County Department of Economic Development), Robert Meyers (CBRE), Thomas Brown (DataGryd) and DCD’s Stephen Worn as they explored how New York’s enterprise data center sector is developing in the shadow of Northern Virginia’s fast paced ascension to the number one market in the US.

## Billion-Dollar Infrastructure: Navigating the path to the intelligent placement of workloads Jan Wiersma, Chief Cloud Officer, Avaya

Planning for Hybrid IT? Watch Jan’s keynote address at DCD>New York now to find out what lessons Avaya have learned from their own digital transformation and gain an insight into the complexity involved in balancing a portfolio of datacenters and multiple cloud providers in a cloud-rich ecosystem.



## The Wild West of Data Center Taxation Ross Litkenhous, Global Head of Business Development, Altus Group

Covering everything from which jurisdictions already have good tax policy, credit and incentive structure in place to which are pioneering new taxation ideas, watch now to demystify the evolving regulation influencing data center taxation in the US.

## Prepping for Dense Data: What breaks when cognitive workloads dominate compute? From Switch to LinkedIn, find out what the experts are saying...

Join our panellists – Dr. Suvojit Ghosh (McMaster University), Eddie Schutter (Switch), Eyal Itskovich (LinkedIn) and Rhonda Ascierio (Uptime Institute) as they outline the future of data center compute and provide a path to infrastructure optimization for operators.



# Explore five key themes

## Over two days:

### Energy Smart Infrastructure

From future battery technology to microgrids and the latest cooling tech, this content theme provides data center operators with expert opinion and guidance on how to design and operate highly-efficient and highly-reliable mission critical environments that support the next generation of high density IT.



### Modernization & life cycle management

Retrofitting existing data centers to manage modern workloads and maximise capex might be less glamorous than greenfield data center design and build, but for many operators these are priority projects. This theme focuses on best practice for extending facility lifecycle and optimizing operational efficiency.



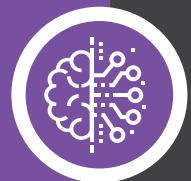
### Planning for Hybrid IT

Effectively managing capacity and operations between on-premise, colocation and the cloud is an increasingly complex task that requires new types of risk assessment and skill sets. This content theme explores workload placement and capacity management to ensure cost efficiency and reliability.



### 5G, Edge & Interconnect

The data center landscape is evolving fast with 5G and IoT technologies set to ignite exponential data growth at the core and create a "new" edge ecosystem. This content theme looks at how this new infrastructure layer is going to be built, deployed and connected.



### Site Selection & Readiness

Access to capital, site selection, energy procurement, and connectivity are just some of the factors that developers and operators must consider when planning a new facility. This new content theme focuses on the work that must be done in advance of any new data center investment.



# 2020 speakers include:



**Justin Kline**  
Vice President of  
Portfolio Development,  
Legacy Investing  
**LLC**



**Sami Badri**  
Senior Equity Analyst  
**Credit Suisse**



**Rashad Kawmy**  
Co-Founder and  
Managing Partner  
**Boundary Street  
Capital**



**Chris Moon**  
Managing Director  
**Digital Colony**



**Colby Synesael**  
Managing Director,  
Senior Equity Research  
Analyst  
**Cowen and Company**



**Laura Fazio**  
Managing Director -  
Technology, Media  
and Telecom  
**Santander Bank, NA**



**Sean Sullivan**  
Managing Director,  
**Antares Capital**



**Bob DeSantis**  
CEO  
**365 Data Centers**



**Andy Lawrence**  
Executive Director of  
Research  
**Uptime Institute**



**Antonio Pellegrino**  
Founder and CEO  
**Mutable**



**Arthur Valhuerdi**  
Senior Vice President -  
Operations  
**DataGryd**



**Bill McHenry**  
Managing Director and  
Global Head of Critical  
Systems  
**JP Morgan Chase**



**Braco Pobric**  
Director - Global Data  
Centers  
**NEX Group, plc**



**Chelsea Mozen**  
Director of Sustainability  
**Etsy**



**Chris Brown**  
Chief Technology  
Officer  
**Uptime Institute**



**Cole Crawford**  
Founder and CEO  
**Vapor IO**



**Corinne DiDomenico**  
Assistant Director -  
Large Scale Renewables  
**NYSERDA**



**Daniel Celino FISM**  
Commercial Director  
**EMEA and NAM,  
DCPro**



**David Liggitt**  
Founder and CEO  
**datacenterHawk**



**David Quirk, PE, LEED  
AP, CEM**  
Vice President and  
Managing Principal  
**DLB Associates**



**Dean Nelson**  
Chairman & Founder  
**Infrastructure Masons**



**Dustin Demetriou**  
Senior Engineer -  
Advanced Thermal  
Energy Efficiency Lab  
**IBM**



**Emily Sommer**  
Staff Software Engineer  
and Sustainable  
Computing Task Force  
Lead  
**Etsy**



**Eric Fussenegger**  
AVP - Mission Critical  
Facility Site Manager  
**Wells Fargo**



# Main Agenda

Day 1 | Tuesday 31 March

## Programme color key

Energy Smart Infrastructure

Modernization & Lifecycle Management

Planning for Hybrid IT

5G, Edge & Interconnect

Site Selection & Readiness

7:30am	Expo Floor and Registration Opens		
9:20am	Lightning plenary keynote: Green zettabytes: how we power the 'world's computer' in a low-carbon economy		
9:40am	Plenary panel: When the grid fails, if power reliability is king; what role can energy diversification play in helping to build organizational resilience?		
10:30am	Coffee Break, Expo, Innovation Stage and Brunch Briefings		
	Hall 1	Hall 2	Hall 3
11:40pm	Modernize or outsource? Evaluating your data center capacity options against future technologies	When density strikes: Is a modular power supply the missing ingredient to your reliability strategy?	Indestructible structures: Placing climatic uncertainty at the epicentre of colocation design
12:10pm	Prepping for dense workloads - how we redesigned the data center to support the 100kW rack	Cooling 2.0 - what role can high quality thermal design play in lowering energy OPEX?	Is lithium-ion the pathway to sustainable uptime and the protection of power continuity?
12:40pm	Technologically Challenged: How are the economics of compute, storage and networking evolving in the cloud era?	Technologically Challenged: How is the virtualization of the "meet - me room" changing the landscape of network infrastructure?	Technologically Challenged: Big power, shrinking footprint: are operators striking the right balance between the high availability of power and the sustainable supply of energy?
3:00pm	Major Panel: How will the surge in compute demand change how we operate digital infrastructure?	Major Panel: What are the barriers to modernization of infrastructure whilst live and how can uptime be maintained throughout	Major Panel: Decarbonizing the data center: can a bold CSR policy save the world?
4:00pm	Placing 'hot air' at the center of airflow optimization: Improve power availability and resiliency while reducing energy demand	Investing in uptime and placing sensor fusion at the epicentre of facility monitoring, planning and optimization	Physical security - are we in danger of overlooking vulnerabilities in the digital age?
4:30pm	Intelligent data centers: How artificial intelligence will dictate operational decision-making	Will 'waste-to-energy' power the 2030 data center?	Case study: Can free air save you dollars and kilowatts?
5:00pm	Major keynote panel: predictions on the future of the North American data center market: LIVE		
5:45pm	Drinks Reception & Networking on Expo Floor		
7:00pm	End of conference		



# Main Agenda

Day 2 | Wednesday 1 April

**Programme color key**



Energy Smart  
Infrastructure



Modernization &  
Lifecycle Management



Planning for  
Hybrid IT



5G, Edge &  
Interconnect



Site Selection  
& Readiness

7:30am	<b>Expo Floor and Registration Opens</b>
9:20am	<b>Lightning plenary keynote: 5G disrupts: will a 'data explosion' at the edge spell death for the centralized data center?</b>
9:50am	<b>Plenary panel: Dear future cities, what computing infrastructure will be needed to support the 'metro edge' and spearhead intelligence data processing?</b>
10:40am	<b>Coffee Break, Expo, Innovation Stage and Brunch Briefings</b>

	Hall 1	Hall 2	Hall 3
11:40pm	<b>Brought to you by GPUs: Moving, storing and processing the fastest growing load in the data center</b>	<b>Gen-Z: Meet the innovators revolutionizing data access and interconnection</b>	<b>Standardizing scale and speed: Applying a modular mindset to compute deployment</b>
12:10pm	<b>How to power 10MWs at the edge: What have we learnt so far?</b>	<b>Data volumes on the rise? Here's five tell-tale signs that you've hit your fiber threshold and how to overcome the connectivity bottleneck</b>	<b>Automating inventory management: Go digital to predict the lifecycle of your hardware upgrade and keep a track on assets</b>
12:40pm	<b>Technologically Challenged: With servers at the edge and workers based remotely, why is DCIM adoption at a standstill?</b>	<b>Technologically Challenged: In search of the optimal temperature - how high should you go to deliver value for your cooling expenditure?</b>	<b>Vertically Challenged: Cloud conundrums - how can CIOs help bolster organizational resilience in the age of hybrid cloud?</b>
1:23pm	<b>Technologically Challenged: With servers at the edge and workers based remotely, why is DCIM adoption at a standstill? // Innovation Stage</b>		
3:00pm	<b>Major Panel: Fiber, energy, tax and demand: what will the U.S. data center map look like in 2025?</b>	<b>Major Panel: Are REITs adequately tooled to support the demands of the digital enterprise?</b>	<b>Major Panel: If PUE was the first measurement of energy efficiency and renewable supply is the second, where will the next wave of innovation stem from?</b>
4:00pm	<b>Closing keynote: The five things you'll do in one hour on a mobile device powered by the edge</b>		
4:00pm	<b>End of conference</b>		



# Datacenter-nomics: The C-Level summit on data center investment and financial engineering

Co-located with DCD > New York, this invite only event will bring together a senior group of CxO professionals with expertise in financing and investment, real estate and brokerage, law and advisory to discuss the changing value of the data center-as-an-asset.

## Datacenter-nomics Agenda // Day 1 - 31 March

11:40am	Opening remarks
11:50pm	Keynote talk: 10 things every CIO must know about their data center - is it worth keeping?
12:20pm	Major Panel: Edge, hyperscale or other: where will the biggest market opportunities for colocation suppliers stem from in the next ten years?
1:20pm	CxO 'Datacenter-Nomics' Lunch
3:00pm	Major Panel: Data center-as-a-asset: Why are CRE investors betting on digital infrastructure for portfolio growth?
4:00pm	Major Panel: Club deal, syndicated loan or M&A? how to optimize financing strategies for your next facility
5:20pm	Chairperson's closing remarks

## 2020 speakers include:



Bob DeSantis  
365 Data Centers



Chris Moon  
Digital Colony



Colby Synesael  
Cowen and Company



David Liggitt  
datacenterHawk



Jeffrey Ferry  
Goldman Sachs



Joseph Valenti  
PJ SOLOMAN



Justin Kline  
Legacy Investing, LLC



Laura Fazio  
Santander Bank



Phillip Koblence  
New York Internet (NYI)



Phillip Marangella  
EdgeConneX



Rashad Kawmy  
Boundary Street  
Capital



Sami Badri  
Credit Suisse

View the **full speaker list** for Datacenter-nomics 2020 [here](#)

**Limited passes available!** Book your pass now:

**Book your pass now**

# 20+ hours of Dedicated Networking Including:



## **Speed Networking**

Make new introductions and swap business cards speed-dating style at this hour-long session designed to maximize your time on-site



## **VIP networking drinks hosted by Panduit**

**PANDUIT®**

Join a select group of senior leaders at this invitation only drinks reception



## **Private lunches, brunches and executive roundtables**

Join peers from across the industry for closed-door discussion of key topics shaping the US markets in the year ahead



## **Two networking drinks receptions**

Connect with peers from across the industry over networking drinks on the show floor



## **360 Business Lounge**

A dedicated space for 1-2-1 meetings, the business lounge provides a unique space to discuss new business opportunities

## Dedicated meeting app

Maximize your time on-site with our dedicated event app featuring:

- **Live delegate list**  
Browse through over 1,500+ attendees & bookmark industry leaders you want to meet on-site
- **Customize your company and personal profile**  
Ensure you and your company are represented exactly as you wish
- **Internal messaging & meeting request system**  
Start making connections early and introduce yourself to key people ahead of the event
- **Launched 12 Weeks before the show**  
Plan your time onsite with a personalised calendar and pre-planned meetings



**Download the app**  
via your mobile  
devices App Store



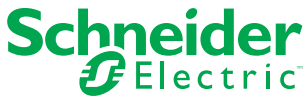
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# Sponsors, Exhibitors & Partners:

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## Knowledge Partners



## Exhibitors



## Associate Sponsor



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# 2020 Sponsorship & Exhibition opportunities include:

Highlight market leadership at the world's largest enterprise data center show when we return in 2020!

## Opportunities include:



**Demonstrate thought leadership & expertise across one of four content streams**

- **Educate key decision-makers** on the value of your solution & share your industry expertise
- **Build relationships** through 1-2-1 meetings with pre-qualified buyers
- **Demonstrate market-leadership** highlight your brand as a trusted partner



**Showcase your solutions at the industry's first-choice event for new product launches**

- **Build pipeline with pre-qualified buyers** showcase your solution or new product launch in New York's largest dedicated exhibition
- **Unveil new technologies** with 1-2-1 demo opportunities
- **Lead a growing market** with year round brand-alignment and positioning



**Connect with deal-makers looking to optimize technology expenditure**

- **Share business-strategy and best practice** with a targeted audience in closed-door lunch, brunch and executive roundtable sessions
- **Build pipeline with qualified prospects** high-level networking throughout the two days ensures ROI
- **Meet 1-2-1 with buyers from across the US** through our VIP Concierge service

## Enquire about 2020 sponsorship now

*"As a first-time sponsor at DCD>New York, I was impressed with the presence of potential customers. As a colocation provider, our interest is finding more customers, not evaluating suppliers, so this event definitely provided that access and interaction."*

Jake Ring CEO | GIGA Data Centers

*"The DCD team did an exceptional job helping us maximize the ROI we expected to get out of DCD>New York"*

Ross Litkenhous

Global Head of Business Development | Altus Group

*"We had a very positive first show in 2019, with good engagement from a number of prospective customers and partners."*

Dean Boyle CEO | Ekkosense



**Limited passes available!** Book your pass now:

**Book your pass now**

# Register today:

A limited number of tickets are available for this year's event! Register today to ensure you don't miss out.

	Enterprise Limited availability!	Colo/Cloud/ Telco Limited availability!	Advisory Limited availability!	Technology Vendors
<b>Super Early Bird</b> Ends 02/14	FREE	FREE	FREE	\$1,469
<b>Early Bird</b> Ends 03/13	FREE	FREE	FREE	\$1,679
<b>Standard Rate</b>	FREE	FREE	FREE	\$2,099
<b>Onsite</b>	FREE	FREE	FREE	\$2,099
	<b>Book now!</b>	<b>Book now!</b>	<b>Book now!</b>	<b>Book now!</b>

## NAM Event Calendar



DCD > San Francisco

15-16 June 2020

[Find out more](#)



DCD > Virginia

5-6 October 2020

[Find out more](#)



DCD > Dallas

26 October 2020

[Find out more](#)





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