

> Hyperscale | Beijing





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The digital infrastructure event

Welcome to **DCD>Hyperscale**, the national event dedicated to the Web-scale IT infrastructure segment. It draws a serious crowd and sets the industry's agenda for the year to come.

This is a full eco-system event – from mudto-cloud as we like to call it – designed to help a senior decision making audience tackle the strategic and operational challenges posed by the relentless barrage of new business drivers and technology disruptors, as they impact the mission critical infrastructure sector.

With 30+ thought leadership including expert panels, keynote presentations, solution stage presentations, interactive workshops and roundtables, not to mention an expo showcasing the biggest brands in the industry - the 1,000+ audience is here to keep up to date, network with peers and to evaluate new suppliers.

Marketeers from many of the industry's most important technology and services vendors trust DCD to bring a great audience and to create a compelling event every time.

This document outlines the many different ways you can use this event to build your brand, communicate your message and generate leads.



"We've been involved with DCD starting in New York, proximately 10 years ago. Since then we participate in shows in London, Singapore, and 2010 when they started the first show in Shanghai, we decided that it will be a very smart opportunity force to market our products in China, we participate in every show in China since then. We find that it is a very valuable tour to showcase our products to our customers and to expand our customer base."

Robert Scinto, EastPenn





+ Content tracks that define our eco-system

Colo + Cloud

Focused on the way in which end users of cloud/colo/IT services provision determine what they need in terms of capacity, location, and flexibility/scalability.



Power + Cooling

Focused on 'South of the Rack', engineering, operations and facilities management and optimising the performance, efficiency and resilience of the critical environment.



Design + Build

Focused on what's new in data center design, value engineering and construction methodologies within the emerging data center segments.



Security + Risk

Focused on assessing risk and managing the security of ever-more distributed mission critical infrastructure and ICT systems.



Core > Edge

Focused on the internal and external data center transit layer from core to edge and the rapidly developing data center interconnect [DCI] eco-system.



Servers + Storage

Focused on 'North of the Rack', understanding the impact of compute, network and storage transformation on IT capacity requirements, data center design and architecture.



Software-Defined

Focused on understanding the journey towards the true software defined data center that requires automation at every layer of the stack.



Open-Source

Focused on the open-source and data-driven data center movement and the transition from proprietary to non-proprietary software and hardware models.





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+ Who's attending?

Data center end-user/operator demographics

Based on self-reported data from first 1,000 pre-registered and qualified end-users

About their organizations

46%

From organizations with IT budgets >\$5million

38%

From organizations with IT budgets >\$1million

30%

Form internet and Financial services companies

28%

From Gov and IT services and Telcos

91%

Still operate on-premise data centers

What they are working on

29%

Are working on upgrades and retrofits

34%

Are working on active new build projects

29%

Are working on hybrid/private cloud projects

17%

Are interested in data center infrastructure mgmt.

What their job roles are

53%

Are in senior roles: C-level / VP / MD / Head of Department

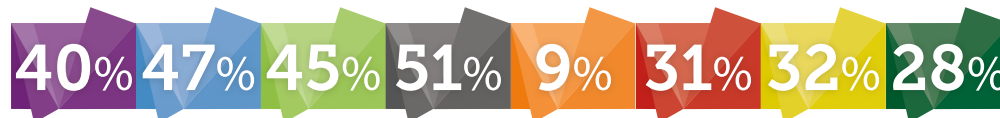
68%

Have influence across the whole company or multiple sites

35%

Work in Information Technology as opposed to Facilities

Influence by track



Colo + Cloud

Power + Cooling

Design + Build

Risk + Security

Core > Edge

Servers + Storage

Software-Defined

Open-Source

Top 5 reasons for attending

1. To keep up-to-date (82%)
2. To network with peers (55%)
3. To evaluate new suppliers (37%)
4. To gain business advantage (23%)
5. For the conference programme (25%)

Participating organizations

Alibaba ,Ming WeMedia ,Beijing ECO Power Electronics ,Emerson Network Power China ,EnerSys China ,Emka 天津工业硬件 ,Anbang Insurance Group ,AnFang GaoKe Electromagnetic Safety ,AnHua Agricultural Insurance ,AnHua Intel Tech ,Arup China ,Australia and New Zealand Banking Group Beijing Branch ,Telstra China ,Baidu ,Hokkaido Bibai City Office Commerce, Economic Department ,Hokkaido Government ,Beijing North Calculation Center ,Beijing Chenjing Electronic ,Beijing ChuYuan Engineering ,Beijing Want Want Group ,Peking University Library ,Daily-tech Beijing Co., Ltd ,Beijing Data24 ,Beijing Didi Infinity Technology and Development Co.,Ltd ,Beijing Television ,Beijing Electronics Holding ,Beijing FeiKe YingTai Information Technology Co., Ltd ,Beijing Gehua CATV Network Co Ltd ,Sino BBD ,Beijing Sinnet Technology Co., Ltd. ,Beijing Glodsen Technology Co., Ltd. ,Beijing GuoXin Cloud ,Beijing HaiTong World Investment Management Co., Ltd. ,Beijing HengRunYing Technology Co., Ltd. ,Beijing HongYuanJiuHe Information & Technology ,Beijing Huaguo Financial Service Co., Ltd ,Beijing Huafeng-AccuWeather Technology ,Beijing Teamsun Technology Co Ltd ,Beijing Huaxi Yunyou Culture Industry Limited Company ,Beijing Mechanical & Electrical Equipment Company ,Beijing JiaoTong University ,Beijing Hanvon Technology Co.,Ltd ,Beijing JinRong Electric Company ,Beijing JinRuiTong Technology ,Beijing Jinshanyun Network Technology Co., Ltd. ,Beijing BWI Group ,KDDI China ,Beijing KangTuo Technology ,Beijing KeHaoWei Technology Development Co., Ltd ,University of Science and Technology Beijing ,Beijing LangQingSiYang Technology ,Beijing LinShuo Technology ,Beijing ManDeFu Oil Technology ,Beijing Merlin Computer Room Equipments Ltd. ,Beijing Nego Automation Technology Co.,Ltd. ,Beijing Automotive Industry Holding Co., Ltd. ,Beijing Challenge Investment Ltd. ,Beijing Youth Newspaper Group ,Beijing Rainspur Technology ,Meituan.com ,Beijing CBD Telecom ,Beijing Sino-Bridge Technology ,Beijing ShengBaiRun Technology ,Beijing Normal University ,Beijing Power Time Information and Technology ,Beijing ShiJiZhengWen Technology ,Beijing Mechanical & Electrical Equipment General Company ,Beijing YiYouXun Engineering & Design Institution ,Beijing ZhongJianJingHai Computer Engineering ,Beijing Shougang Automation Information Technology Limited Company ,Beijing Capital Information Integrated Technology Co., Ltd ,Beijing Si-Tech Information Technology Co.,Ltd.,Beijing ZhengZhuo Technologies Group



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+ Exhibition & exclusive opportunities

From lead generation to product showcasing it is important to select the right expo real-estate at DCD>Hyperscale.

Exhibiting

The expo floor will be open from 8:00am - 6:30pm

3m x 2m	\$9,500
3m x 3m	\$11,500
4.5m x 3m	\$17,000
6m x 3m	\$22,500

See floorplans for remaining expo opportunities.

Business Lounge

Situated on the mezzanine overlooking the expo floor this unique feature is designed to be the main break out area, affording delegates comfortable seating and refreshments and dedicated meeting tables for doing business.

The 'Business Lounge' sponsor will have their logo and message prominently displayed on the glass balcony that surrounds the expo floor - this is the most visible branding opportunities we have seen at any venue to date!

Sponsorship of this area automatically qualifies for Lead Sponsor status and associated benefits. Ask your account manager for more details.

From \$28,000

Additional costs based on type of refreshments served with option of a cocktail bar after 5pm.

Registration

Project your brand throughout the lifecycle of the event with this exclusive opportunity. The registration desk is the welcoming point for everyone entering the venue (1,000 delegates) - what will your message to them be?

Whatever it is, your brand and message will be displayed prominently across multiple self-service registration booths and the event helpdesk. It will also appear in the leader board position of the e-registration system in the months leading up to the event.

Also benefit from having your logo on the lanyards which are worn by every delegate throughout the event.

\$ 24,000

Ruck-sack sponsor

Brand the conference rucksack and benefit from extensive exposure, inside the event, out on the streets, in airport lounges and more importantly wherever your prospective clients might be.

From \$12,500

VIP Press & Speaker Lounge

Promote your brand to the industry's most respected and influential thought leaders, and at the same time position your brand in front of the key media communicators in the market.

From \$28,000

WiFi Sponsor

Be branded as the networking vehicle at DCD>Enterprise and recognised for bringing the entire event delegation access to Wi-Fi. Plus, benefit from the login splash screen to target attendees with your own message.

\$10,000

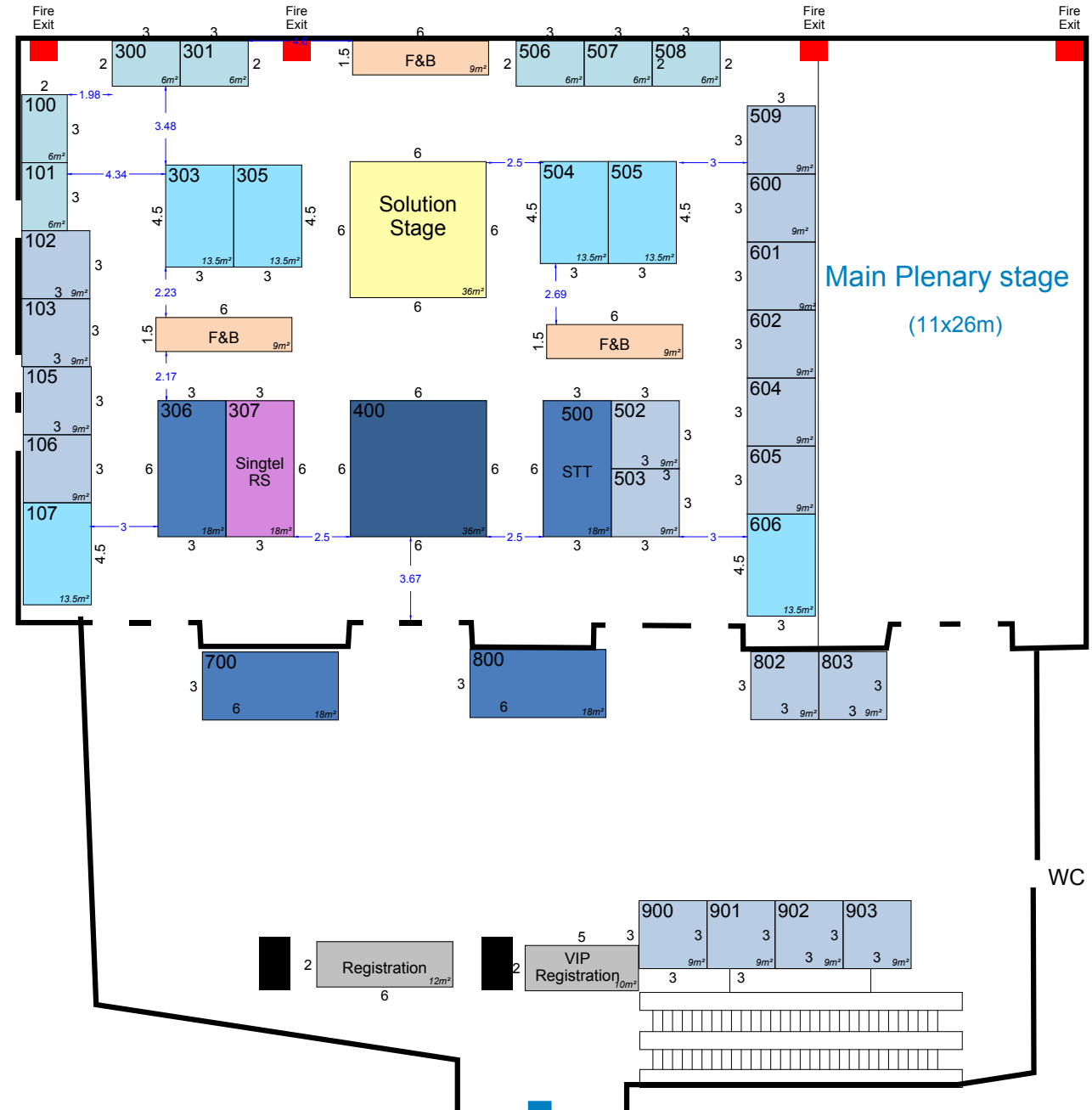
DCD>Hyperscale China 2017

Renaissance Beijing Capital Hotel

2nd November, 2017

This is a sales plan, not a technical plan and is subject to change without prior notice

- 2m x 3m (10' x 6.5') (Qty: 7)
- 3m x 3m (10' x 10') (Qty: 18)
- 4.5m x 3m (15' x 10') (Qty: 6)
- 6m x 3m (20' x 10') (Qty: 4)
- 6m x 6m (20' x 20') (Qty: 1)
- F&B (Qty: 3)
- Features (Qty: 1)
- Reserved (Qty: 1)





+ Thought leadership opportunities

Use them to position your brand, to demonstrate your subject matter expertise and to engage new audiences. After all, DCD>Hyperscale is all about the content.

Main conference presentation

🕒 35 min session
Max. 3 opportunities per track

A thought-leading seminar within one of our 8 content tracks is the ideal platform to get your message out and position your brand as an industry frontrunner. Your speaker and the session title features on the main conference program for the duration of the pre-event marketing campaign making your brand synonymous with your chosen topic.

\$11,500 per session

Roundtables (or Big Discussions)

🕒 1 hr session
Max. 4 opportunities across the event

Roundtables are 'behind closed door' engagement opportunities that are generally used to host a discussion with a defined audience that might touch on subjects of a more sensitive nature. They can be useful to determine market sentiment as a focus group or to develop ties with individuals.

DCD will assist in defining the topic, recruiting the appropriate audience and moderating the proceedings, but it is imperative that the client provides in-house subject matter experts to actively participate.

\$15,000 per session

WORKSHOPS

🕒 2 hr session
Max. 2 opportunities

We are working with a number of industry organisations to develop workshops and hackathons to run in the afternoon. These are deeper level two hour sessions that are considered as learning opportunities for both the host and the participant.

\$15,000 per session

Sponsored panel discussion

🕒 35 min session
Max. 1 opportunities per track

Being seen to lead a debate can have obvious business benefits especially when you are trying to make a market or introduce new constructs. Let us help you develop your own panel discussion, recruit panelists and provide your brand or a particular product with unique positioning.

This is a complete package that includes pre- and post-event marketing activity.

\$11,500 per session

Solution stage

🕒 15 min session
Max. 4 opportunities per day

This 15-minute, rapid-fire presentation opportunity in the heart of the expo is an ideal way to promote your brand in a high-traffic area during break times. It enables you to reach a wide audience and demonstrate your innovations, new products, project or service. These presentations are uncensored.

The stage is open to all passing traffic so that anyone in the expo can join and watch. It will be difficult for delegates to miss your brand and message on the video wall!

\$5,000 per session

New for 2017

Lead scanning

We will provide you with the details of who has attended your session which makes this a valuable lead generation opportunity too (excludes solution stage option).



+ Speaking opportunities table

Thursday//2/November

7:45am	Registration and breakfast		
9:00am	Welcome speech		
9:10am	Opening plenary		
9:40am	Plenary keynote		
10:10am	Plenary keynote		
10:40am	Tea break and solution stage		
Thought Leadership Seminars			
11:20am	DESIGN + BUILD	POWER + COOLING	CORE > EDGE
11:55am			
12:30pm	Lunch and solution stage		
13:40pm	POWER + COOLING	COLO + CLOUD	SERVERS + STORAGE
14:15pm			
14:50pm			
15:25pm	Tea Break and Lucky Draw		
Panel discussions and case studies			
15:45pm	DESIGN + BUILD	COLO + CLOUD	SOFTWARE - DEFINED
16:20pm			
16:55pm	Plenary panel		
18:00pm	Lucky Draw, END and Reception Networking		

Solution Stages						
TIMES	10:45am	11:05am		12:40pm	13:00pm	13:20pm



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+ Hospitality & Business Engagement

From content focused and behind closed doors to the center of attention on the show floor, we have different options to suit your outcomes.

Business Briefings

A lunch, breakfast or brunch briefing is the ideal opportunity for you to communicate a message to a pre-invited audience in an intimate, closed-door surrounding over a selected menu, ideal for product/service launches.

These briefings provide an opportunity for guests to hear an expert-led, short talk before moving on to a Q&A discussion for sharing ideas and best practice. DCD will work with you to define and pre-select a target audience and will take care of the invitation process.

All business briefings are part of the official agenda and as such benefit from an extensive marketing campaign. Various catering options and upgrades are available.

Breakfast/Brunch

10:00 to 11:00am 60 min session

15-30 people max

\$12,500*

Private sit-down lunch

1:00pm to 2:00pm 60 min session

20-40 people max

\$15,000*

* Based on 25 people attending.

Meet & Greet

The official Meet & Greet will be held in one of the adjoining hotel function rooms that can accommodate anywhere between 50 and 150 guests and DCD will organise the whole process including invitation and registration.

The Meet & Greet will be part of the official programme and as such benefit from an extensive marketing campaign.

\$POA

Show Floor Drinks

Play host to guests at the official post-event drinks reception held in the middle of the show floor. DCD will work with you to develop an exciting evening networking event that could include live acts, canapees, the usual beer and wine or even a special cocktail named after your own brand.

The Show Party will be part of the official programme and as such benefit from an extensive marketing campaign.

Signage and AV will also complete the setting to make up heavily brand dominated opportunity to make sure that delegates know exactly who you are.

From \$20,000





Revised delegate invitation scheme

In order to uphold the exclusivity of our events we have developed a great set of delegate admission guidelines - and they're really working.

2016 marks the move to a 'free-to-attend by invitation' model for qualified end-users and a new process to help our clients target specific individuals to attend our events.

Making up 70%+ of the audience, those individuals who meet our end-user criteria can now apply to attend the conference on a free-to-attend basis.

Applications will be carefully screened against our qualified end-user criteria and only those that meet the strict requirements will be confirmed as attendees.

Qualified end-user passes are available for a limited period (up to 5 weeks prior to each event) to encourage early engagement from a quality audience - availability will depend on specific venue capacity.

This new process is being introduced to maintain the highest quality audience that is a hallmark of DCD events worldwide.

End-user qualification criteria explained

1. Individual's company is an IT enterprise end-user of and/or an owner operator of:

- a) Private, on-premise data center
- b) Multi-tenant colocation data center
- c) Internet host, telecom provider, carrier hotel
- d) Cloud IaaS/PaaS
- e) Architectural/engineering consultancy advisory*

AND

2. As an individual, they are directly engaged as management or a technical professional in planning, strategy, systems design, sourcing, purchasing, procurement, adoption, implementation, integration and operations of an IT organization, data center or cloud services.

OR

3. You are employed as a program manager, researcher, technical professional, academic for a non-profit organization.

* IMPORTANT NOTE: Only one engineering/technical professional with management title/responsibility from each A/E or IT consultancy/advisory firm may qualify for a complimentary delegate registration. All others from the same firm must register for a Business Networking Pass.

Business Development, Marketing and Sales titles do not qualify for end-user passes unless part of a sponsorship package - see website for further details.

Sponsor guest invitation scheme

As a sponsor you are encouraged to provide us with the names of individuals you wish us to target to attend the event, who meet the end-user qualification criteria previously mentioned. We will then personally invite these individuals on your behalf.

In order to ensure diversity of audience, no more than ONE individual from any single A/E or IT consultancy/advisory firm can receive a complimentary end-user invitation by the sponsor.

Sponsors can liaise with their nominated individuals in the run up to the event, however DCD will take care of the whole registration process and will keep sponsors up to date with activities.

Sponsor staff passes

The staff passes AND end-user invitations available to sponsors accumulate across the opportunities contracted, giving you even more opportunities to engage with potential clients (see next page).

Extra staff passes can be purchased for the cost of a Business pass, minus a sponsor discount of 25%.

Our Audience Development team will be in contact prior to each event to guide you through this process.



+ Sponsorship levels & marketing benefits

How can you reach an elevated sponsor status? This is determined by total expenditure across all available sponsorship opportunities (contract value). As your spend meets one of our status levels, gain not only enhanced visibility, but also a package of additional benefits, all at no extra cost.

Headline sponsor

Total spend > \$65,000

PRE-EVENT

- Logo and profile on event website with option to include downloadable document i.e. White Paper
- Logo featured at top of the event website - prominent position
- 3 x Weibo '@DatacenterDynamics' announcing Headline Sponsor - 2 x Wechat '@DCD_GROUP', 1 x DCD news
- Logo with click through on email marketing - outbound marketing emails (from the start of the campaign)
- Prominent logo in header of email marketing
- Logo on all print marketing materials
- Profile with logo and contact details in event App*
- 1 x story about your involvement in event published at Chinese website also pushed out across LinkedIn, Weibo and Wechat providing exposure to 10,000+ data center professionals across the industry. This post will receive a paid boost by our social media team to widen its exposure further.

ON-SITE

- Logo on the front cover of the show guide
- Highlighted entry in the showguide listings
- Full page advert in showguide
- Logo prominently displayed on registration desk and various event signage
- Logo included on conference room and solution stage backdrops, and directional signage

POST-EVENT

- Logo on post-event attendee survey and presentations emails
- Full contact list of attendees post event**

Principal sponsor

Total spend > \$45,000

PRE-EVENT

- Logo and profile on event website with option to include downloadable document i.e. White Paper
- Logo featured at top of the event website - prominent position
- 2 x Weibo '@DatacenterDynamics' announcing Headline Sponsor - 1 x Wechat '@DCD_GROUP'
- Logo with click through on email marketing - outbound marketing emails (from the start of the campaign)
- Logo on all print marketing materials
- Profile with logo and contact details in event App*

ON-SITE

- Highlighted entry in the showguide listings
- Full page advert in showguide
- Logo prominently displayed on registration desk and various event signage
- Logo included on conference room and solution stage backdrops, and directional signage

POST-EVENT

- Logo on post-event attendee survey and presentations emails
- Full contact list of attendees post event**

Lead sponsor

Total spend > \$30,000

PRE-EVENT

- Logo and profile on event website with option to include downloadable document i.e. White Paper
- Logo featured at top of the event website - prominent position
- 1 x Weibo '@DatacenterDynamics' announcing Headline Sponsor
- Logo with click through on email marketing - outbound marketing emails (from the start of the campaign)
- Logo on all print marketing materials
- Profile with logo and contact details in event App*

ON-SITE

- Highlighted entry in the showguide listings
- Full page advert in showguide
- Logo prominently displayed on registration desk and various event signage
- Logo included on conference room and solution stage backdrops, and directional signage

POST-EVENT

- Logo on post-event attendee survey and presentations emails
- Full contact list of attendees post event**

*App available to all event attendees

** Subject to relevant data protection laws and DCD Data Policy



	Exhibition Stands				Thought Leadership			Briefing			Major Hospitality		Major Branding Opportunities				
	10' x 6.5'	10' x 10'	15' x 10'	20' x 10'	Solution Stage	Thought Leadership	Sponsored Workshop	Big Discussion	Lunch Briefing	Breakfast Briefing	Meet & Greet Networking Reception	Evening Networking Reception	Business Lounge	Press & Speaker Room	Registration Area	Conference Rucksack	Wi-Fi Sponsorship
Staff passes*	2	3	4	5	2	2	2	2	Dependent on size of briefing purchased		2	5	6	2	2	2	2
End-user target invitation scheme*	4	6	8	10	2	4	20	10									
Maximum capacity (PAX)							30	40			< 250	< 600					
PRE-EVENT																	
Online branding – logo on event website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo and 50 word description on event App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Speaker's photo on the event website						✓	✓	✓									
Speaker's name and company on website					✓	✓	✓	✓	✓	✓							
Social media announcement					✓	✓	✓	✓	✓	✓	✓	✓					
Brand association in pre-event marketing							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated invite email marketing							✓	✓	✓	✓	✓	✓					
ONSITE AT THE EVENT																	
Stand in th expo hall	✓	✓	✓	✓													
35min 'Thought Leadership' presentation						✓											
70min Sponsored interactive workshop							✓										
15min product or service presentation					✓												
Onsite signage – listed on You Are Here boards	✓	✓	✓	✓													
Onsite signage – logo on You Are Here boards													✓	✓	✓		✓
Prominent branding on sponsored item/area							✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Emailed PDF of pre-registered attendee list**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo and 50 word description on event App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo and 50 word description in showguide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Speaker's photo in the showguide						✓											
Speaker's name and company in the showguide					✓	✓											
Full contact details of hospitality event attendees (opted only)							✓	✓	✓	✓							
Tickets to reception (for non event attendees)											20	50					
(Exhibition stand badge scanner) Access to App Scanner	✓	✓	✓	✓													
POST-EVENT																	
Emailed PDF of final attendee list**	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Presentation available on the event website						✓											

* Quantity accumulates across opportunities purchased ** Name, job title and company details of opted attendees *** Full contact details provided are subject to relevant UK data protection laws.