

Organisers' Statement of Attendance

DataCentres North

1 -2 May 2018, Emirates Old Trafford, LCCC, Manchester

Overview

DC North delivered over 500 attendees, despite various road restrictions and train cancellations due to the weather on day 1.

The tone of the show was best summed up by one of our exhibitors, Alex Marshall, Group Marketing & Compliance Director, Clarke Energy *"The Data Centres North exhibition has depth and quality of delegates. We were delighted to receive a number of leads for potential customers looking at gas based power systems for data centres in UK and in Ireland, which we would not have received if we weren't present."* And they were not the only company to express this thought.

The general feel from the show floor was that it was quality over quantity.

DataCentres North once again worked with our supporting Association/Organisations to identify and deliver relevant content addressing the various aspects involved in Data Centres Strategy and Operations inc: Infrastructure, Fire Safety, Connectivity, Edge Data Centres, Security as well as Future developments, Technology, Maintenance and Operations.

The conference streams featured over 40 individual presentations with some sessions in the Strategy Stream attracting over 40 delegates.

"As usual I enjoyed every aspect of the event, which was (also as usual) really well organised and delivered. The venue is tremendous and not having parking challenges is a big plus. Of course I would prefer it in Liverpool but one cannot have everything.

I was able to attend some very useful presentations and participate in some of the sessions as well as having the useful opportunities to network with other sector professionals in the breakout periods and over dinner. The dinner was very good indeed and the speaker provided some light relief to the business of the event.

We all complain about 'everything being in London' and this event is a real opportunity to build something in the North of England." **Michael Walker, Project Director AIMES Grid Network**

The importance of these sessions to the delivery of quality attendees should be recognized, as many had planned the timing and length of stay to allow them to hear particular talks.

One of the things that seemed to please exhibitors was a lack of time wasters, allowing them to spend more time with those that were looking for meaningful business conversations.

"Where else can you meet so many data centre focused people at the same time in the north of England? A great opportunity to catch up with colleagues in the industry and make new contacts. The gala dinner event provided a great platform to network and was expertly entertained by Gary Richardson." **Tom Glover, Director, CBRE Data Centre Solutions**

The Networking reception at the end of day 1, which was open to visitors, speakers and exhibitors attracted between 140 - 160 attendees and was acknowledged as a success by all involved.

Those who stayed for the dinner were even more impressed, with many comments stating that the relaxed nature of the event, Great Food, Venue and After Dinner Speaker which created a really good atmosphere where people could network, have fun and have enjoy the end of the first day.

Hugh Robinson, Exhibition Director

DataCentres North – Visitor Overview

a) Total Attendance

	Total 2015	Total 2016	Total 2017	Tuesday 1 May - DAY 1	Wednesday 2 May – Day 2	Total 2018
Visitors/Delegates	244	262	301	201	97	298
Speakers	66	67	55	33	22	55
Dinner Only Guest	24	16	25	25		25
Revisit	39	53	82	-	45	46
	373	398	463	272	191	424

Number of Exhibitors: 79*

(*Exhibitors numbers are shown, as there is significant business conducted between the 26 exhibiting companies)

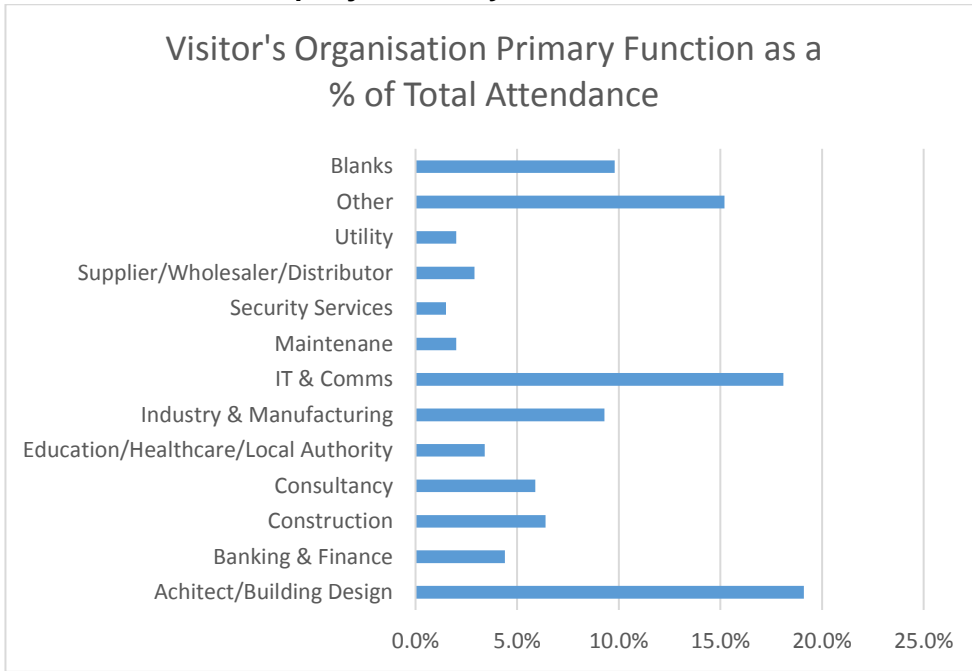
Total On-Site Attendance: 503*

b) Visitor Attendance by Geography

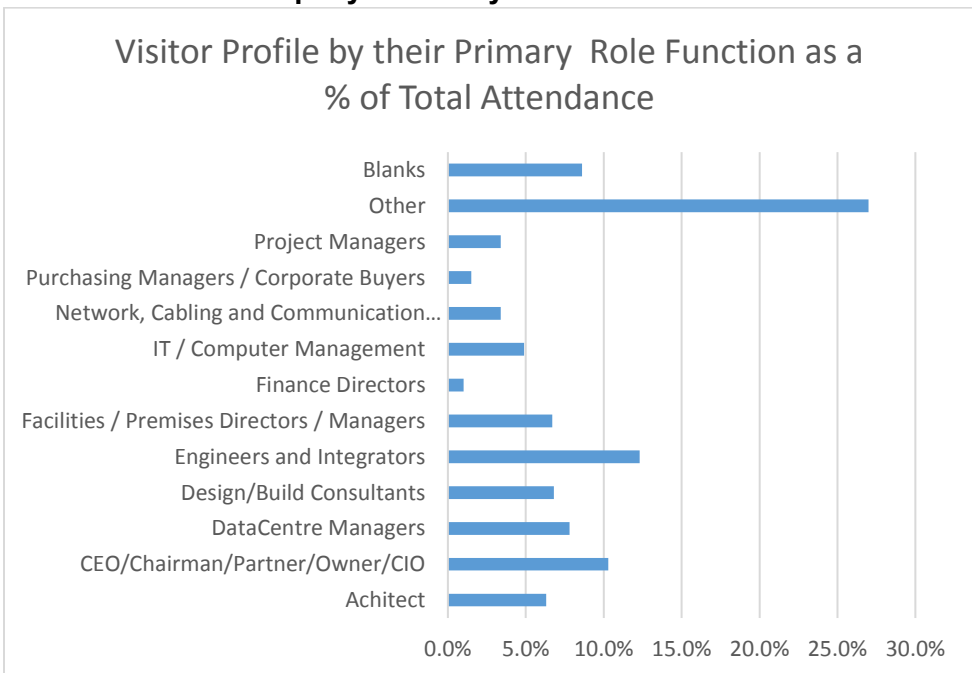
Over 73% of attendees came from Outside London and the Home counties

Area/Location	Visitors as % Attendees
London & South East	24.0%
South West	3.3%
Midlands, East Midlands, East Anglia	13.8%
Northern England & Yorkshire	16.3%
North West	26.0%
Wales	1.2%
Scotland	1.6%
Northern Ireland	0.4%
Europe	6.5%
ROW. (Rest Of The World)	0.4%

c) Visitor Profile – Company’s Primary Function



d) Visitor Profile – Company’s Primary Function



e) **Product/Service interest as a % of total attendance**

~ Exceeds 100% due to individuals being interested in multiple products and services.

48.8% of visitors stated their interest in “DataCentres Design and Build Services” with Energy & Power Management and Cooling solutions being the next most popular.

