



Data Center World MIDDLE EAST

by informa •••

17 - 18 November 2026

Dusit Thani Hotel, Abu Dhabi, UAE

Part of:



**Data Center World
SERIES**
by informa •••

DataCenterWorldMiddleEast.com

The Largest Global Data Center Industry Conference & Expo

Data Center World delivers actionable insights, best-practice frameworks, and direct access to the ecosystem driving change in the data center industry. With a focus on Innovation at Scale, the event equips professionals to tackle the challenges of AI-ready infrastructure, sustainable power, edge and hyperscale innovation, and next-generation facilities.

Building on the success of our flagship U.S. conference, the Data Center World **portfolio has expanded into Asia, Australia, Brazil, Europe and now for the first time in the United Arab Emirates.** The series creates a global platform to showcase the next generation of data center innovation, education, and collaboration.

The expanded lineup reflects the accelerating worldwide demand for digital infrastructure, driven by AI adoption, cloud growth, sustainability initiatives, and surging data consumption.

Each regional event will deliver Data Center World's signature combination of expert-led education, strategic insights and access to best-in-class technology providers throughout the world.

Sponsorship of Data Center World positions your company at the forefront of the industry, connecting you with the **most influential and valuable buyers:**

- ✓ Showcase your expertise in a rapidly evolving field
- ✓ Build meaningful connections with decision-makers
- ✓ Establish or expanding your industry presence
- ✓ Generate high-quality sales leads

Data Center World offers unparalleled networking opportunities, it's the perfect place to engage with your current customers and grow your sales pipeline.

Data Center World Middle East 2026 by numbers

Senior Decision
Makers **800+**

Director-level &
Above **60+**

Countries
Represented **25+**

Industry
Partners &
Exhibitors **50+**

Subject-Matter
Experts **70+**

Curated
Roundtables **12+**

Hours of
Structured
Networking **30+**

The Epicenter of the Data Center Industry

Data Center World
WASHINGTON, D.C.

April 20-23, 2026
Walter E. Washington Convention Center

Data Center World Middle East
ABU DHABI, UAE

November 17-18, 2026
Dusit Thani Hotel

Data Center Asia Series
ASIA

Hong Kong: July 8-9, 2026
Jakarta: September 2-5, 2026
Kuala Lumpur: November 10-12, 2026

Data Center World Power
TEXAS

September 21-23, 2026
Gaylord Texan Resort Convention Center

Data Center World
co-located with Network X
AUSTRIA

October 13-14, 2026
VIECON – Vienna Congress and Convention Center

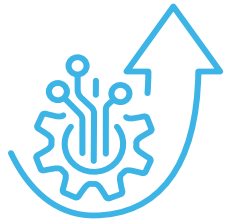
Data Center World
BRAZIL

October 6-8, 2026
Sao Paulo Expo

Data Center World
co-located with The AI Summit
AUSTRALIA

September 7-9, 2026
Melbourne Convention Exhibition Centre

Don't Take Our Word For It



94%

attend to meet new solution providers



97%

attend to learn about the market



93%

believe attending Data Center World is "important" to their job/role

Source: 2025 Post-Show Attendee Survey Responses



"Best conference I've ever attended after 30+ years of attending many global conferences and expos! Great organization, presenters, information sharing, and networking. And they feed you well with lots of delicious food and beverages. Can't wait to attend next year!"

*- Adam Kotrba, Product Director,
Copper Development Association*

"It is an amazing conference to be able to network, see different products and new ideas on how to improve the site efficiency and learn about new products that you previously did not know about!"

*- Data Center Facility Expert,
2025 Attendee*

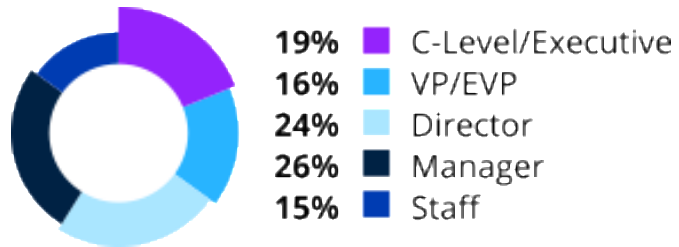
"This was my first Data Center World event. My experience is in energy production and optimization. I enjoyed learning more about the unique challenges and opportunities associated with the growing demands of cloud storage and artificial intelligence!"

*- Lynn Lyon, Regional Development,
Modern Hydrogen*

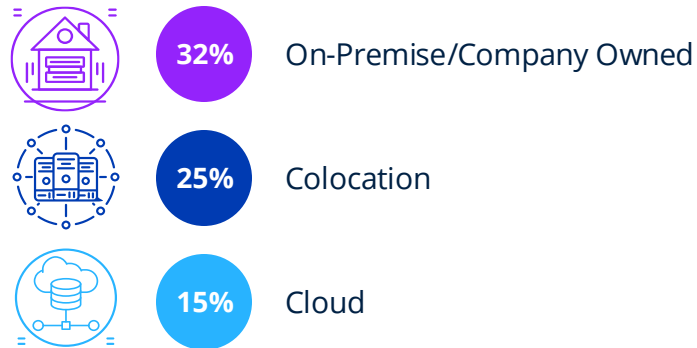
Who Attends?

Data Center World brings together qualified data center and IT infrastructure professionals seeking insights to improve their data centers.

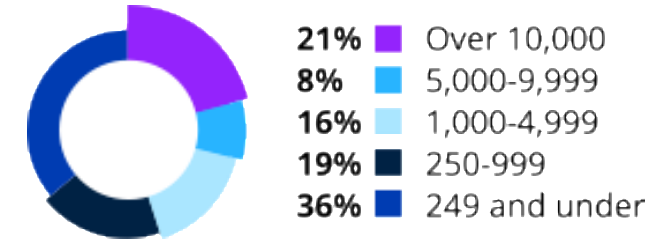
Job Level



Data Centers Managed



Company Size



Top Job Functions

- Data Center Facilities
- Data Center Operations
- Investing / Real Estate
- Data Center Design / Architect
- Data Center Engineer
- Market Research / Analyst
- Data Center Consultant
- Data Center IT
- IT Professional (non-data center)
- Data Center Security
- Other Consultant

Top Industries

- Manufacturing (Non-Computer Related)
- Construction/Engineering/Architecture
- Finance/Banking/Investment
- Computer/Data Processing/IT Services
- Utilities/Energy
- Consulting/Professional Services (Non-Computer Related)
- Communications/Telecommunications
- Government
- Agriculture/Mining/Oil/Gas/Chemicals



Source: Data Center World 2025 registration data

Past Attendees from Data Center World Globally

- Associate Principal
- CEO / President
- Chief Data Center Engineer
- Chief Mission Critical Decarbonization Officer
- Chief Technologist / VP Engineering
- CIO
- Cloud Foundations Architect - Data Center
- Construction Manager
- COO
- Critical Systems Manager
- CTO
- Data Center Design Engineer
- Data Center Infrastructure Supervisor
- Data Center Manager
- Data Center Operations Manager
- Data Center Project Engineer
- DCIE Principal Engineer
- Deputy Executive Director
- Design Integration Director
- Direct, Global Maintenance
- Director - Hyperscale Data Centers
- Director Data Center Operations
- Director Data Center Strategy & Operations
- Director Facilities & Real Estate Management
- Director Growth and Industry Strategy
- Director IET Strategic Initiatives
- Director IT-Infrastructure
- Director of Carbon Neutral Machinery Division
- Director of Construction
- Director of Engineering
- Director of Planning & Strategy
- Director of Procurement
- Director of Product Development
- Director of Programming
- Director of Sustainability
- Director, Global Network Infrastructure
- Director, IT Operations
- Director, Nuclear Reactor Development
- Director, Strategy and Market Research
- Electrical Design Principal
- Engineering Director
- EVP Data Center Strategic Development
- Executive Director, Technical Operations
- Facilities Manager
- General Manager - North America
- Global Lead Data Center Quality
- Head of Application Management
- Head of Development
- Head, Clean Energy & Decarbonization
- Hyperscale Program Manager
- Investment Director
- IT DC Sustainability Lead
- IT Director
- IT Manager
- Lead Data Center Engineer
- Manager - IT Operations
- Manager, Hosting Services
- Mission Critical Leader - Electrical
- Network Infrastructure Manager
- R&D Engineer
- Risk Control Consultant
- Security Operations
- Senior Critical Facilities Engineer
- Senior Transmission Consultant
- Senior Vice President, Data Center Strategy
- Software Innovation Manager
- Supervisor, Building Operations
- SVP of Operations
- SVP, Global Mining Operations
- SVP, Implementation
- Vice President, Critical Operations
- VP of Data Center Services
- VP of Strategic Alliances and Innovation
- VP of Workforce Solutions
- VP Real Estate
- VP, IT
- VP, Safety
- VP/GM

Previous Exhibitors Include



Key Themes Shaping DCW Middle East

Designed for one of the fastest-growing digital infrastructure markets globally, the agenda tackles the critical themes shaping Middle East data centers: AI transformation, hyperscale power and cooling, sustainable energy, colocation models, and automation at scale.



Emerging IT & Data Center Technologies

- High-speed AI interconnectivity: RDMA, 800G & network roadmaps
- High Voltage Power Distribution for AI (e.g. 800V DC)
- Traditional workloads vs AI factories (GPU, fabrics & storage)
- Hybrid Cooling Strategies (air and liquid)
- Next gen IT (e.g. AI computing and storage roadmaps)
- Autonomous Ops: predictive maintenance, optimisation, & automated remediation
- Optical evolution: 400G/800G/1.6T, co-packaged optics, photonics
- + More



Data Center BUILD

- Software tools for data center design (BIM, CFD & digital twins)
- Power & cooling design for AI
- Securing multi-gigawatt capacity in constrained markets
- Securing capacity in constrained markets
- The retrofit playbook: power/cooling uplift + live-site phasing
- Site selection: grid & fibre proximity, permits, heat/water constraints
- Master-planned DC Campuses
- Capacity planning or optimization
- Rack-scale, high-density AI infrastructure for the AI factory era
- + More



Colocation, Hyperscale, and Cloud Innovation

- On-premises public & private cloud infrastructure sovereignty
- Colocation selection: SLAs, power density, interconnect, sovereignty
- Edge strategy: placement, orchestration & lifecycle ops
- Colocation planning, management & AI readiness
- Managing capacity in volatile AI demand cycles
- Balancing speed to market with security, compliance and control
- Carrier ecosystems, peering strategy and cloud adjacency
- + More



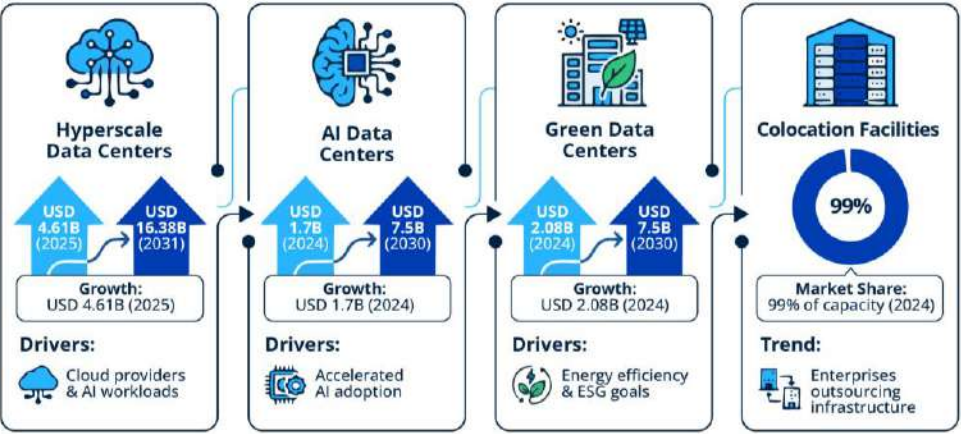
Power Sourcing & Sustainability

- Power sourcing for sustainability and power challenged markets
- On-premises power generation and microgrids
- Cooling efficiency: power conservation and control optimisation
- Power consumption and management for electrical /mechanical systems
- Battery storage, UPS strategy and backup fuel transition
- Water usage effectiveness: targets, waterless options & industrial cooling
- Renewables integration, PPAs and long-term energy security
- + More

Conference Tracks and topics are subject to change.

Opportunities in the Middle East Market

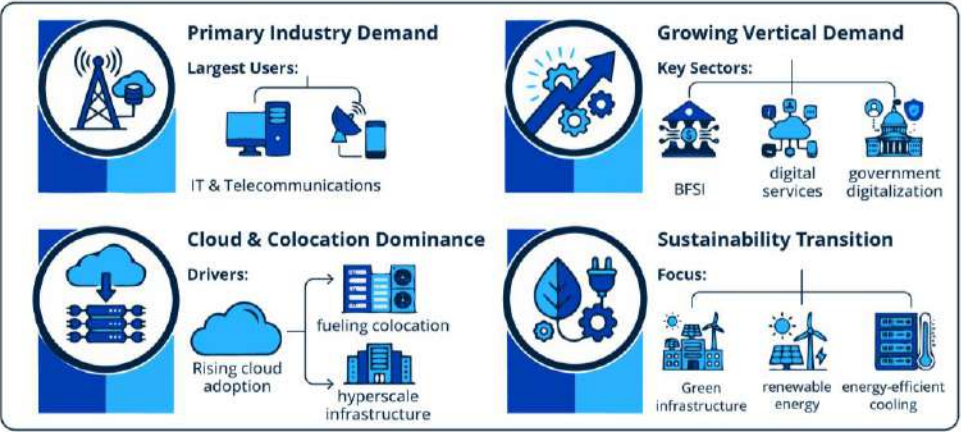
Key Market Segments



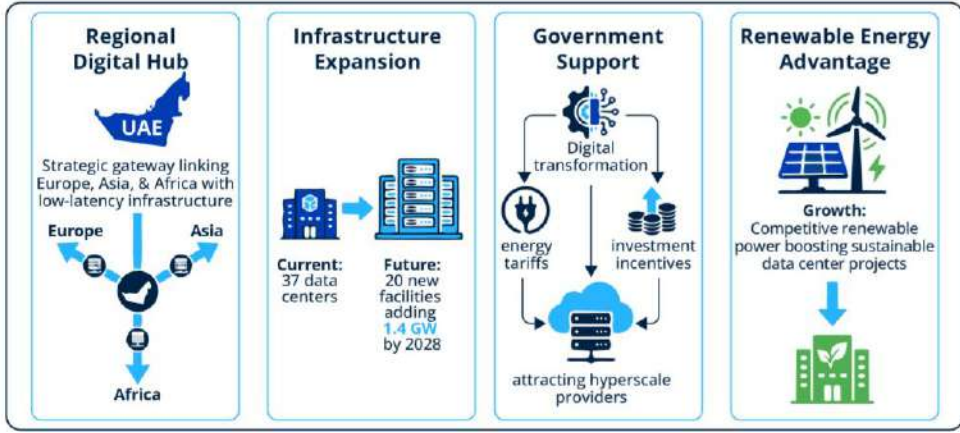
Predicted Growth



Market Distribution



UAE Focus



Leaders you will hear from include:



Latifa AlShehhi
Chief AI Officer
UAE Ministry of Investment,
UAE



Medhi Paryavi
Chairman & CEO
International Data Center
Authority (IDCA)



Hussein AlNajrani
Chief Commercial Officer
center3



Quentin Gaumer
Cybersecurity & Compliance
Specialist - Middle East, Turkey &
Africa
Google Cloud



Hammayun Ali
Director
Data Centre & Cloud
Infrastructure (EMEA & JAPAC),
Oracle



Andrea Benito
Editorial Director - MENA,
Informa Tech Target, UAE



Bahaa Al Janabi
Founder
Alba DC Hub, UAE



Akshay Dalal
Head of Regional Risk,
Compliance, Regulatory Affairs,
Google



Rama Alsheikh
Government Affairs & Public
Policy
Digital Future, UAE



Remy Moussa
Diversity, Equity and Inclusion
Chair, ASHRAE Falcon Chapter
UAE



Neelam Julka
Regional Director - HCM Center
of Excellence
Oracle



Fatma Sajwani
Chief Commercial Officer
Kerno



Abdulrahman Khalid Almazroa,
Director, Cybersecurity,
Johns Hopkins Aramco
Healthcare, Saudi Arabia



Scott Roots
VP - Sales
DC Byte, UK



Mohammed Yousuff
Senior Data Center Engineer
AWS



Anas Mustafa
Senior Vice President
DAMAC Digital



Aida Elbouanani, Business
Development Director, Data
Centers, BP



Bhavik Pattni
Founder & CEO
Stealth Startup, UAE



Issa Balchi
Digital Infrastructure & Data
Center Delivery Executive



Tahir Gok
Digital Infrastructure Consultant
Independent

Agenda at a Glance

DCW Middle East Day 1 - Agenda		
09:00	DCW Middle East Keynotes - Market Realities <i>Industry-shaping topics with world-leading innovators and practitioners from across the Middle Eastern Data Centre Ecosystem</i>	
11:00	NETWORKING BREAK	
11:30	Conference Track <i>Investment, supply chain & delivery realities</i>	DCW Middle East Technical Track Designing AI-ready Data Centres
13:00	LUNCH BREAK	
14:15	DCW Middle East Technical Track Designing AI-ready Data Centres	Industry Workshops Technical Workshops covering: • Innovation & Emerging Tech • Energy Sourcing & Sustainability • Data Centre Build
17:00	EXHIBITION CLOSE	
18:30	DCW Middle East Social	

DCW Middle East Day 2 - Agenda		
09:00	DCW Middle East Keynotes - Build, commission & deliver <i>Industry-shaping topics with world-leading innovators and practitioners from across the Middle Eastern Data Centre Ecosystem</i>	
11:00	NETWORKING BREAK	
11:30	Build, Commission, Deliver <i>Sustainability & security</i>	DCW Middle East Technical Track Operations, resilience & security
13:00	LUNCH BREAK	
14:25	DCW Middle East Technical Track Operations, resilience & security	Industry Workshops Technical Workshops covering: • Innovation & Emerging Tech • Energy Sourcing & Sustainability • Data Centre Build
16:30	EXHIBITION CLOSE	

Day 1 Tuesday, 17 November 2026

HEADLINE KEYNOTE AGENDA

Market Realities: The Middle Eastern Data Center Ecosystem

08:00	Registration & Networking Breakfast
08:55	Welcome & scene-setter from Chair
09:05	Ministerial Opening Address
09:25	PANEL AI, Power & Sovereign Demand: Realities & Risks for The Gulf's 3GW Target Moderator: Medhi Paryavi, Chairman & CEO, International Data Center Authority, (IDCA) Panelists: Hussein AlNajrani, Chief Commercial Officer, center3 Latifa AlShehhi, Chief AI Officer, UAE Ministry of Investment, UAE Ms Fatma Sajwani, Chief Commercial, Officer, Kerno
10:10	INDUSTRY CASE STUDY Middle East AI Data Center / AI Factory Project Delivery
10:35	Middle East Data Centre Market Outlook 2030
11:00	Networking Break

CONFERENCE AGENDA

Investment, supply chain and delivery realities

11:30	Chair Intro
11:35	FIRESIDE CHAT Ambition vs Availability: Supply Chain Realities for Middle East Data Centres
12:00	PANEL Beyond Capital: The New Economics of Gulf Data Centre Investment Moderator: Andrea Benito, Editorial Director - MENA, Informa Tech Target, UAE
12:45	 Fireside chat: From Land to Launch - Navigating Approvals, Regulation & Delivery Risk Tahir Gok , Digital Infrastructure Consultant, Independent Issa Balchi , Digital Infrastructure & Data Center Delivery Executive
13:10	Lunch Break
14:30	Chair Intro
14:40	FIRESIDE CHAT Liquid Cooling in The Gulf: CDUs, Secondary Loops & Water Risk Moderator: Remy Moussa, Diversity, Equity and Inclusion Chair, HRAE Falcon Chapter
15:05	PANEL Backend Networking for The AI Factory: Optics, InfiniBand & The Terabit Transition
15:50	FIRESIDE CHAT The GPU-Dedicated AI Campus: Building Sovereign Compute in The Gulf Quentin Gaumer , Cybersecurity & Compliance Specialist - Middle East, Turkey & Africa, Google Cloud
17:00	Exhibition Close

TECHNICAL AGENDA

Designing The AI-Ready Data Center: Power, Cooling & Densification

11:30	Welcome & scene-setter from Chair
11:40	FIRESIDE CHAT AI Power Architecture: BTM, Microgrids, Storage & Solar Issa Balchi , Digital Infrastructure & Data Center Delivery Executive
12:05	PANEL Mixed-Density Design: Building for 10kW, 30kW & 100kW+ in One Facility Mohammed Yousuff , Senior Data Center Engineer, AWS
13:10	Lunch Break

INDUSTRY BREAKOUT AGENDA

Closed-door 90-minute workshops allowing a deepdive into technical topics with stakeholders from across the value chain.

Chaired by an industry expert and, where sponsored, a client representative, these workshops will dig into a specific challenge to explore constraints and practical outcomes in a diverse yet intimate setting.

14:25	Chair Intro
14:35	Workshop Chair Introduction
14:40	Workshop Kick-off & Discussion
15:40	Workshop Review, Summary & Next Steps
17:00	Exhibition Close

PROPOSED TOPICS

- 1. AI Hall Design Clinic:** Rack Density, White Space and Mixed-Workload Layouts
- 2. Liquid Cooling Design Review:** CDU Placement, Coolant Distribution and Leak Detection
- 3. Electrical Design for AI Loads:** Busway, Redundancy, Harmonics, Distribution Choices & Upstream
- 4. Government-Grade Infrastructure by Design:** The Practical Demands of Sovereign Cloud
- 5. Retrofit Clinic:** Turning Cloud-Ready or Enterprise Halls into AI-Capable Space
- 6. Build or Buy:** Infrastructure Choices for Enterprise and Public Sector End Users
- 7. Operational Software:** Uptime, Capacity Provisioning

Day 2 Wednesday, 18 November 2026

HEADLINE KEYNOTE AGENDA

Build, Commission & Delivery

08:00	Registration & Networking Breakfast
08:55	Welcome & scene-setter from Chair
09:00	PANEL Grid, Load & Liquid Cooling: Engineering The Gulf's High-Density Data Centres
09:45	FIRESIDE CHAT: Strategic Resilience in The Gulf: Cyber & Physical Digital Security Akshay Dalal , Head of Regional Risk, Compliance, Regulatory Affairs, Google
10:15	PANEL Decentralization in the Desert: The Convergence of Edge & Colocation Infrastructure Anas Mustafa , Senior Vice President, DAMAC Digital
11:00	Networking Break

CONFERENCE AGENDA

Sustainability & security

11:30	Chair Intro PANEL Sustainable MW Growth: Engineering the Net-Zero Data Center of 2026 Panellists: Andrea Benito , Editorial Director - MENA, Informa Tech Target, UAE Issa Balchi , Digital Infrastructure & Data Center Delivery Executive
11:35	PANEL Sovereign, Sustainable, Secure: Cloud Infrastructure for the Gulf's AI Economy Moderator: Rama Alsheikh , Government Affairs & Public Policy, Digital Future, UAE Panellists: Abdulrahman Khalid Almazroa , Director, Cybersecurity, John Hopkins Aramco Healthcare, Saudi Arabia Hamayun Ali , Director, Data Centre & Cloud Infrastructure (EMEA & JAPAC), Oracle
12:20	
13:00	Lunch Break
14:20	Chair Intro FIRESIDE CHAT The Intelligent Operational Layer: Software for Uptime, Efficiency & Control Moderator: Bhavik Pattni , Founder & CEO, Stealth Startup, UAE
14:25	PANEL Retrofit or Rebuild? Data Center Asset Life Extension & Upgrade Economics.
14:50	FIRESIDE CHAT Local Capability, Global Demand: Workforce Readiness in the Gulf Moderator: Bahaa Al Janabi , Founder, Alba DC Hub, UAE
15:35	
16:30	Exhibition Close

TECHNICAL AGENDA

Operational Resilience in Gulf Conditions

11:30	Welcome & scene-setter from Chair
11:40	CASE STUDY Operational Excellence in an AI-Ready Middle Eastern Data Centre
12:05	PANEL Engineering for 50°C: The Gulf's Water Usage & Cooling Realities Panellists: Aida Elbouanani , Business Development Director, Data Centers, BP Mohammed Yousuff , Senior Data Center Engineer, AWS
13:00	Lunch Break

VIP ROUNDTABLE SUMMIT

A series of 5 outcome-focused roundtables for 60+ senior DCW Middle East delegates. Roundtables will be sector-, geo-, or job function and explore solutions to the biggest challenges in The Middle East's data centre ecosystem.

3 roundtables are sponsor inventory with clients able to provide max. 2 technical function reps to participate/co-moderate the roundtable. The DCW Middle East VIP team will work to recruit target delegates for each partner - against a pre-agreed preference list of targets.

14:25	Chair Intro
14:35	Roundtable Introduction from Moderator(s)
14:45	Kick-off & Discussion
15:45	Review, Summary & Next Steps
16:00	Roundtable Summit Close

SUGGESTED ROUNDTABLE TOPICS

1. Data Center Energy Sourcing, Management & Sustainable Power
2. Build, Design & Construction in The Middle East
3. Supply Chain Management
4. Data Center Policy & Governance in The Middle East
5. Data Center Liquid Cooling
6. Data Center Security: Cyber & Physical

Premium Sponsorships + Booth Space

Build a custom package or select an integrated sponsorship

- Headline Package
- Diamond Package
- Platinum Package
- Gold Package
- Silver Package
- Exhibition



Sponsorship Packages at-a-Glance

	Headline	Diamond	Platinum	Gold	Silver	Exhibition	
	(Exclusive)	2 available	4 available	6 available	6 available	12sqm	9sqm
EXHIBITION							
Exhibit space	●	●	●				
Premium stand location	48sqm	24sqm	24sqm	18sqm	9sqm	12sqm	9sqm
KEY BENEFITS							
20-minute Keynote Presentation	●	●	●				
45-minute Roundtable session	1 session	1 session					
25-minute Technical Presentation in Seminar	●				●		
Participation in one (1) 45-minute panel discussion	●			●			
Standard Listing in Welcome Guide	●	●	●	●	●	●	●
Lead Insights (badge scanning licence, lead scoring & profile)	●	●	●	●	●	●	●

Sponsorship Packages at-a-Glance

	Headline	Diamond	Platinum	Gold	Silver	Exhibition	
	(Exclusive)	2 available	4 available	6 available	6 available	12sqm	9sqm
BRANDING & PROMOTION							
Logo on website & app	●	●	●	●	●	●	●
Logo on Conference backdrop	●	●	●	●	●		
Logo on onsite signage	●	●	●				
Logo on email campaigns	●	●	●	●			
Mention in Press Release	●	●					
Logo and company profile on the website	●	●	●	●	●	●	●
ACCESS							
Standard Conference passes	10	8	6	4	2		
Complimentary Exhibitor passes	10	8	6	4	2	4	3
Additional Paid Guest passes	8	6	6				

Additional Sponsorships



Lanyard Sponsor

Gain continuous brand visibility with your logo on the official event lanyards worn by all attendees, speakers and VIPs throughout the show. This high-impact opportunity ensures strong on-site exposure across all event areas. Production and shipping are included.



Networking Break Sponsor

Position your brand at the heart of industry connections with prominent logo placement across all networking and refreshment areas during peak engagement periods, aligning your company with collaboration and business exchange.

Headline Sponsor

- Exclusive

PREMIUM BOOTH SIZE

48 sqm



Key Benefits

- **Thought Leadership**
 - 20-minute Headline Keynote Presentation (prime placement)
 - One (1) 45-minute Roundtable Sessions (curated, closed-door with senior operators)
 - 25-minute Technical Presentation in conference seminar
 - Participation in One (1) 45-minute Leadership Panel Discussion
- **Enhanced listing:** Premium listing on the Event Website & App (logo & company profile)
- **Lead Insights Packages:** Badge scanning license, lead scoring & full profile reports

Branding & Promotion

- Top-tier logo placement on event website & mobile app
- Headline branding on main conference backdrop
- Logo on all onsite signage (registration, plenary, feature areas)
- Logo inclusion across email marketing campaigns
- Mention in official press release
- Priority logo and company profile on the event website

Access

- Ten (10) Standard Conference Passes
- Ten (10) Complimentary Exhibitor Passes
- Eight (8) Additional Paid Guest Pass Entitlements

Diamond Sponsor

- 2 Packages Available

PREMIUM BOOTH SIZE

24 sqm



Key Benefits

- **Thought Leadership**
 - Speaking: 20-minute conference keynote presentation
 - One (1) 45-minute roundtable session (curated, closed-door with senior operators)
- **Listing:** Standard listing on the event website & mobile app (logo and company profile)
- **Lead Insights Packages:** Badge scanning license, lead scoring and profile reports

Branding & Promotion

- Logo featured on the official event website and mobile app
- Branding on the main conference stage backdrop (high-visibility theatre)
- Prominent logo placement across onsite signage (registration, conference theatres, feature zones)
- Inclusion in targeted pre-event email marketing campaigns
- Dedicated company profile on the event website (logo, description, and direct link)

Access

- Eight (8) Standard Conference Passes
- Eight (8) Complimentary Exhibitor Passes
- Six (6) Additional Paid Guest Pass Entitlements

Platinum Sponsor

- 4 Packages Available

PREMIUM BOOTH SIZE

24 sqm



Key Benefits

- **Thought Leadership**
 - Speaking: 20-minute technical presentation in conference seminar
- **Listing:** Standard listing on the event website & mobile app (logo and company profile)
- **Lead Insights Packages:** Badge scanning license, lead scoring and profile reports

Branding & Promotion

- Logo featured on the official event website and mobile app
- Branding on the main conference stage backdrop
- Prominent logo placement across onsite signage (registration and conference theatres)
- Inclusion in targeted pre-event email marketing campaigns
- Dedicated company profile on the event website

Access

- Six (6) Standard Conference Passes
- Six (6) Complimentary Exhibitor Passes
- Six (6) Additional Paid Guest Pass Entitlements

Gold Sponsor

- 6 Packages Available

PREMIUM BOOTH SIZE

18 sqm



Key Benefits

- **Thought Leadership**
 - Speaking: Participation in one (1) 45-minute panel discussion
- **Listing:** Standard listing on the event website & mobile app (logo and company profile)
- **Lead Insights Packages:** Badge scanning license, lead scoring and profile reports

Branding & Promotion

- Logo featured on the official event website and mobile app
- Branding on the main conference stage backdrop
- Inclusion in targeted pre-event email marketing campaigns
- Dedicated company profile on the event website

Access

- Four (4) Standard Conference Passes
- Four (4) Complimentary Exhibitor Passes

Silver Sponsor

- 6 Packages Available

PREMIUM BOOTH SIZE

9 sqm



Key Benefits

- **Thought Leadership**
 - Speaking: 25-minute technical presentation in seminar theatre
- **Listing:** Standard listing on the event website & mobile app (logo and company profile)
- **Lead Insights Packages:** Badge scanning license and lead reports

Branding & Promotion:

- Logo featured on the official event website and mobile app
- Dedicated company profile on the event website

Access

- Two (2) Standard Conference Passes
- Two (2) Complimentary Exhibitor Passes

Exhibition

12 sqm Shell Scheme Booth Option

- 2.5m tall flex frame structure
- One (1) 13amp electrical drop
- One (1) Table and two (2) Chairs
- One (1) Lockable counter
- Wastebasket



9 sqm Shell Scheme Booth Option

- 2.5m tall flex frame structure
- One (1) 13amp electrical drop
- One (1) Table and two (2) Chairs
- One (1) Lockable counter
- Wastebasket



LeadInsights

Actionable Leads. Richer Insights.

Sponsoring Data Center World gives you access to a custom Lead Insights platform - offering a near real-time view of your leads and reporting in one place.

Benefits



Lead Access: Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customisable export of the data enables simple integration with your existing process and systems.



Lead Scoring: Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritising the leads most likely to convert to customers.



Lead Profiles: Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.



Lead Targeting: Sophisticated customisable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.



Campaign Insights and Reporting: Quickly visualise how your campaign is performing and whether you are attracting the right audience to analyse the success of different products and measure ROI.

Sustainability at Data Center World Middle East

Data Center World Middle East 2026 aims to halve carbon/waste by 2027

We are working to minimise the impact our operations have on the environment and on the communities we serve with measures including the reduction of waste from single-use plastics and printed materials; the offset of our carbon emissions with the use of renewable energies; and empowerment of the communities with educational events and purpose-driven partnerships.

Our Commitment to Sustainability

We know sustainability is important to our attendees and exhibitors as well as to our market in general. Not only are we committed to running our event in an environmentally and socially responsible way, we also want to go further and inspire the sustainable development of the industry we serve. By connecting people with relevant networks and knowledge at our event, we're helping them to solve some of the biggest challenges facing the sector to ensure long-term, sustainable growth.

Data Center World Middle East has been developed in line with an industry leading event sustainability programme, focusing on:



Inspiring Sustainable Development



Running an Environmentally Responsible Event



Conducting a Socially Responsible Event

BE PART OF THE MIDDLE EAST'S PREMIER HUB FOR
DATA CENTER INVESTMENT & INNOVATION

CONTACT

Ahmed Khalil

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