

CELEBRATING 11 YEARS OF SUCCESS

While the DCS Awards 2020 took place virtually, and were a great success, there's no doubt that getting the industry together for a night of celebration, comedy and dancing – not necessarily all at the same time or intentional(!) – in London has to be the way forward, if at all possible.

So, we're launching the DCS Awards 2021

For 2021, the DCS Awards will feature 33 categories across FOUR groups.

As ever, we're looking to recognise and congratulate data centre industry innovation – whether it be projects, products, services or corporate or individual excellence. The Awards' categories cover both the facilities and IT aspects of the data centre, reflecting the gradual convergence of the two disciplines as a prerequisite for digital transformation. The achievements of vendors, their business partners, staff and customers are the focus of the 33 Awards categories. This year, for the first time, we've included a specific energy efficiency/sustainability innovation award.

HOW CAN YOU BE INVOLVED?

Right now, it's time to get nominating! Whether you want to nominate your own company, staff members and/or customers, we're sure there's at least one category which is just right for you across the 33 project, innovation and various other categories.

It's also a good time to look at our sponsorship and marketing opportunities, as they work alongside the nomination and voting process. The sooner you're

WHY ENTER?

MAXIMISE VISIBILITY

Free PR opportunities with 5 months of marketing utilising the DCS portfolio.

POSITIONING

Position your product or service as an innovator in your field.

INCREASED CREDIBILITY

An award win, shortlisting or nomination acts as a 3rd party endorsement.

NETWORKING

Over 300 industry leaders attend the gala awards evening.

COMPETITIVE ADVANTAGE

Gain an advantage on your competitors.

NOMINATION IS FREE OF CHARGE

The DCS Awards panel will validate entries and announce the final shortlist to be forwarded for voting by the readership of the Digitalisation World stable of publications in May 2021.

The winners will be announced at a gala evening at the LEONARDO ROYAL ST. PAUL'S HOTEL, London on 8 July 2021.

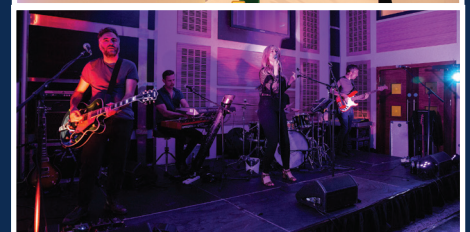


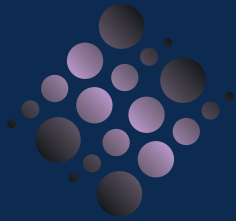
DCS AWARDS 2021

Supported by



The
data centre
trade association





DCS AWARDS 2021

KEY DATES

Entries for the DCS Awards open on 15 February and the awards ceremony will take place at the **LEONARDO ROYAL ST. PAUL'S HOTEL** in London on **8 July 2021**. We are encouraging all companies from within the Data Centre industry to get involved.

15
FEB 2021

NOMINATIONS OPEN

Entries open for the DCS Awards.
Position your company as an innovator in your field

23
APRIL

NOMINATIONS CLOSE

Entries will close at 17:30 BST

21
MAY

SHORTLIST ANNOUNCED

The list of finalists for the 2021 DCS Awards will be made public on the website

24
MAY

VOTING OPEN

Voting is opened to the public

25
JUNE

VOTING CLOSES

Voting will close at 17:30 BST

08
JULY

AWARDS CEREMONY

After an evening of networking, food and entertainment, the awards presentation will take place

CATEGORIES

The 2021 DCS Awards feature 33 categories across FOUR groups. The Project awards are open to end user implementations of Datacentre technologies and services before 28 February 2021. The Innovation awards are open to products and solutions that have been available in Europe, between 1 February 2020 and 31 January 2021 while the Company and Special awards nominees must have been present in the EMEA market prior to 1 September 2020.

■ DCS PROJECT AWARDS

- Data Centre Energy Efficiency Project of the Year
- New Design/Build Data Centre Project of the Year
- Data Centre Consolidation/Upgrade/Refresh Project of the Year
- Cloud Project of the Year
- Managed Services Project of the Year
- Data Security / Compliance Project of the Year
- Pandemic Impact Project of the Year

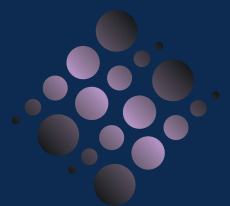
■ DCS INNOVATION AWARDS

DATA CENTRE FACILITIES INNOVATION AWARDS

- Data Centre Power Innovation of the Year
- Data Centre PDU Innovation of the Year
- Data Centre Cooling Innovation of the Year
- Data Centre Intelligent Automation and Management Innovation of the Year
- Data Centre Physical Connectivity Innovation of the Year
- Data Centre Safety, Security & Fire Suppression Innovation of the Year
- Hosting/Colocation Innovation of the Year
- Edge Computing Innovation of the Year
- Data Centre Energy Efficiency Innovation of the Year

DATA CENTRE ICT INNOVATION AWARDS

- Data Centre ICT Storage Product of the Year
- Data Centre ICT Security Product of the Year
- Data Centre ICT Networking Product of the Year
- Data Centre ICT Compute Product of the Year
- Data Centre ICT Automation/Orchestration Innovation of the Year
- Data Centre Performance/Service Management Product of the Year
- Open Source Innovation of the Year
- Data Centre Managed Services Innovation of the Year



DCS
AWARDS
2021

■ DCS COMPANY AWARDS

- Data Centre Hosting/co-location Supplier of the Year
- Data Centre Cloud Vendor of the Year
- Data Centre Facilities Vendor of the Year
- Data Centre ICT Systems Vendor of the Year
- Excellence in Data Centre Services Award
- Outstanding Contribution to Sustainability and Efficiency Award

■ DCS INDIVIDUAL AWARDS

- Data Centre Manager of the Year
- Data Centre Engineer of the Year
- Data Centre Industry Contribution of the Year

ASSESSMENT

With over 30 categories to choose from, the DCS Awards 2021 provides a wide range of options for organisations and individuals involved in the data centre industry to participate.

Our editorial staff will only validate entries ensuring they have met the entry criteria outlined for each category. We will then announce the 'shortlist' to be voted on by the readers of the Digitalisation World stable of titles. Voting takes place in May and June. The selection of winners is based solely on the public votes received.

The winners will be announced at a gala evening event at **LEONARDO ROYAL ST. PAUL'S HOTEL** in London on **8 July 2021**.

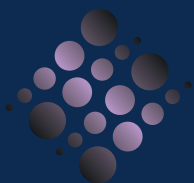
Should your nomination be successful and reach the shortlist ALL material submitted will appear on the website for the public vote. Please do not include confidential information in your submission.

Entries for all awards must refer to projects, innovations and initiatives which were completed / first available / launched in EMEA between 1 February 2020 and 31 January 2021.

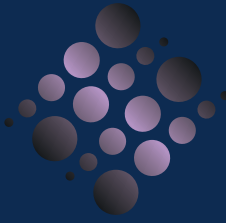
ENHANCE YOUR NOMINATION: £495.00

Opportunity to enhance your nomination.

- Enhance your nomination on the voting page to include a video elevator pitch for your nomination
- Advertise your company: Website Banner advertising with 30,000+ impressions on www.datacentre.solutions (RRP £1185)



DCS AWARDS 2021



DCS AWARDS 2021

SPONSORSHIP

All tables sold on a first come, first served basis.

All packages include the welcome reception and three course meal with wine and water. Champagne Table Package includes four bottles of champagne. A waiter/pay-bar service is available throughout the evening for other refreshments.

To book your award table, please contact awards@dcsawards.com or call +44 (0)2476 718 970

TABLE PRICES

Features	Champagne Table	Standard Table	Half Standard Table
Number of Seats	10	10	5
Bottles of House Wine	3	5	3
Bottles of Champagne	4	-	-
3 Course Meal & Coffee	YES	YES	YES
Drinks Reception	YES	YES	YES
	£2,995	£2,795	£1,595

SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSORSHIP

£12,495

- 1 x Champagne table of 10
- Extensive corporate branding prior, at and after the awards ceremony via online and print promotion (credits on/ in website, email blasts, publications)
- Branding of category of sponsor's choice
- Presentation of award for chosen category
- Sponsor logo, link and sponsor profile on awards website
- Sponsor logo in awards programme
- Sponsor logo in loop on AV screen throughout the evening
- Sponsor has the right to provide additional branding material at the awards ceremony to their own requirements (subject to organiser's approval)
- Sponsor credits mentioned on eNewsletters and websites

COCKTAIL RECEPTION SPONSORSHIP

£6,495

- 1x Champagne table of 10
- Extensive corporate branding prior, at the Cocktail Reception and after the awards ceremony via online and print promotion (credits on/in website, email blasts, publications)
- Sponsor has the right to provide additional branding material for Cocktail Reception to their own requirements (subject to organiser's approval)
- Sponsor logo, link and sponsor profile on awards website
- Sponsor logo in awards programme
- Sponsor logo in loop on AV screen throughout the evening
- Sponsor credits mentioned on eNewsletters and websites

ENTERTAINMENT SPONSORSHIP

£6,495

- 1 x Champagne table of 10
- Extensive corporate branding prior to and post the Awards Ceremony via

online and print promotion (credits on/ in website, email blasts, publications)

- Presentation and on screen branding of category of sponsor's choice
- Sponsor logo in awards programme
- Sponsor logo in loop on AV screen during entertainment and during sponsored category
- Sponsor credits mentioned on eNewsletters and websites

AWARD CATEGORY SPONSORSHIP

£1,595

- Extensive corporate branding prior, at and after the Awards Ceremony via online and print promotion (credits on/ in website, email blasts, publications)
- Presentation and onscreen branding on category of sponsor's choice
- Sponsor logo in awards programme
- Presentation of award for sponsored category
- Sponsor logo in loop on AV screen and during sponsored category
- Sponsor credits mentioned on eNewsletters and website

For sponsorship opportunities and/or to book your awards table, please contact:

awards@dcsawards.com or call

T: +44 (0)2476 718 970