

# CLOUD EXPO LIVE

Co-located with



**DataCentre Expo**  
THE EUROPEAN DATACENTRE EVENT

**16-17 September 2010 • Düsseldorf Congress Centre • Germany**

**Cloud Expo Live will bring together all the elements and benefits that cloud computing has to offer the enterprise – under one roof. Co-located within DataCentre Expo, the event targets the same business and IT professionals from some of Europe’s largest financial houses and corporate enterprises.**

## **Why Participate In Cloud Expo Live?**

As ever, time is the most valuable commodity for most of today’s C level and senior IT people, Cloud Expo Live will deliver an efficient way to gather information and network with suppliers and peers. Expo visitors and delegates will leave Cloud Expo Live with more resources, ideas and examples that they can apply immediately to leveraging the many elements of cloud computing. This will help them to maximize performance, minimize cost and improve the scale of their efficiency.

There are endless opportunities in this fast-growing area of utility computing and service delivery, as it begins to proliferate the enterprise, using scalable IT as a service with internet technologies. Cloud computing brings new possibilities to how enterprises can take advantage of new technology to gain competitive advantage in business.

- As an exhibitor or sponsor at Cloud Expo Live you can engage in conversation with your target audience and get real feedback on their needs, and match your products and applications.
- Buyers like to do business face-to-face, shaking hands and looking people in the eye. At Cloud Expo Live you can establish new business relationships and underpin existing ones.
- A third of trade show visitors cannot be reached at their offices and they use trade shows to make buying decisions. (Source: Association of Exhibition Organisers)
- Cloud Expo Live can be used to deliver any number of sales and marketing objectives.
- Cloud Expo Live will provide exhibitors with a range of features areas including conferences, workshops and advice clinics where you can personally demonstrate, present and build relationships with potential buyers.

## Exhibition Profile

- Managed services
- Servers & IT Hardware
- Software applications and solutions
- Storage & data management
- Connectivity
- Networking
- Operating systems
- Security

## Visitor Profile

### Technical people

- Chief information officers
- Chief technology officers
- IT directors and managers
- Network managers & engineers
- Storage managers
- IT security professionals
- Enterprise architects
- Communications and networking specialists
- Directors of infrastructure

### Business people

- Chief Executive Officers
- Data centre directors & managers
- Chief information officers
- Managing directors
- Financial directors
- Business development professionals

## Promotional Plan

**Visitor and delegate promotion will include:**

### Print Advertising

#### Direct marketing

With our own extensive databases of over 50,000 IT and business professionals and access to additional partner owned databases, our campaign aims to reach not only those who are already interested in Cloud and Open Source technologies, but also to those individuals whom we feel would be interested. Using specific messages to identified targets our direct marketing campaign will increase awareness and visibility of the whole event and our exhibitors.

#### PR Campaign

A Major PR campaign using expo, conference and exhibitor news will help keep raise the profile of the event and offer sponsors and exhibitors valuable, extra publicity opportunities.

#### E-marketing

We will be e-mailing IT and business professionals on a regular basis about the benefits of visiting Cloud Expo Live. E-mails will include content from exhibitors and will demonstrate to visitors how visiting Cloud Expo Live will be a highly productive and informative experience. Text, html messages and newsletters will keep the potential visitors informed and maintain and heighten their interest in the lead up to the event.

Exhibitors are encouraged to invite potential buyers from their own databases and marketing activities leading up to the event.



## Why Visit?

Industry commentators believe that cloud computing is changing the way IT professionals will look at how they address cost and scalability, also the models that underpin successful software and hardware companies. Now, more than ever, IT technologists and business executives are being driven to look at the available options for them to continue to meet end-user and enterprise demands on IT services.

Whether what your need is to achieve higher scale at lower costs or to reduce data centre running capital, the pay-as-you-go SaaS and IaaS model, cloud computing could hold many of the answers.

On-demand IT services are certainly gaining ground fast and, with or without, the use of a mixed environment, it is the most cost effective and scalable solution to many IT infrastructure growth, efficiency and cost issues. Used in a mixed environment, with the best that open source / Linux market and proprietary products have to offer, can drive down costs and increase efficiency and scalability even further

## Exhibiting and Sponsorship Opportunities

There is a range of sponsorship opportunities and fully kitted exhibition booths are €395 per square metre, starting at 4 square metres (2m x 2m) for just €1,580. Space only is €360 but is subject to a minimum of 24 square metres.

### FOR FURTHER INFORMATION:

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