AGENDA ITEM FOR ADMINISTRATIVE MEETING   ( ) Discussion only
                                                                   (X) Action

FROM (DEPT/ DIVISION):   Community Development Department

SUBJECT: Authorization to Purchase Exhibit Space and Development of Marketing Materials for Attendance at Data Center World Conference

Background: The Community Development Department seeks approval to utilize Economic Development funds to purchase trade show exhibit space and attend the Data Center World Conference in Washington, DC to be held in April, 2024. The fee for conference registration and trade show exhibit space is $13,500. In addition, the department requests entering into contract with Duke Joseph Agency in the amount of $7,550 to assist with the development of a trade show display and informational marketing materials. Several economic development partners including the cities of Hermiston and Umatilla, and Umatilla Electric Cooperative have expressed interest in participating in the trade show/conference with Umatilla County and have committed financial resources to help offset the costs of the conference and trade show/marketing display and materials.	Requested Action: Authorize Community Development Department to utilize County Economic Development funds and contributions from local economic development partners for attendance at Data Center World Conference and contract for development of marketing materials by Duke Joseph Agency.

ATTACHMENTS: Data Center World Prospectus
                            Trade Show Contract (pending review from Legal Counsel)
                            Duke Joseph Agency Proposal

Date: (02/06/24)   Submitted By: Robert Waldher, Community Development Director

Checkoffs:

(   ) Dept. Head (copy)   To be notified of Meeting:
(   ) Human Resources (copy)   Robert Waldher, Robert Pahl
(   ) Fiscal
(   ) Legal (copy)   Needed at Meeting:
(   ) (Other - List:)   Robert Waldher

****

Scheduled for meeting on: February 7, 2024

Action taken:

****

Follow-up:

86%

spent 3 or more hours in the Expo Hall

"This year's Data Center World was bigger and better than I have experienced in a decade. High-quality informative keynotes, effective non-vendor-centric educational sessions, and excellent logistics. Great job Informa of continuing to raise the bar."

– Tad Davies, President, Fodere LLC

76%

said Data Center World is an effective industry event to find products/services to optimize their data centers

---

"DCW is a winner on many fronts. Great content, excellent speakers, and engaged audiences in both the Sessions and on the Expo floor. It's a must-attend event for our team. Looking forward to next year."

– Brett Udashkin, CMO, Modius Inc.

93%

believe attending Data Center World is "important" to their job/role

---

"DCW keeps getting better and better! What a great 2023 event! Tremendous speakers, great content, expo bigger than I've ever seen. I'm excited for AFCOM and the conference as it grows each year. Can't wait for future years!"

– Janna Luther Connor, CFM, Blue Cross and Blue Shield

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Data Center World delivers expert insight and strategies on the technologies and concepts facilities and IT infrastructure pros need to know to plan, manage and optimize their data center.

Sponsorship of Data Center World puts your company front and center in the minds of the industry's most qualified buyers:

✓ Showcase your expertise

✓ Spark new connections

✓ Establish or build an industry presence

✓ Generate sales leads

Data Center World offers unparalleled networking opportunities—it's the perfect place to engage with your current customers and grow your sales pipeline.

Data Center World 2023 by the Numbers

2,000+
Attendees

Exhibitors & Sponsors **200+**

Speakers **130+**

Sessions + Case Studies **70**

Keynote Addresses **4**

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DATA CENTER WORLD | April 15-18, 2024 | Washington, D.C.

Who Attends?

Data Center World brings together qualified data center and IT infrastructure professionals seeking insights to improve their data centers.

Job Level

- C-Level/EVP/VP
- Director
- Manager
- Staff

19%
26%
23%
32%

49% Director+

Primary Job Function

Data Center Facilities	21%	10% Data Center Engineer
		10% Other Consultant
		10% Data Center Design / Architect
Data Center Operations	12%	9% Data Center Consultant
		7% IT Pro (non-data center)
		5% Market Research / Analyst
Data Center IT	11%	3% Investing/Real Estate
		2% Data Center Security

Top Industries

- Construction/Engineering/Architecture
- Computer/Data Processing/IT Services
- Manufacturing (Non-Computer Related)
- Government
- Consulting/Professional Services (Non-Computer Related)
- Finance/Banking/Investment
- Utilities/Energy
- Education
- Manufacturing (Computer Related)
- Communications/Telecommunications

Company Size

- Over 10,000
- 5,000-9,999
- 1,000-4,999
- 250-999
- 249 and under

8%
27%
17%
15%
33%

52% with 1,000+ Employees

Data Centers Managed

- On-Premise / Company Owned
- Colocation
- Cloud

20%
45%
35%
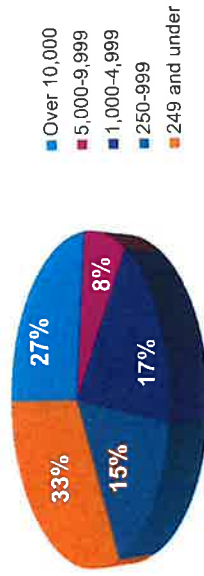
+27%
Conference Attendees vs 2022

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Sample of 2023 Verified Companies Onsite

Abbotsford Police Department
Aligned Data Centers
Andersen Corporation
Arkansas Blue Cross Blue Shield
Arvest Bank
Australian IT Services
Banner Health
Bill & Melinda Gates Foundation
Black & Veatch
Bloomberg
Bluebird Network
BofA Securities Inc.
Burns & McDonnell
Carnegie Mellon University
Central Bank of Trinidad and Tobago
Centre for Railway Information Systems (C.R.I.S.)
Chelan Douglas Regional Port Authority
Cincinnati Insurance Companies
Cirrus Nexus
City of Westerville - WeConnect
CMU
Colorado State University
Compass Data Centers
CoreSite

County of Los Alamos
Critical Site Construction
Cushman & Wakefield
Dalhousie University
Delta Dental of Michigan
Department of Defense
Douglas-Omaha Technology Commission
Dropbox
Endeavour Energy
Equinix
Evans General Contractors
ExxonMobil
Federated Mutual Insurance
Ford Motor Company
GBA Builders
GE Grid
German Army
Gulfstream Aerospace
Gwinnett County Public Schools
HCSC
Henderson Building Solutions
Hobby Lobby Stores, Inc.
Honeywell
Huntington Bank

Intel Corp
Johnson & Johnson
Jones Consulting Services
Los Alamos National Laboratory
MD Anderson Cancer Center
Merck
MidAmerican Energy
Morimatsu Houston Corporation
National Institute of Standards & Technology
Nationwide Children's Hospital
Norfolk Southern
North Carolina State Employees' Credit Union
North Dakota Information Technology
NTT
Palm Energy LLC
Progressive
QTS Data Centers
Rockefeller Capital Management
Royal Bank of Canada (RBC)
Sabey Data Centers
SAIC
Samaritan's Purse
Saudi Aramco
Scott Data Center

Sinclair College
Swedish Armed Forces
TC Energy
Toyota
Transunion
Turner Construction
UC Berkeley
United States Air Force
United States Geological Survey
University of Hawaii
University of Kentucky
University of Texas
University of Wyoming
UNLV
US Cellular
US Department of State
US House of Representatives
USG
Veterans Affairs
Xcel Energy
Yale University

Sample of 2023 Verified Job Titles Onsite

Advisor - Data Center
Application Analyst
Architect/Associate Principal
Assoc. Dir. DC Engineering
CEO
CIO
CISO
Commissioner
Computer Facilities Operations Manager
Computing Systems Professional
Construction Manager
Critical Facilities Maintenance Technician
Critical Facility Specialist
Data Center Architect
Data Center Coordinator
Data Center ESG Consultant
Data Center Facilities Engineer
Data Center Facility Manager
Data Center Hosting Chief
Data Center Infrastructure and Facilities
Data Center Infrastructure Manager
Data Center Manager
Data Center Operation Lead
Data Center Ops Manager

Data Center Site Manager
Data Center Specialist
Data Center Supervisor
DC Infrastructure Support Team Lead
Deputy Data Center Manager
Deputy GM
Director - Data Centers/Mission Critical
Director of Data Centers
Director of Mission Critical
Director of Physical IT Infrastructure
Director of Utility and Microgrid
Director Strategic Projects
Director, Controls Engineering - Global Design
Director, Information Technology
Director: IT Operations
Disaster Resiliency and Recovery Manager
Facilities Coordinator - Computing Services
General Manager
General Manager - Mission Critical
General Manager, Critical Facilities
Group GM /Infra, and CISO
Head of Data Center
Infrastructure Support
IS Senior Engineer

IT Manager - Data Center
IT Systems Engineer IV
IT/ Data Center Facilities Specialist
Manager Data Centers
Manager of Strategic Sourcing
Manager, Building Services
Manager, Datacenter Engineering
Manager, DC Services
Managing Member
Mission Critical Practice Director | Principal
National Services Manager
Network Hardware Engineer
Network Support Analyst
NOC Engineer
Principal Mechanical Engineer
Product Development Manager
Project Manager
Sales Engineer
Senior Data Center Analyst
Senior Lead Architect
Senior Manager
Senior Systems Administrator
Senior Systems Architect
Senior Vice President

Site Director II
Sr. Data Center Analyst
Sr. Data Center Engineer
Sr. Director, IT
Strategic Partner, Data Centres
SVP DCO
SVP Operations
System Engineer - Design
Systems Engineer
Team Lead - Software
Technical Analyst
Unit Manager, Data Centers
Vice Chairman
Vice President of Advanced Technology & Mission Critical
VP Data Center
VP of Data Center Services
VP of DC Field Operations
VP Real Estate
VP, IT

Event Experiences

Omdia Analyst Summit: Monday, April 15 • 12:00 – 5:00 PM

Omdia's Cloud and Data Center Research Practice is back for its third annual Analyst Summit, presenting a third-party, vendor-agnostic perspective on industry and technology trends. This session is open to all sponsors and exhibitors.

Women in the Data Center Networking Reception: Monday, April 15 • 4:00 – 6:00 PM

Data Center World believes it's vital to foster the careers of women in the Data Center. Intended for both men and women, join the Women in the Data Center's reception to meet and network with other Data Center Professionals

Expo Hall Welcome Reception: Tuesday, April 16 • 4:00 – 6:00 PM

Help us welcome attendees during this lively mixer to kick-start the conference.

Data Center BUILD: Wednesday, April 17 & Thursday, April 18

Data Center BUILD is a two-day construction and design summit that will bring together operators, decision-makers, experts & implementers to help drive smart decisions for data center growth.

Conference Party: Wednesday, April 17 • 7:00 – 10:00 PM

The data center community loves to network and have a good time! Connect with attendees during the most anticipated event at Data Center World.

Passport to Prizes Giveaway: Thursday, April 18 • 12:40 – 1:00 PM

Passport to Prizes participants will gather for one of the most exciting, edge-of-your seat experiences at the conference as they enter to win eligible prizes. Join the fun as a Passport to Prizes sponsor..

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Expo Hall Hours

April 16
4:00 – 6:00 PM

April 17
11:00 AM – 1:30 PM
4:30 – 6:30 PM

April 18
10:30 AM – 1:00 PM

Event experiences' dates/times are subject to change

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Agenda At-A-Glance

Wednesday, April 17

Time	Session
1:00-2:00 PM	Data Center BULD – Opening General Session Title Sponsor + Keynote Speaker
2:10-2:55 PM	Session Block #1
3:05-3:35 PM	Tech Talk #1
3:35-4:20 PM	Session Block #2
4:20-4:30 PM	End of Day 1 Wrap Up
4:30-6:30 PM	Data Center BUILD Reception: DC Build Lounge (Expo Floor)

Thursday, April 18

Time	Session
7:00-8:00 AM	Data Center Tour – Guided Walk
8:00-9:00 AM	Breakfast
9:00-10:00 AM	Data Center World – General Session Keynote Speaker
10:15-11:00 AM	Data Center BUILD – General Session
11:10-11:55 AM	Session Block #3
11:55 AM-1:00 PM	Networking Lunch
1:00-1:45 PM	Session Block #4
1:55-2:25 PM	Tech Talk #2
2:35-3:30 PM	Closing Session

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Sponsorships At-A-Glance

STANDARD RATE

	Title (Limit 1) $79,500	Premier (Limit 2) $47,500	Supporting (Unlimited) $13,500
PRESENCE			
Exhibit Space	20' x 20'	10' x 20'	10' x 10'
Design & Construction Booth Location in Expo Hall	•	•	•
THOUGHT LEADERSHIP / SPEAKING OPPORTUNITY			
20-Minute Presentation during Summit General Session prior to Keynote	•		
Tech Talk Session	50-Minute DCW Session	30-Minute Summit Session	
ACCESS			
Data Center BUILD Pass	10	6	4
All Access Pass	2	1	
Exhibitor Staff Pass	8	4	2
Conference passes available at discounted rate	•	•	•
Promo discount code for prospects and customers	•	•	•
BRANDING & PROMOTION			
Logo on Expo Hall entrance unit	•		
Networking Reception Sponsor	Lead Sponsor	Premier Co-Sponsor	
Recognition in attendee emails	All	2	
Logo on event website and signage	•	•	•
Logo on General Session/Keynote walk-in slides	+ Sponsor Ad	•	
Data Center World Conference Bag insert	•	•	
Participation in Data Center World Passport to Prizes	•	•	
Event App: Company listing	•	•	•
Event App: Push notification	•	•	
**VIRTUAL PRESENCE	$2,500 value**			
Dedicated sponsor landing page + lead generation	•	•	•

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We're committed to connecting marketers with its highly engaged audience through well-executed and targeted campaigns designed to raise brand visibility and drive new business with solutions covering:
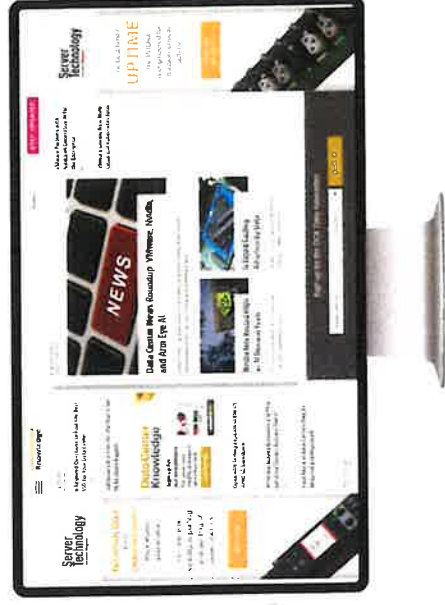
ADVERTISING

LEAD GENERATION
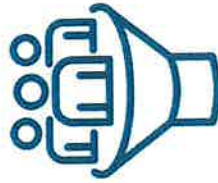
CUSTOM CONTENT

Download Data Center Knowledge's Media Kit to learn how to maximize your ROI before and after Data Center World.

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AFCOM

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www.informatech.com

COMPANY INFORMATION	BILLING INFORMATION
Company Address	**Billing Address**
Company Name: Umatilla County	**Company Name: Umatilla County**
216 SE 4th Street	216 SE 4th Street
Pendleton, Oregon 97801	Pendleton, Oregon 97801
United States	United States
Website: umatillacounty.gov	Purchase Order #: [ ]
Logistics Contact *(For exhibit and sponsor information)*	**Billing Contact**
Company Name: Umatilla County	**Company Name: Umatilla County**
Name: Robert Waldher	Name: Robert Waldher
Title:	Title:
Email: robert.waldher@umatillacounty.gov	Email: robert.waldher@umatillacounty.gov
Phone: 541.278.6251 Mobile:	Phone: 541.278.6251 Mobile:

EXHIBITING NAME *(For Website, Exhibitor List, Printed Materials, etc.)*
Exhibiting As: Umatilla County Economic Development

PRODUCT

Qty	Description	Detail (i.e. booth #)	Price	Other	Amount
1	Digital Element - Platform Services		1,000.00	0.00	1,000.00
1	Package - Supporting BUILD 10x10 100 SQFT	578	12,500.00	0.00	12,500.00
	TOTAL FEE USD		13,500.00	0.00	13,500.00

Final Space assignment is made by Organizer and is provided on the same unit basis regardless of location, configuration, or other conditions.

PAYMENT TERMS

100% is due and will be invoiced upon signature of the Agreement.

CANCELLATION TERMS

Client may cancel the Agreement by written notice and is subject to the following cancellation fees:
Informa receives the notice of cancellation on or before October 15, 2023 the Client shall pay to Informa a cancellation fee equal to 50% of the Fees
Informa receives the notice of cancellation after October 15, 2023 the Client shall pay to Informa a cancellation fee equal to 100% of the Fees.

TAX TERMS

UMATILLA COUNTY
est. 1862

Proposal 2407
Trade Show Elements / Umatilla County Economic Development Video

Robert Waldher
Community Development Dept, Director
Umatilla County, Oregon

Prepared by Jeff Lorton and Valerie Anctil, Duke Joseph Agency

Trade Show Elements

Umatilla County plans to participate in the Data Center World Conference April 16-18, 2024 in Washington DC. The county is procuring a 10x10 booth space in the BUILD portion of the conference, along with industry partners. Duke Joseph proposes to create the following elements to enhance the booth space, and help market the County as a potential location for data center development.

1. 4-PAGE FULL-SIZE COLOR BROCHURE that encapsulates all of the selling points of the region, relevant statistics, attractive photography, and 'next steps.' Every interested person can be given this one simple tool to remember Umatilla County by once they leave the conference. The brochure will also be available in digital format for online contacts and visitors to the UC website. The digital brochure will have live links and embedded videos to seamlessly present additional content.

2. 60-SECOND LOOPED REEL formatted for a trade show monitor, featuring beautiful photography of Umatilla County - the farmlands, cities, solar energy, construction, etc. as well as simple maps and engaging subtitles. Images from the brochure will be included, to tie it all together as one message. The reel can be interrupted, so other visuals and information can be pulled up on the monitor.

3. EYE-CATCHING VERTICAL BANNER with a simple message to grab the attention of those visitors approaching the trade show booth from the opposite direction of the monitor. Banner image will correlate with the brochure and the monitor reel.

Deliverables include custom photography, video, graphics, layout, formatting and printing. Drafts of all 3 elements will be submitted for approval by March 30, before final execution April 9.

Brochure Design and 500 pcs printed, looped reel for monitor, one vertical banner printed   *$7550.00*

Umatilla County Economic Development Video

Umatilla County would like a video featuring the selling points of the county, directed toward those considering moving to - and establishing business - in Eastern Oregon, but one that would appeal to locals as well. Duke Joseph proposes to create and deliver a fresh, forward-looking video that hits on all of the strong points of the county - the beauty, affordability, available land, high-tech bent, and business-friendly attitude that Umatilla County embraces. Most importantly the video would highlight the welcoming and affable nature of the people of the county - easy to work with, pleasant to run into, rewarding to hire.

The video would feature a local personality to narrate the story, with cutaways, animations and maps that seamlessly and logically tell the viewer what he/she can expect from the product that is Umatilla County. There would be a Developer or two, and a County representative showing them around, which would give continuity and purpose to the storyline.

Final Product: Full length 3-5 minute video, and a corresponding one-minute spot.

Deliverables include original video footage, custom photography, graphics, animation, tagline, music score, editing, narration copy, narrator, casting, wardrobe, props.

Tagline, music, and storyboards will be submitted for approval by May 15.
A rough draft version will be submitted for approval by June 14.
Final video will be delivered by June 28 in MOV format.

Umatilla County Economic Development Video   *$43,500.00*

Terms:
50% deposit due at project start.
Balance due upon completion.