



2025

GERMAN DATACENTER
CONFERENCE

ANNUAL STRATEGY &
NETWORKING CONFERENCE

FRANKFURT – BAD VILBEL
SEPTEMBER 17-18

WWW.GDC-CONFERENCE.COM

GERMAN DATACENTER CONFERENCE 2025

EXPERIENCE EXCLUSIVE EXPERT INSIGHTS AND HIGH-LEVEL NETWORKING IN THE EUROPEAN DATA CENTER BUSINESS.

Since its debut in 2022, the German Data-center Conference (GDACon) has become a cornerstone event, shaping key trends in Germany's digital infrastructure. With high-caliber expert lectures and interdisciplinary panel discussions, GDACon 2025 once again provides an exclusive platform to exchange ideas on technologies, strategies, investments, and regulations. International industry experts will provide valuable context by examining German data center market trends within a European framework, ensuring profound insights for all attendees.

Introducing exciting innovations for 2025: For the first time, the program will span two full days. For the first time, the program spans two days. The first day offers attendees a comprehensive overview of the German data center market. On the second day, selected topics are explored in detail through lectures, panel discussions, and interactive workshops where solutions to specific issues are developed alongside industry experts.

Exceptional networking opportunities lie at the heart of GDACon, offering attendees a chance to forge meaningful professional connections. Whether during the drinks re-



ception, in breaks between sessions, or over lunch and coffee, seize these opportunities to forge valuable connections, strengthen existing partnerships, and discover new business opportunities.

GDACon 2025 also offers the ideal platform for presenting your company as an indispensable part of the data center ecosystem. On the following pages, you'll find a variety of ways to engage as a GDACon partner – from exclusive visibility formats to tailored sponsorship packages.

We look forward to welcoming you personally in 2025!

ANNA KLAFT
CHAIRWOMAN

THREE REASONS WHY YOUR ENGAGEMENT PAYS OFF

1

Experience a first-class program with the latest insights from European industry experts.

2

Deepen your knowledge of the German data center market.

3

Meet relevant decision-makers from the European industry, German politics, and economy.

GERMAN DATACENTER CONFERENCE

EVENT-PROGRAM

SEPTEMBER 17 | DAY 1

The German Datacenter Conference begins at noon with a welcoming snack buffet. The opening session features high-profile keynotes and panel discussions led by industry leaders, offering the latest insights into the German data center market and setting the tone for the program ahead.

DATE & TIME: Wednesday, September 17, 12:00 PM–6:00 PM
EXPECTED PARTICIPIATION: 800–1,000 participants

DRINKS RECEPTION

At the end of the first conference day, all attendees are warmly invited for a drink and a snack. This informal gathering offers the chance to deepen networking opportunities before the conference continues.

DATE & TIME: Wednesday, September 17, 6:00 PM–10:00 PM
EXPECTED PARTICIPIATION: 800–1,000 participants

VENUE

VILCO
Niddastraße 1, 61118 Bad Vilbel

SEPTEMBER 18 | DAY 2

Leading industry experts will share their insights on the latest advancements in technology, investment opportunities, and strategic developments shaping the German data center sector. Key findings on the German market will be explored within a broader European context. Workshops on various topics provide deeper insights and foster interactive exchanges with industry professionals. Networking opportunities abound during breaks between sessions, as well as over lunch and coffee.

DATE & TIME: Thursday, September 18, 9:00 AM–5:00 PM
EXPECTED PARTICIPIATION: 800–1,000 participants

GALA EVENING

The German Datacenter Conference 2025 concludes with a festive gala evening. Celebrate the two days with your business partners during a three-course gourmet meal and an outstanding entertainment program.

DATE & TIME: Thursday, September 18, 7:00 PM–11:00 PM
EXPECTED PARTICIPIATION: 200–300 participants

CONFERENCE PROGRAM

SEPTEMBER 17–18

SEPTEMBER 17

The first conference day offers a comprehensive overview of developments, challenges, and opportunities in the German data center market.

12:00 PM ENTRY & SNACK BUFFET
2:00 PM WELCOME BY THE CHAIRWOMAN
2:15 PM OPENING KEYNOTE
2:30 PM C-LEVEL PANEL DISCUSSION
3:15 PM KEYNOTE
3:40 PM PANEL DISCUSSION
4:30 PM NETWORKING OPPORTUNITIES
6:00 PM DRINKS RECEPTION

SEPTEMBER 18 | PROGRAM HIGHLIGHTS

The second day offers in-depth expert lectures and discussions on technology, trends, strategies, and investments across two stages on the upper floor. Exclusive workshops on the ground floor encourage interactive, detailed exchanges on specialized topics.

9:00 AM ENTRY
10:00 AM–5:00 PM KEYNOTES & PANEL DISCUSSIONS (TWO STAGES UPSTAIRS), WORKSHOPS (GROUND FLOOR)

Conversion for the gala evening in the main hall.
7:00 PM ENTRY GALA EVENING
8:00 PM START OF GALA EVENING

This is a preliminary program and subject to change. No rights may arise from this information.

During the lunch break and coffee breaks, participants have opportunities to connect with other industry professionals. A conference app offers details about participants' expertise and facilitates easy appointment scheduling in advance.

SPONSORSHIP PACKAGES

	BASIC PRICE	TICKETS	NETWORKING	MARKETING OPPORTUNITY	CONTRIBUTION DATACENTER OUTLOOK	LOGO PRESENCE	SPEAKING	GALA TABLE	WORKSHOP (GARDEN HALL)	PANEL (KURHAUS STAGE)
DIAMOND	35,000 €	25	Large Lounge	<ul style="list-style-type: none"> • Drinks Reception • Gala Night 	inclusive	All publications	Main Program	inclusive	5,000 €	10,000 €
PLATINUM	25,000 €	20	Lounge	<ul style="list-style-type: none"> • Hotel Branding • Orientation • Registration • Networking App 	inclusive	All publications	Main Program	inclusive	5,000 €	10,000 €
GOLD	15,000 €	10	Table included	<ul style="list-style-type: none"> • Breakfast/ Snack Branding • Opening Snacks • Flower Pots • Lunch Branding • Smoothie Station • Sweets Station • Service staff aprons • Charging Station • Coffee Branding • Seating Cubes 	2,000 €	All publications	1 panel place included	5,000 €	5,000 €	10,000 €
				<ul style="list-style-type: none"> • Contribution Datacenter Outlook Germany 	/					
SILVER	9,000 €	7	Table: 2,000 €	/	3,000 €	Selected publications	2,000 € / Speaker	5,000 €	5,000 €	10,000 €
BRONZE	5,000 €	4	Table: 2,000 €	/	3,000 €	Selected publications	2,000 € / Speaker	5,000 €	5,000 €	/
SUPPORTER	2,500 €	2	Table: 2,000 €	/	/	Only in the venue	/	/	/	/

TICKET PRICES FOR THE 2-DAY CONFERENCE

GENERAL ADMISSION: € 999 (excl. VAT)
 GDA MEMBERS & PARTNERS: € 499 (excl. VAT)
 EXPECTED PARTICIPATION: 800–1,000 participants

DIAMOND PARTNERSHIP

€ 35,000

LIMITED AVAILABILITY: MAXIMUM
TWO DIAMOND SPONSORSHIPS

EXCLUSIVE PRESENCE

As a Diamond Partner, you have the opportunity to present yourself prominently with one of the following two exclusive options: As the **SOLE SPONSOR OF THE DRINKS RECEPTION** on September 17, you gain exclusive visibility for yourself and your company. Alternatively, you can position yourself and your company just as prominently by **SPONSORING THE GALA EVENING** on September 18.

NETWORKING

You will receive 25 complimentary tickets to distribute as you wish: invite your network, contacts, and team members (speakers do not require tickets). These tickets provide access to both days of the conference.

DIAMOND PARTNER LOUNGE:

Take advantage of an exclusive, branded, and fully furnished partner lounge, strategically located on the upper floor and equipped to host private meetings.

MARKETING / COMMUNICATIONS

As a Diamond Partner, your company will receive prominent recognition across all communication channels. Your branding will feature during the welcome address, reception, and throughout the event. Your logo will be displayed on all backdrops and the event banner. Diamond Partners will enjoy visibility in all digital and print commu-

nications both before and after the event, including newsletters, the website, social media posts, press releases, interviews, and audiovisual materials.

THOUGHT LEADERSHIP

A quote from one of your company representatives, along with their image, will be published and shared across the German Datacenter Association (GDA) online channels. You will also have the opportunity to contribute to the German Datacenter Outlook, for example, by providing an expert article or an interview. This publication will be distributed during the event and made available for download afterward.

SPEAKING OPPORTUNITIES

As a Diamond Partner, you will play an active role in the conference by featuring one of your representatives as a moderator or expert in the main program.

DINNER TABLE AT THE GALA EVENING

As a Diamond Partner, you will receive your own table for 10 guests at the Gala Dinner. You can invite your network to participate in this exclusive experience.



IMPRESSIONS DIAMOND PARTNERSHIP



POSSIBLE ADD-ONS

HOSTING A WORKSHOP € 5,000

Host a 60-minute workshop on a topic of your choice – in coordination with the GDA – on the 2nd day of the conference.

HOSTING A PANEL DISCUSSION € 10,000

Organize a panel discussion – in coordination with the GDA – on the 2nd day of the conference.

All prices are exclusive of VAT.

PLATINUM PARTNERSHIP

€ 25,000

LIMITED AVAILABILITY: MAXIMUM
FOUR PLATINUM SPONSORSHIPS

EXCLUSIVE PRESENCE

With one of the following options, you have the opportunity to position yourself as a Platinum Partner: You can present yourself as the **REGISTRATION SPONSOR**, which includes branding of the registration area and lanyards. Alternatively, you can take on the **SPONSORSHIP OF THE NETWORKING APP**, which allows conference participants to schedule appointments and manage contacts via smartphone both before and during the event. As an **ORIENTATION SPONSOR**, you secure branding on navigation signage within the VILCO venue. Another option is the **SPONSORSHIP OF THE ROOM ALLOCATION** at the adjacent Dorint Parkhotel – including branding on room keycards and a welcome package in your corporate design placed in the rooms of conference guests.

NETWORKING

20 free admission tickets at your disposal: use them to invite your own network and contacts or register your team (speakers do not require a ticket). The tickets included in the package grant access on both days.

PLATINUM PARTNER LOUNGE:

A branded and furnished partner lounge, located on the upper floor, providing space for private meetings.

MARKETING / COMMUNICATIONS

As a Platinum Partner, your company will be prominently featured across all communication channels – for example, during the welcome address, the reception, and throughout the event. Your logo will be prominently displayed on all backdrops and the event banner. Platinum Partners will have a visible presence across all (digital) communication channels before and after the event, including newsletters, the website, social media posts, as well as in potential press releases or interviews.

THOUGHT LEADERSHIP

A quote from a company representative, along with their image, will be published and shared via the GDA's online channels. Additionally, you will have the opportunity to contribute to the German Datacenter Outlook—for example, with a specialist article or an interview. This magazine will be distributed at the event and subsequently made available for download.

SPEAKER ON THE PODIUM

As a Platinum Partner, you will actively contribute to the conference by positioning a company representative as an expert in the main conference program.

DINNER TABLE AT THE GALA EVENING

As a Platinum Partner, you will receive your own table for 10 people at the Gala Dinner. You can invite your network to participate in this exclusive experience.

IMPRESSIONS PLATINUM PARTNERSHIP



POSSIBLE ADD-ONS

HOSTING A WORKSHOP € 5,000

Host a 60-minute workshop on a topic of your choice – in coordination with the GDA – on the 2nd day of the conference.

HOSTING A PANEL DISCUSSION € 10,000

Organize a panel discussion – in coordination with the GDA – on the 2nd day of the conference.

GOLD PARTNERSHIP

€ 15,000

LIMITED AVAILABILITY: MAXIMUM OF EIGHT GOLD SPONSORSHIPS

As part of a **GOLD PARTNERSHIP**, you can select a feature from the adjacent list to effectively showcase your company and brand.

NETWORKING

10 complimentary tickets are at your disposal to invite your own network, contacts, and to register your own team (speakers do not require a ticket). The tickets included in the package grant access to both days.

NETWORKING TABLE

Branded high table, positioned on the ground floor with space for private meetings.

MARKETING / COMMUNICATION

As a Gold Partner, you will be mentioned in selected communication channels, and your logo will be visible on event banners (on walls and roll-ups in the main, side rooms, and foyer). Gold Partners will be visible in selected communication channels before and after the event – for example, in the newsletter, on the website, and in social media posts.

THOUGHT LEADERSHIP

You will be mentioned with a quote in the German Datacenter Outlook. The magazine will be distributed at the event and subsequently made available for download.

SPEAKER ON THE PODIUM

Actively contribute to the conference with input and participate as an expert in a panel discussion.

GOLD

PARTNERSHIP: OPTIONS

OPENING SNACKS	Branding of the snack buffet on the 1st conference day (Napkins, refreshment wipes, etc.)
BREAKFAST	Branding of the breakfast station on the 2nd conference day (Napkins, bread roll bands, etc.)
LUNCH	Branding of the lunch buffet on the 2nd conference day (Napkins, refreshment wipes, etc.)
SWEETS STATION	Branding of the sweets station/candy bar on the 2nd conference day (Bar, candy bags, chocolate packaging, etc.)
SMOOTHIE BAR	Branding of the smoothie bar on the 2nd conference day (Bar, napkins, etc.)
APRONS	Branding of the aprons for the service staff
CHARGING STATION	Branding of the mobile phone lockers
COFFEE	Branding of the coffee stations on both days (Bar, sugar packets, milk cartons)
FLOWER POTS	Branding of the flower pots (with custom-shaped stickers)
SEATING CUBES	Branding of seating cubes in the networking area
EXPERT ARTICLE IN THE DATACENTER OUTLOOK	Publish an expert article or an interview in the Datacenter Outlook Germany.

POSSIBLE ADD-ONS

DINNER TABLE AT THE GALA EVENING € 5,000

Enable your team and business partners (10 people) to participate in the gala evening at a branded table.

HOSTING A WORKSHOP € 5,000

Host a 60-minute workshop on a topic of your choice – in coordination with the GDA – on the 2nd day of the conference.

HOSTING A PANEL DISCUSSION € 10,000

Organize a panel discussion – in coordination with the GDA – on the 2nd day of the conference.

EXPERT ARTICLE IN THE DATACENTER OUTLOOK € 2,000*

* In this respect, not selected as a GOLD SPONSORING option.

All prices are exclusive of VAT.



IMPRESSIONS

GOLD PARTNERSHIP



DATACENTER OUTLOOK GERMANY

The Datacenter Outlook Germany is a publication by the German Datacenter Association, released annually as part of the German Datacenter Conference.

Like the many keynotes and discussions at GDACon, the publication outlines both the current state of the data center landscape in Germany – regarding market growth, sustainability, and trends – and provides an outlook on developments in the near future.

Aligned with their expertise, the expert articles from partners address current issues, challenges, and opportunities from various perspectives within the data center ecosystem. Similarly, the numerous

speakers at GDACon, who contribute to the success of the event with their expertise in lectures and discussions, are also featured in the Outlook, offering a comprehensive perspective through their insights.

The magazine is published on the occasion of GDACon, made available on-site in print form, and subsequently promoted through the GDA's channels and offered for download.



SILVER PARTNERSHIP

€ 9,000

Benefit from a **SILVER PARTNERSHIP** and increase the visibility of your company at Germany's most important event for the data center industry.

NETWORKING

You will receive 7 complimentary tickets to distribute as you wish: invite your network, contacts, and register your own team (speakers do not require a ticket). The tickets included in the package grant access to both days.

MARKETING / COMMUNICATIONS

As a Silver Partner, your company will be mentioned in selected communication channels, and your logo will be visible on event banners in the foyer. Silver Partners will also gain visibility in selected communication channels before and after the event – for example, in newsletters, on the website, and in social media posts.



POSSIBLE ADD-ONS

NETWORKING TABLE € 2,000

Branded high table, positioned on the ground floor with space for private meetings.

DINNER TABLE AT THE GALA EVENING € 5,000

Enable your team and business partners (10 people) to participate in the gala evening at a branded table.

HOSTING A WORKSHOP € 5,000

Host a 60-minute workshop on a topic of your choice – in coordination with the GDA – on the 2nd day of the conference.

HOSTING A PANEL DISCUSSION € 10,000

Organize a panel discussion – in coordination with the GDA – on the 2nd day of the conference.

EXPERT ARTICLE IN THE DATACENTER OUTLOOK € 3,000

BRONZE PARTNERSHIP

€ 5,000

The Bronze package is ideal for companies attending the conference with a small group.

NETWORKING

You will receive 4 complimentary tickets to distribute as you wish: register your own team or invite selected contacts (speakers do not require a ticket). The tickets included in the package grant access to both days.

MARKETING / COMMUNICATIONS

As a Bronze Partner, your logo will be visible on event banners in the foyer. Bronze Partners will also gain visibility in selected communication channels before and after the event – for example, in newsletters and on the website.

POSSIBLE ADD-ONS

NETWORKING TABLE € 2,000

Branded high table, positioned on the ground floor with space for private meetings.

DINNER TABLE AT THE GALA EVENING

€ 5,000

Enable your team and business partners (10 people) to participate in the gala evening at a branded table.

HOSTING A WORKSHOP € 5,000

Host a 60-minute workshop on a topic of your choice – in coordination with the GDA – on the 2nd day of the conference.

EXPERT ARTICLE IN THE DATACENTER

OUTLOOK € 3,000

SUPPORTER

€ 2,500

With the Supporter package, you combine your attendance at the German Datacenter Conference with visibility for your company.

MARKETING / COMMUNICATIONS

As a Supporter, your logo will be visible on event banners in the foyer.

NETWORKING

You will receive 2 complimentary tickets, granting access to both conference days.

POSSIBLE ADD-ON

NETWORKING TABLE € 2,000

Branded high table, positioned on the ground floor with space for private meetings.

GET IN TOUCH

If you are interested in becoming part of the German Datacenter Conference, please contact the GDACon team for questions, further information, and specific details via email at EVENTS@GERMANDATACENTERS.COM or by phone at +49 69 13013470.

Web
WWW.GDC-CONFERENCE.COM

Meeting-App
APP.GDC-CONFERENCE.COM

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