

YOUR
OPPORTUNITIES
AS A SPONSOR



ANNUAL STRATEGY &
NETWORKING CONFERENCE

VILCO – BAD VILBEL (NEAR FRANKFURT
AM MAIN, GERMANY)
16 & 17 SEPTEMBER

WWW.GDC-CONFERENCE.COM

GERMAN
DATACENTER
CONFERENCE

SPONSORING

2026

5 YEARS GDACon

A CONFERENCE AT THE PULSE OF THE INDUSTRY

A PLATFORM FOR EXCHANGE AND GUIDANCE WITHIN THE DATA CENTER ECOSYSTEM

Since its premiere in 2022, the German Data-center Conference (GDACon) has been setting decisive impulses for Germany's digital infrastructure. In 2026, we are delighted to welcome you to the fifth edition of GDACon. Featuring top-tier expert keynotes and interdisciplinary panel discussions, the anniversary edition once again provides an exclusive platform to exchange ideas on technologies, strategies, investments, and regulations. International industry experts place trends in the German data center market within a European context—delivering well-founded insights for our audience.

As a sponsor, you support a conference that consistently aligns its focus with current market

developments: while 2025 centered on energy, this year's agenda explores the future of the data center industry at the intersection of technology, energy, and sovereignty.

Alongside the two-day conference program, high-quality networking takes center stage: whether at the welcome reception, during breaks between sessions, or over lunch and coffee—use these opportunities to build valuable connections, strengthen existing partnerships, and uncover new business opportunities. Our event app provides comprehensive support in this regard.

GDACon offers the ideal platform to position your company as an indispensable part of the data center ecosystem. On the following pages, you will discover a wide range of opportunities to engage as a GDACon partner.

THREE GOOD REASONS WHY YOUR INVOLVEMENT IS WORTHWHILE

1 Experience a high-caliber program featuring the latest insights from leading European industry experts

2 Deepen your knowledge of the data center market in Germany

3 Meet key decision-makers from the European industry, as well as German politics and business

#GDACon25 KEY FIGURES

4 stages

33 sessions

70 speakers

participants, mainly in senior roles across:

- the data center industry
- the energy sector
- politics & public administration

950

Including

680 active networking app users, who scheduled

880 meetings

MAIN FOCUS 2026

#GDACon26 – DIGITAL INFRASTRUCTURE OF THE FUTURE:

TECHNOLOGY.
ENERGY.
SOVEREIGNTY.

TECHNOLOGY – Efficient & interconnected technical infrastructure: Cooling technology, building services engineering, telecommunications, technical equipment, automation

ENERGY – Supply & reuse: Grid expansion, procurement strategies, security of supply, waste heat utilization, heat planning

SOVEREIGNTY – Political framework conditions: Regulatory framework, national and municipal data center strategies



All insights consolidated in the German Datacenter Outlook

<https://www.germandatacenters.com/en/news-en/publications/datacenter-outlook-germany-2025/26/>

GERMAN DATACENTER CONFERENCE

EVENT PROGRAM

WEDNESDAY, SEPTEMBER 16 1ST DAY OF THE CONFERENCE

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 16, 12:00 PM–6:00 PM
approx. 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 16, 6:00 PM–10:00 PM
approx. 1,000 participants

THURSDAY, SEPTEMBER 17 2ND DAY OF THE CONFERENCE

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 17, 9:00 AM–5:00 PM
approx. 1,000 participants

GALA EVENING

At the grand finale of GDACon, the German Datacenter Talents & Impact Awards are presented. Through these awards, the GDA recognizes young talents as well as innovative projects, companies, and institutions that are actively shaping the future of the data center industry. Round off GDACon together with your business partners—continuing discussions in greater depth over an exquisite three-course menu.

DATE & TIME: Thursday, September 17, 7:00 PM–11:00 PM
200 – 300 participants



In 2025, **70%**
of participants used the
networking app.



Parallel to the program, during the lunch break and coffee breaks, participants have opportunities to connect and network with other industry professionals throughout the day. Information about the professional expertise of the participants and initial ideas for discussion are available on the conference app, which can be used to easily arrange appointments in advance.

CONFERENCE PROGRAM

16 & 17 SEPTEMBER

SEPTEMBER 16

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
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 17

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	PARALLEL KEYNOTE SPEECHES, PANEL DISCUSSIONS AND WORKSHOPS ON A TOTAL OF FOUR STAGES

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.



VILCO
Niddastraße 1
61118 Bad Vilbel

SPONSORSHIP PACKAGES

	PRICE FOR GDA MEMBERS	PRICE FOR EXTERNAL PARTIES	TICKETS	NETWORKING	MARKETING OPPORTUNITY	FACHBEITRAG DATACENTER OUTLOOK	LOGO PRESENCE	SPEAKING	GALA-TABLE	WORKSHOP (GARTENSAAL)
DIAMOND max. 2 sponsors	35,000 €	40,000 €	20	Large Lounge	<ul style="list-style-type: none"> • Drinks Reception • Gala Night 	inclusive	All publications	1 speaking slot (subject to a vote)	inclusive	5,000 €
PLATINUM max. 5 sponsors	25,000 €	30,000 €	15	Lounge	<ul style="list-style-type: none"> • Hotel Branding • Orientation • Registration • Networking App • Translation solution 	inclusive	All publications	1 speaking slot (subject to a vote)	inclusive	5,000 €
GOLD max. 10 sponsors	15,000 €	20,000 €	10	Table included	<ul style="list-style-type: none"> • Opening Snacks day 1 • Breakfast day 2 • Lunch • Smoothie Station • Sweets Station • Service staff aprons • Flower Pots • Charging Station • Coffee • Seating Cubes 	2,000 €	All publications	1 speaking slot (subject to a vote)	5,000 €	5,000 €
SILVER	9,000 €	11,500 €	7	Table: 2,000 €	/	3,000 €	Selected publications	/	5,000 €	5,000 €
BRONZE	5,000 €	7,500 €	4	Table: 2,000 €	/	/	Selected publications	/	5,000 €	5,000 €
SUPPORTER	2,500 €	5,000 €	2	Table: 2,000 €	/	/	Only in the venue	/	/	/

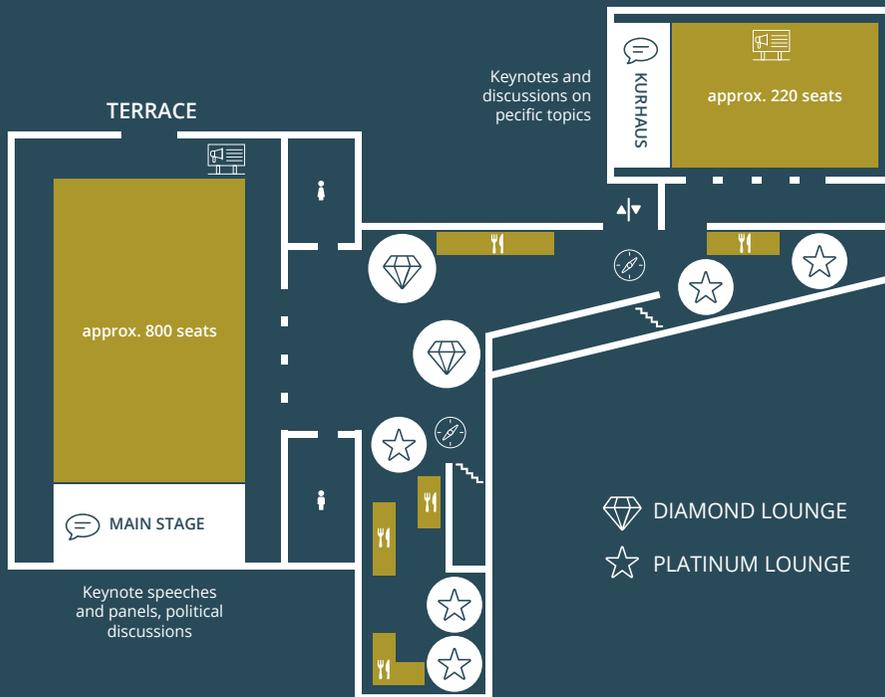
TICKET PRICES FOR THE 2-DAY CONFERENCE

GENERAL ADMISSION: € 999,- (exkl. VAT & fees)
 GDA MEMBERS & PARTNERS: € 499,- (exkl. VAT & fees)
 1.000 participants expected

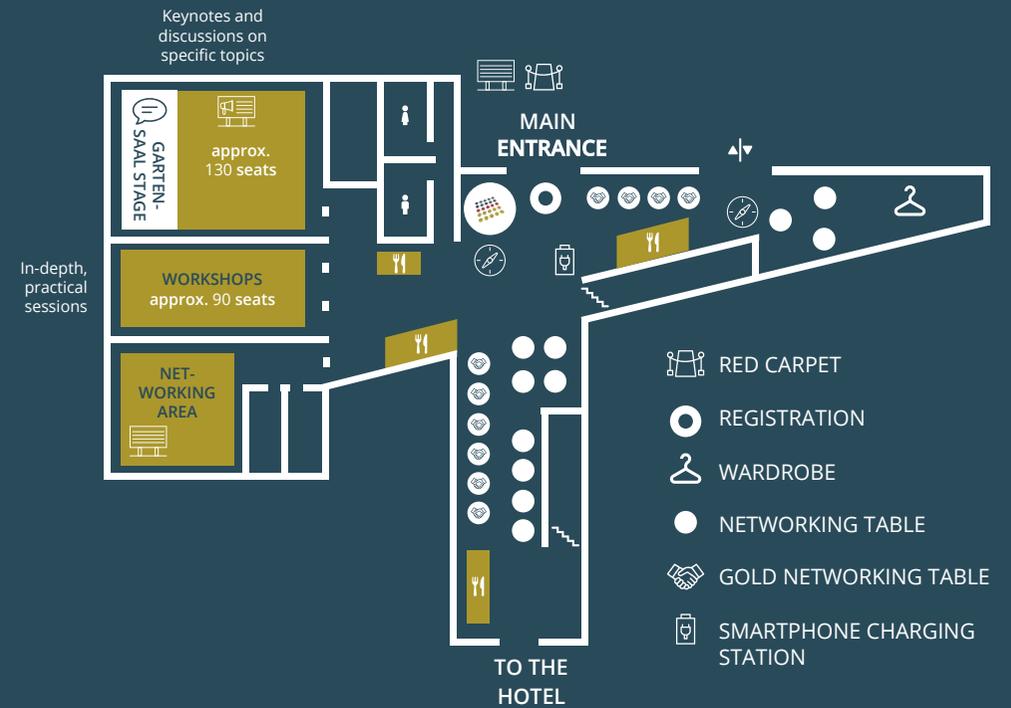
BRANDING & NETWORKING AREAS

NOTE: The plan serves as a guide and does not claim to be the final layout. Changes may be made during the course of event planning.

FIRST FLOOR



GROUND FLOOR



DIAMOND PARTNERSHIP

MAXIMUM SPONSORSHIPS
 2

PRICE FOR GDA MEMBERS
€ 35,000

PRICE FOR EXTERNAL PARTIES
€ 40,000

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 16, 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 17.

NETWORKING

You will receive 20 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 communications both before and after the event, including newsletters, the website, social media posts, press releases, interviews, and audiovisual materials.

THOUGHT LEADERSHIP

You will 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 as well as handed out at all GDA events and trade fair appearances.

SPEAKING OPPORTUNITIES

As a Diamond Partner, you actively contribute to the conference's content by nominating a company representative as an expert speaker. Positioning will be coordinated closely with the agenda committee and integrated into the conference's 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-ON

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.

PLATINUM PARTNERSHIP

MAXIMUM SPONSORSHIPS
 5

PRICE FOR GDA MEMBERS

€ 25,000

PRICE FOR EXTERNAL PARTIES

€ 30,000

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. By choosing to **SPONSOR THE TRANSLATION APP**, you enable multilingual participation at GDACon with your support: conference content is made available to attendees in real time via their smartphones in the language of their choice.

NETWORKING

15 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

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 as well as handed out at all GDA events and trade fair appearances.

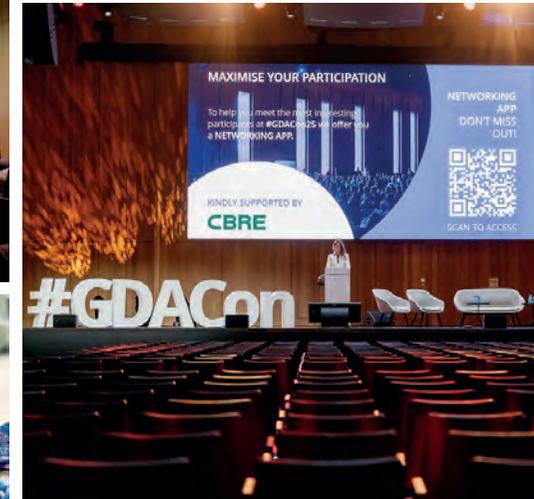
SPEAKER ON THE PODIUM

As a Platinum Partner, you actively contribute to the conference's content by nominating a company representative as an expert speaker. Positioning will be coordinated closely with the agenda committee and integrated into the conference's main 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-ON

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.

GOLD PARTNERSHIP

MAXIMUM SPONSORSHIPS
 10

PRICE FOR GDA MEMBERS

€ 15,000

PRICE FOR EXTERNAL PARTIES

€ 20,000

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. 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 as well as handed out at all GDA events and trade fair appearances.

SPEAKER ON THE PODIUM

Actively contribute to the conference's content by recommending a company representative to the agenda committee as an expert panelist for a panel discussion.

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.

IMPRESSIONS GOLD PARTNERSHIP



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.

EXPERT ARTICLE IN THE DATACENTER OUTLOOK € 2,000*

* In this respect, not selected as a GOLD SPONSORING option. All prices are exclusive of VAT.

SILVER PARTNERSHIP

PRICE FOR GDA MEMBERS

€ 9,000

PRICE FOR EXTERNAL PARTIES

€ 11,500

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. 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. Silver 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.

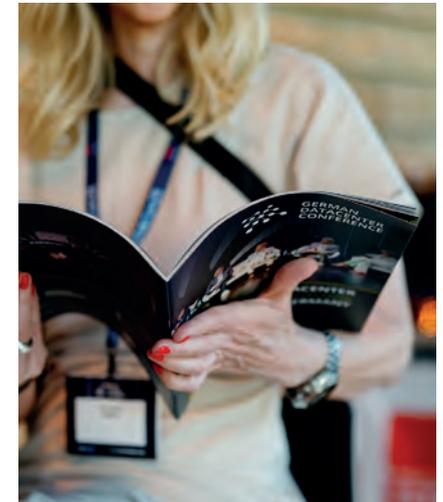
EXPERT ARTICLE IN THE DATACENTER OUTLOOK € 3,000

DATACENTER OUTLOOK GERMANY

The Datacenter Outlook Germany is a publication by the German Datacenter Association, released annually as part of the German Datacenter Conference. The magazine is published in both German and English. Just like GDACon's many keynotes and discussions, the publication outlines the current state of Germany as a data center hub—covering market growth, sustainability, and key trends—places it in a European context, and provides an outlook on near-term developments.

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. Contributions on current public affairs activities and efforts by the GDA round off the magazine.

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 as well as handed out at all GDA events and trade fair appearances.



<https://www.germandatacenters.com/datacenter-outlook/datacenter-outlook-germany-2025/26/>

BRONZE PARTNERSHIP

PRICE FOR GDA MEMBERS

€ 5,000

PRICE FOR EXTERNAL PARTIES

€ 7,500

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. 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. 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.



SUPPORTER

PRICE FOR GDA MEMBERS

€ 2,500

PRICE FOR EXTERNAL PARTIES

€ 5,000

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

NETWORKING

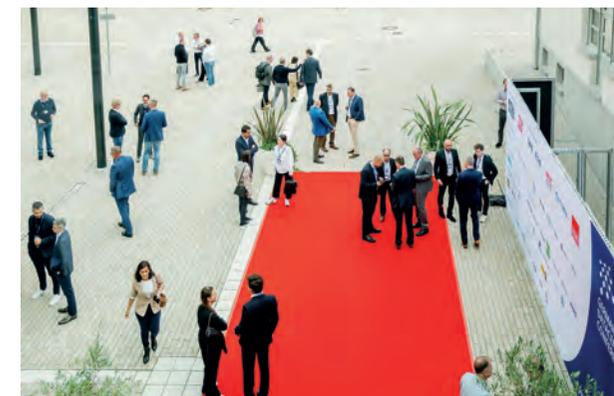
You will receive 2 complimentary tickets, granting access to both conference days.

MARKETING / COMMUNICATIONS

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

POSSIBLE ADD-ON

NETWORKING TABLE € 2,000





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.



GERMAN
DATACENTER
ASSOCIATION

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