

Part of the future: Data Center World - Transcript

Tara Gibbs, Senior Event Director, Enterprise Technology

Welcome to Data Center World, part of Informa's global portfolio of live B2B events and the largest and longest-running global data centre industry event.

For over four decades, this event has been the cornerstone of the data centre industry, bringing together industry experts to share knowledge and build connections.

The rapid acceleration of AI, cloud, and digital infrastructure has transformed data centres into critical global infrastructure.

Over the last 12 to 18 months, the data centre industry has grown at an extraordinary pace.

How prepared was the team for this growth?

Our event is built on long-term relationships and a deep connection to the community, ensuring that Data Center World remains relevant and valuable.

Vladimir Galabov, Senior Research Director, OMDIA

AI adoption has just fuelled this incredible capacity build.

And actually AI today is capacity constrained.

We need so many more GPUs to be able to fulfill the demand.

So the data centres have to change.

We've had to start to innovate faster.

And that interest is what's bringing people to conferences like this because they want to learn and they want to be a part of this boom.

But this is not cyclical.

This is just a new normal.

The new normal is going to be we need more and more and more and more data centres.

Tara Gibbs, Senior Event Director, Enterprise Technology

Data centre professionals come to this event to share best practices, address challenges, learn about the latest trends in the industry, over 500 exhibitors, 25% growth year on year, we are bringing together the full ecosystem of the data centre industry.

Michael Leahy, VP Sales, Tech Events

Here at Data Center World, we've seen a tremendous amount of growth and exhibitor demand for our show.

We've been setting the gold standard for the Data Center World ecosystem for 45 years, but in the past couple of years with the demand of what businesses and AI are asking for, this is where you build that infrastructure to power that.

When we see about the opportunities of where is this leading us?

There's so much demand for data centres and growth.

We're seeing it both globally.

We've started to launch our European show, an Australia event, as well as within certain sectors, such as power that we're able to scale within six months to go from concept to delivery to deliver a seven-figure show in just six months.

So we do see it both within subcategories, within the category itself, as well as globally.

Tara Gibbs, Senior Event Director, Enterprise Technology

At Informa, we're encouraged to be adaptable and respond quickly to take advantage of unique opportunities like this one.

We have over 6,500 attendees from 4,500 last year, about 50% growth year on year.

We have growth in our number of exhibitors from 400 to 500.

Data Center World has the opportunity to take this brand and grow globally.

Chris Murphy, Conference Content Director

The theme for Data Center World 2026 is "Innovation at Scale".

That theme really captures the two big dynamics that are powering the industry

By continuing to develop this conference with the industry alongside the most innovative companies, that's how we'll continue to stay relevant and accountable, as Data Center World expands its flagship event and expands internationally.

Tara Gibbs, Senior Event Director, Enterprise Technology

We've been able to scale this event by our deep connections to the community.

We've been serving the data centre market for over 45 years.

This has enabled us to build on our relationships, tap into our expertise, and be that trusted partner that not many other data centre industry events can claim.

We are already launching in Australia, Europe, Asia, Brazil, and the Middle East.

And we have the opportunity to continue to take the brand and its reputation for deep expertise and connections to the global solution provider community to many other markets.

Data Center World is where innovation at scale comes to life.