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.

NOW, GET NOMINATING!

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 November 2021.

The winners will be announced at a gala evening at the LEONARDO ROYAL ST. PAUL’S HOTEL, London on 28 October 2021.
As the DCS Awards ceremony has been postponed to 28th October 2021 we will be reopening nominations and accepting entries from 7th June 2021. We are encouraging all companies from within the Data Centre industry to get involved. Everyone who has already entered the awards, will automatically have their nominations moved forward for the new dates.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>07 June 2021</td>
<td>NOMINATIONS OPEN</td>
<td>Entries open for the DCS Awards. Position your company as an innovator in your field</td>
</tr>
<tr>
<td>13 August</td>
<td>NOMINATIONS CLOSE</td>
<td>Entries will close at 17:30 BST</td>
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<tr>
<td>10 Sept</td>
<td>SHORTLIST ANNOUNCED</td>
<td>The list of finalists for the 2021 DCS Awards will be made public on the website</td>
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<tr>
<td>13 Sept</td>
<td>VOTING OPEN</td>
<td>Voting open to the subscribers of the Digitalisation World and Data Centre Solutions stable of publications</td>
</tr>
<tr>
<td>15 Oct</td>
<td>VOTING CLOSES</td>
<td>Voting will close at 17:30</td>
</tr>
<tr>
<td>28 Oct</td>
<td>AWARDS CEREMONY</td>
<td>After an evening of networking, food and entertainment, the awards presentation will take place</td>
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</tbody>
</table>
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 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 28 October 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)
TABLE PRICES

<table>
<thead>
<tr>
<th>Features</th>
<th>Champagne Table</th>
<th>Standard Table</th>
<th>Half Standard Table</th>
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<tbody>
<tr>
<td>Number of Seats</td>
<td>10</td>
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<td>Bottles of House Wine</td>
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<td>3 Course Meal &amp; Coffee</td>
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<tr>
<td></td>
<td>£3,395</td>
<td>£2,995</td>
<td>£1,795</td>
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SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSORSHIP
£18,495
- 2 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 for Cocktail Reception to their own requirements (subject to organiser’s approval)
- Sponsor credits mentioned on eNewsletters and websites

COCKTAIL RECEPTION SPONSORSHIP
£10,495
- 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 loop on AV screen throughout the evening
- Sponsor logo in loop on AV screen during entertainment and during sponsored category
- Sponsor credits mentioned on eNewsletters and websites

AWARD CATEGORY SPONSORSHIP
£1,995
- 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
- Sponsor logo in loop on AV screen during entertainment 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 +44 (0)2476 718 970