



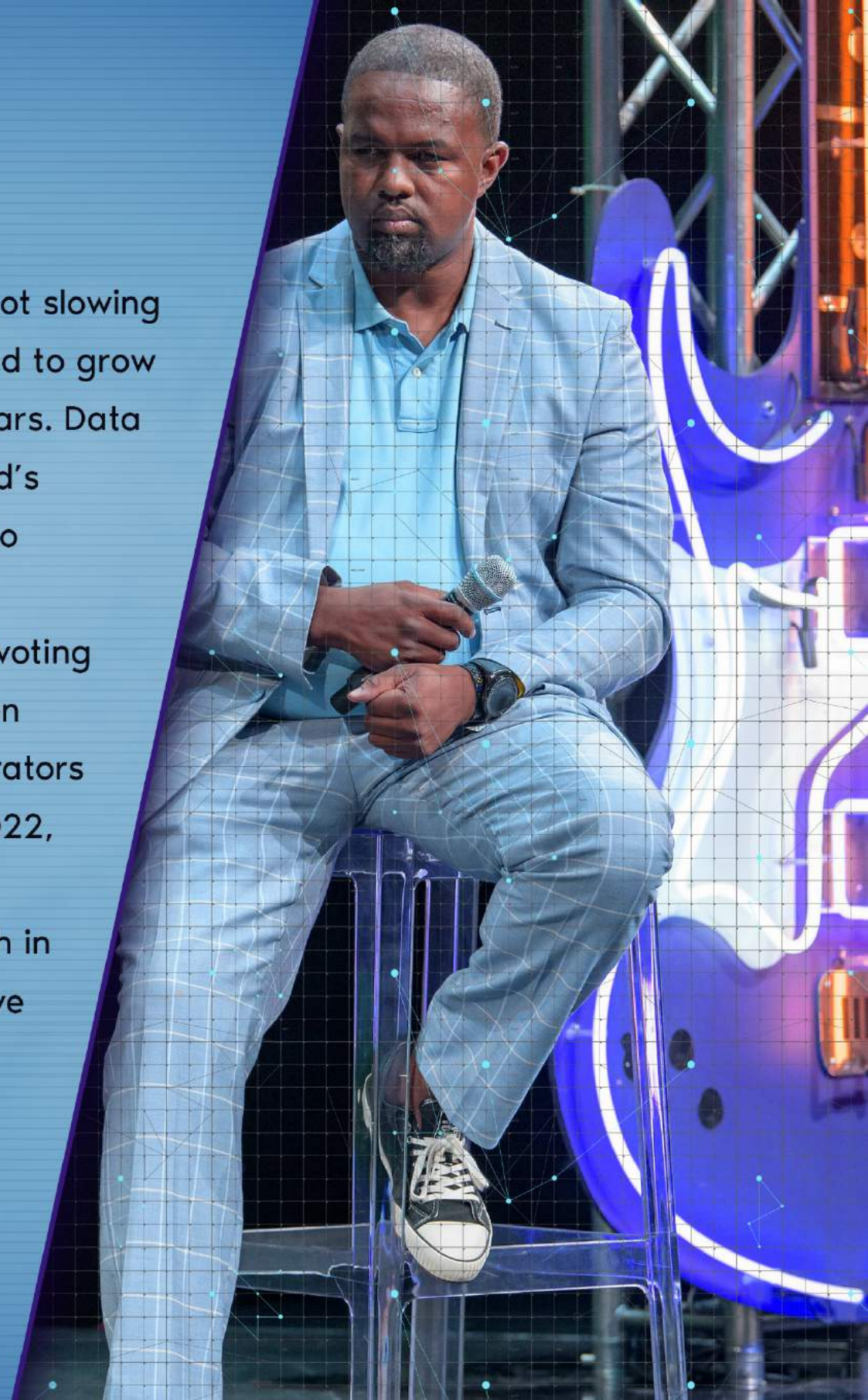
SEVENTH  
ANNUAL

**SEPTEMBER 27-28**  
DCAC IS GOING META

ACL LIVE  
AUSTIN, TX

## ABOUT

Growth in the data center industry is definitely not slowing down in 2022. In fact, it appears to be positioned to grow more aggressively than it has in the past few years. Data center operators race to buy up land in the world's largest data center markets. As analysts sprint to understand the shift in enterprises data center strategies, colocation and cloud providers are pivoting towards more advanced solutions and focused on optimizing hybrid deployments. Data center operators and their clients will share the stage at DCAC 2022, showcasing how these colocation and cloud providers are responding to this explosive growth in demand, while staring down the barrel of massive supply chain stress, amid ongoing shortages of skilled data center professionals.





**600+**

Attendees



**350+**

Companies Represented



**48+**

Hours of Networking



**20+**

Speakers



**30+**

Exhibitors

The Data Center Anti-Conference (DCAC) helps bring the most relevant thought leaders in the data center industry under one roof in order to collaborate, innovate and motivate.



DATA CENTER ANTI-CONFERENCE

# CONFERENCE

## SPONSORSHIPS





As a leader in your company, you understand the need for DCAC in bringing together a community of professionals actively trying to create solutions within our industry, in and environment that drives networking and builds successful client interactions.

We are not able to run this conference without the support of the sponsors that share our goals to create a conference unlike any other!

**GROUND BREAKING**  
SPONSORS

Early Bird Rate | Now - 6/1

Right on Time Rate | 6/2 - 8/1

Better Late than Never Rate | 8/2-9/27

**HOSTING**

DCAC Welcome Introduction

Company Expert Interview

**ACCESS**

Attendee List

Complimentary Passes

Exhibit Space

Invite to Exclusive VIP Event

**BRANDING**

Logo & Weblink on Website & App

Logo on DCAC T-Shirt

Ad Space in DCAC Online Magazine

Logo Displayed on Event Signage

MC Recognition

Exclusive Branded Amenities

**CUSTOM BRANDING**

Prime Company Recognition

Custom Column Wrap

Custom GOBO

Co-Branded Step-and-Repeat

Foursome at Golf Tournament

**PODCAST INTERVIEW**

TITLE	PLATINUM	GOLD	SILVER	BRONZE	
Early Bird Rate   Now - 6/1	\$38,000	\$20,000	\$15,000	\$10,000	\$5,000
Right on Time Rate   6/2 - 8/1	\$41,000	\$22,000	\$16,500	\$11,000	\$5,500
Better Late than Never Rate   8/2-9/27	\$44,000	\$24,000	\$18,000	\$12,000	\$6,000
<b>HOSTING</b>					
DCAC Welcome Introduction	☐				
Company Expert Interview	2	1			
<b>ACCESS</b>					
Attendee List	FULL	FULL	FULL	COMPANY TITLE ONLY	COMPANY TITLE ONLY
Complimentary Passes	12	8	6	4	2
Exhibit Space	15x10	12x10	10x10	10x6.5	6x3
Invite to Exclusive VIP Event	4	2	1		
<b>BRANDING</b>					
Logo & Weblink on Website & App	☐	☐	☐	☐	☐
Logo on DCAC T-Shirt	☐	☐	☐	☐	
Ad Space in DCAC Online Magazine	FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE	LOGO
Logo Displayed on Event Signage	☐	☐	☐	☐	
MC Recognition	☐	☐			
Exclusive Branded Amenities					
<b>CUSTOM BRANDING</b>					
Prime Company Recognition	☐	☐	☐		
Custom Column Wrap	☐	☐			
Custom GOBO	☐				
Co-Branded Step-and-Repeat	☐				
Foursome at Golf Tournament	2	1			
PODCAST INTERVIEW	☐				



Early Bird Rate | Now - 6/1  
 Right on Time Rate | 6/2 - 8/1  
 Better Late than Never Rate | 8/2-9/27

BAR	REGISTRATION & LANYARD	LUNCH	BAND	POST-NETWORKING EVENT	VIP EVENT	BREAKFAST	INTERNET
\$30,000	\$15,000	\$20,000	\$12,500	\$10,000	\$15,000	\$6,500	\$3,500
\$32,000	\$16,500	\$22,000	\$13,750	\$11,000	\$16,500	\$7,200	\$3,750
\$34,000	\$18,000	\$24,000	\$15,000	\$12,000	\$18,000	\$8,000	\$4,000

**HOSTING**

DCAC Welcome Introduction  
 Company Expert Interview

1

**ACCESS**

Attendee List  
 Complimentary Passes  
 Exhibit Space  
 Invite to Exclusive VIP Event

FULL	COMPANY TITLE ONLY	COMPANY TITLE ONLY	COMPANY TITLE ONLY	COMPANY TITLE ONLY	COMPANY TITLE ONLY	COMPANY TITLE ONLY	COMPANY TITLE ONLY
8	6	6	5	5	5	2	1
1	1				4		

**BRANDING**

Logo & Weblink on Website & App  
 Logo on DCAC T-Shirt  
 Ad Space in DCAC Online Magazine  
 Logo Displayed on Event Signage  
 MC Recognition

LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO

**CUSTOM BRANDING**

Prime Company Recognition  
 Custom Column Wrap  
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 Co-Branded Step-and-Repeat  
 Foursome at Golf Tournament


**PODCAST INTERVIEW**

“ When the people of our industry come together, ideas are shared or advanced in a much broader way than ever possible online. As a result, the people are better educated which results in a much stronger and much more capable industry. Our industry is still very small and still “not done cooking.”

Kirk Offel



	HATS	IV	T-SHIRTS	GUITAR	COFFEE BAR	DJ & BOOTH	RAZOR SHAVE	JEWELRY
Early Bird Rate	\$10,000	\$10,000	\$5,500	\$5,000	\$5,000	\$5,500	\$5,000	\$3,500
Right on Time Rate	\$11,000	\$11,000	\$6,000	\$5,500	\$5,500	\$6,000	\$5,500	\$3,850
Better Late than Never Rate	\$12,000	\$12,000	\$6,500	\$6,000	\$6,000	\$6,500	\$6,000	\$4,300

**HOSTING**

- DCAC Welcome Introduction
- Company Expert Interview

**ACCESS**

	COMPANY TITLE ONLY	COMPANY TITLE ONLY						
Attendee List								
Complimentary Passes	5	5	2	2	2	2	2	1
Exhibit Space								
Invite to Exclusive VIP Event	1	1						

**BRANDING**

Logo & Weblink on Website & App								
Logo on DCAC T-Shirt								
Ad Space in DCAC Online Magazine	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO
Logo Displayed on Event Signage								
MC Recognition								
Exclusive Branded Amenities								

**CUSTOM BRANDING**

- Prime Company Recognition
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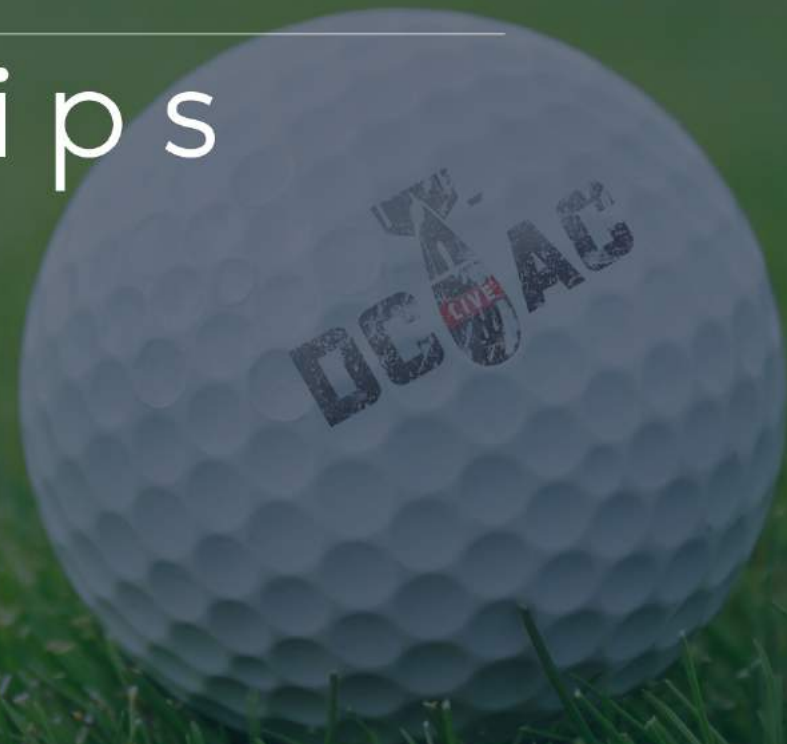
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Kirk Offel

# **GOLF TOURNAMENT**

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sponsorships





# 20



# 22

	TITLE	GOLF KIT	BEVERAGE CART	LUNCH	SHUTTLE	PRIZE HOLES	WELCOME BAG	BREAKFAST	GOLF HOLE	PUTTING CONTEST
Early Bird Rate   Now - June 1	\$10,000	\$3,500	\$3,500	\$4,500	\$4,000	\$2,000	\$1,500	\$3,500	\$1,500	\$4,500
Right on Time Rate   June 2 - Aug 1	\$11,000	\$3,850	\$3,850	\$4,950	\$4,400	\$2,200	\$1,650	\$3,850	\$1,600	\$4,950
Better Late than Never Rate   Aug 2 - Sep 19	\$12,100	\$4,235	\$4,235	\$5,445	\$4,840	\$2,400	\$1,800	\$4,250	\$1,700	\$5,445
Number of Sponsorships Available	1	1	1	1	1	3	3	1	9	1
<b>SPONSORSHIP DELIVERABLES</b>										
Complimentary Foursome	2	1								
Complimentary Single Golfer			✓	✓	✓	✓	✓	✓		✓
Verbal Recognition at Lunch	✓	✓	✓	✓	✓					✓
Hole Sponsorship - Signage and Presence	✓	✓				✓	✓	✓	✓	
Option for Additional Signage and Banners	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Logo on Event Materials & Comms	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Exclusive Branded Amenities		✓	✓	✓	✓			✓		✓
Option to Include Item in Welcome Bag	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 Team Members (non-golfers) Invited to Work Sponsored Hole	✓	✓				✓			✓	

## GOLF TOURNAMENT

DATE: SEPTEMBER 27

## GOLFERS

Individual = \$325  
Foursome = \$1,300



# WHAT OUR ATTENDEES SAY

Some Attendee Reviews from Previous DCAC Events

“

DCAC is unique because the location, you've gotta love Austin and being right here in downtown Austn. It's not your typical conference. It is really more a community meetup and exchange..

“

DCAC does a great job of really pushing people to think differently.

“

Such a great spirit of collaboration, not just good information but a willingness to come togehter and figure out how we can create a better environment as a group. That is truly unique and powerful.

“

DCAC is intimate, I can actually network with people I need to make connections with.

“

I attend a lot of conferences around the world. DCAC is far more about education, and educating everyone even beyond Data Centers. DCAC is very focused on tapping into the new paradigm shift of using technology in every single vertical.

“

DCAC is very interactive with the audience. It is a fun, energetic environment.

“

You want to get new thinking and new connections out of a conference... You get that at DCAC.

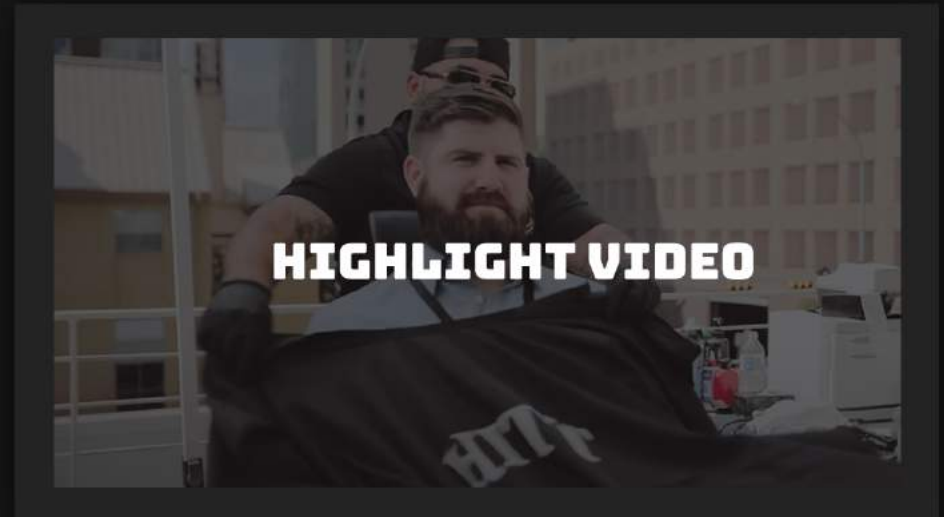
“

It has to be said... the food is incredible.

PRO-CONNECT. ANTI-CONFERENCE

# GROUND BREAKING EVENT

DCAC is a must-attend event for anyone in the data center industry. Aside from having everything a conference should have - great content. Networking and business opportunities - what sets it apart is that it is also a great time!



For more info, call  
Sofia Martinez at:  
512-944-0249

## CONNECT WITH US





VISIT SITE

# DCAC REVOLUTION PODCAST

Become a Sponsor of a Revolutionary Platform to our Industry