DATACENTRE
TRANSFORMATION
CONFERENCE

13

9th July 2013
Leeds

S P O N S O R   K I T

UNIVERSITY OF LEEDS

datacentrealliance.org

datacentre solutions DCS EUROPE

OVERVIEW

Following the success of 2012, The Datacentre Transformation Conference is a one day event held in conjunction with the Data Centre Alliance together with Leeds University Faculty of Engineering and Schools, i.e. School of Electronic and Electrical Engineering, School of Computing.

Targeted at a technically-biased audience drawn from the academic, public and private sectors (with associated delegate rates) the audience will get to hear current thinking from a broad base of speakers including renowned data centre professionals and leading suppliers in the industry.

Delegates will be networking and have face time with sponsors including a gala dinner on the evening of the 9th July at the venue in Leeds. Delegates are expected from the public sector and other European academia and businesses and the promotion of the events will be managed by Angel Business Communications via their suite of Data Centre Solutions publications and on-line news feeds together with the Data Centre Alliance and it's members.

There will be free entry for all delegates to the conference – fee applies for the dinner in the evening of the event

Aims of the event:

- To share best practice and future challenges within the Data Centre community in both public and private sectors

- To expose members of the academic community to the commercial world of data centre operations and services

- To give sponsors access to key academic institutions and influencers

- To disseminate information from Academic collaborative research projects to the industry at large

AGENDA

- Technical content - new technological ideas, trends and innovation will be demonstrated

- Focus on power/cooling and with the help of other faculties networking (Electrical and Electronics Faculty) and Cloud (IT Faculty)

- Agenda structured by Prof Harvey Thompson and Dr Jon Summers of Leeds University in collaboration with the data Centre Alliance.

Conference committee made up of:

Dr Jon Summers (University of Leeds, UK)

Prof Harvey Thompson (University of Leeds, UK)

Prof Hassan Abdalla (UEL, UK)

Dr Rabih Bashroush (UEL, UK)

Dr Ian Bitterlin (ARK continuity, UK)

Dr DA Tellbach (wusys, DE)

Dr Frank Verhagen (Cerios, NL)

Prof Sonia Heemstra de Groot (TU Eindhoven, NL)

Dr Jayantha Siriwardana (NTU, Singapore)

Jai Lay (DLB Associates, USA)

Paul Trowbridge & Jason Holloway (ABC/DCS magazines, UK)

Simon Campbell–Whyte & Steve Hone of (DCA, UK)

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SPONSORSHIP

- Table top exhibition space

- Speaking session options: either a 20-minute Master-Class (content will be vetted by program organisers) or a 10-minute company/product presentation.

- Sponsor logo appearing with sponsor designation on html broadcasts and all on site material

- Two staff passes for the conference days

- Two tickets for Dinner on the evening of the 9th in the Leeds venue

Cost: £3,000

Data Centre Alliance Member discount - 5%

Additional Sponsorships:

Refreshments - £750

Lunch - £1,250

Dinner Sponsor – have your own top table of 10 people and invite who you want to the dinner - £3,250 – get branding at the pre drinks reception and throughout the dinner and be part of the speeches after the dinner

DELEGATE QUOTE

"Attending the Data Centre Transformation Conference 2012 made me realise that we as a business are only at the beginning of great things to come. We spoke about the huge threats and ditto opportunities and all the different ways in which people (want to) see the future to develop. It was very interesting and gave me tons to think about. From old fashioned, conservative thinking to mind blowing disruptive technologies."

Frank Verhagen, CEO, Cerios Green B.V.

"I am glad I had the chance to attend the Datacentre Transformation Conference 2012 in Leeds. Never before have I visited an IT event that was so much focused on facts, research and development to the benefit of all participants rather than being a marketing platform for certain products and/or services. An assembly of data center experts from various European countries indicated the germination of true pan-European confluence. I am looking forward to continued exchange on an on-going basis, with the Datacentre Alliance (DCA) and look forward to the next Datacentre Transformation Conference in 2013."

Dirk-Achim Tellbach (AKA DA),Data Centre Solutions Director, Wusys GmbH

"As a partner of the DCA I attended the Leeds event and found the 2 days to be incredibly informative and thought provoking. From start to finish the event flowed perfectly and was very well organised.
The open forum style of Q&A was a fantastic way to get people actively thinking and interacting with the candidates who had speaking slots throughout the day. I met some very interesting people from within the industry, made some exciting BtoB and BtoC contacts and would certainly attend the event again. Anyone with even the smallest interest in Data Centres should make it a point to attend the next event "

Richard Stacey CDCD, Future Tech Ltd

DELEGATE QUOTE

"Events like this take time to build momentum, but if you missed the first two, you've missed out. For the second year running, this is one of the best conferences on the circuit – packed with just the right amount of in-depth presentation of new technologies, case studies, research outputs, expert analysis & comment and a, thankfully, lack of overt product hard sell. Being a small event, you get to rub shoulders with the experts, contribute to the discussions and build relationships with peers. 'll be booking my place for next year definitely!"

Steve Bowes-Phipps, Data Centres Manager, University of Hertfordshire

"Having attended the DCA/Leeds conference for the 2nd year in a row, it was most encouraging and pleasing to see the continued growth of talent and product being fostered and nurtured by both Leeds University and DCA members. I am not sure there are many groups who encourage and assimilate such innovation and open book exploration of what is truly "good practise" for the sector. From brand new cooling technologies that will sit in the future of our critical processes, to data centre focused PhD students presenting complex cast studies with unbiased and open opinions and conclusions, this conference has grown from strength to strength and is not to be missed. Already in the calendar for next year! Well done to all who took part and those that had the foresight to bring industry and higher learning together."

Christine Suckley, Founding Member of the DCA

"I was extremely impressed with the conference and met new faces and gained a lot of knowledge from the event, and the information gained will be of great use with the launch of our new second green data centre facility that is due to launch this month in Hertfordshire. I will be back next year and want to say thanks to the DCA for a well-run conference and to the University of Leeds for the hospitality they provided"

Tony Woodley CDCD, ABIFM, MBCS, Data Centre Manager, ServerChoice Ltd

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DELEGATE QUOTE

I am so glad I dedicated the time to attend the Data Alliance Conference at Leeds University as it was time well spent. All of the presentations were educational and thought provoking leading to considerable learning on my part. All of the fellow delegates were exceptionally friendly leading to considerable networking opportunities and the Dinner added to the occasion and opportunities for further networking which has led to friendship with several new people and considerable business. My sincere congratulations to everyone involved in the event and I look forward to my continuing association with all at Data Centre Alliance.

Alan Fisher, Business Development Manager, Dycem Ltd

Attended and presented at the Datacentre Transformation Conference 2012. Really good couple of days, very useful and informative. Delegate mix was excellent with a broad knowledge base to speak with between seminar sessions. Walked away having learnt a lot, well worth the time.

James Wilman , Sales & Marketing Manager, Future-Tech

CONTACT

For further information on the event or potential sponsorship please contact the following:

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