

# Exhibition Organisers Statement

## DataCentres Ireland, 20 - 21 November 2024, RDS, Dublin

### Overview

DataCentres Ireland was again heralded as a success by Exhibitors, Visitors and Speakers alike, as it delivered more attendees, more content and more delegates than ever before.

The total attendance was up 16.9% YOY, over the 2 days of DataCentres Ireland delivering over 2500 people interested in the sector. However, this is not the whole story.

***"The DCI conference is a must attend event for everyone in the industry."*** – Jerry Sweeney, Managing Director, CloudCIX Limited

Day 1 was busy from the get-go, notwithstanding the Protesters who blocked entry to the event on the first morning. Attendance on Day 1 was up 30% YOY.

Day 2 had a slow start however footfall built with a good feeling and buzz in the hall until around lunchtime. Delivering over 700 individuals to the event these were similar numbers to those achieved on Day 2 in 2023.

***"Data Centres Ireland provides an invaluable platform for conversation on how to continually improve, take advantage of new innovations and keep on top of key risks and challenges that the industry faces. This is critical for progress. Well done to the DCI team."*** – Susan Anderton, Managing Director, Brand Marquee

This was the largest visitor and total attendance in the events 14yr history, delivering over 2550 attendees across the two days.

Year on year total attendance was up by over 16%. The number of exhibitors also grew by 26% which meant there was an increase in the number of exhibition personnel manning the stands.

The number of individual stands grew from 107 to 138 individual stands, whilst the total area of the show increased by 24% as exhibitors invested more into the size and look of their stands.

DataCentres Ireland provided a professional business environment, where people were able to network with colleagues, see the latest in products, services, technology, and equipment and listen to industry leaders and experts discussing the latest, issues, approaches and ideas affecting Data Centres and Critical Environments.

***"As a regular to the DataCentres Ireland event over the years, this year was by far the biggest and most well attended to date. This clearly reflects the interest in the Irish data centre market, even gaining the attention of the inevitable environmental protest groups!"***

***Well done and thanks to the Stepex team and I am already looking forward to the next event and my annual trip to Dublin in November 2025!"*** Mark Acton, Independent Data Centre Consultant, Acton Consulting

Exhibitors commented on the quality of attendees present at DataCentres Ireland and lack of time wasters at the show, that gave them more time to engage with buyers, discuss their needs and forge lasting business contacts and relationships.

This level of attendance was achieved despite other Data Centre focussed events being run at similar dates in different countries, all of which will have had a negative effect on attendance.

Most of the presentations and panel discussions (if not all) were linked to ***'How can Data Centres can continue to improve their efficiency, Standby generation and grid flexibility, reducing their carbon footprint and on how they could assist the utility companies, in the adoption of greener & renewable energy sources, such as Solar, Wind, etc...'***

***“A fantastic event showcasing the strength of Ireland's data centre industry, exploring commercial opportunities for data centres while aligning with Ireland’s decarbonization goals.” – Caoimhe Giblin, Co-Chief Executive Officer, ElectroRoute***

The conference programme featured 68 international and local experts and industry leaders. The conference addressed a wide range of issues from data centre development, regionalisation, training & staff retention, the impact of AI on data centres as well as decarbonisation, energy reduction and heat re-use.

One of the many highlights was the Keynote Address by Barry Lowry, CIO to the Irish Government as well as an insightful presentation by Mark Foley on the state of the Irish Grid Network and what could be actioned to make this grid more flexible for Data Centres. All presentations were broadly supportive of data centres and their continued development in Ireland.

***“Thanks to the team at Stepex for organising another great event.” – Glenn Stephenson, Operations Director – Electronic Security (ES), Datalec Precision Installations***

The importance of the Conference sessions to the delivery of quality attendees should not be underestimated, as many attendees had planned the timing and length of stay to allow them to hear particular papers or panel discussions.

Anecdotally, a number of Speakers and Delegates stated that the range of presentations, depth of content and quality of speaker makes DataCentres Ireland one of the world leading events from a delegate’s perspective.

***“The event, in its 14<sup>th</sup> year, was, in my opinion, the best one so far! My feet didn’t touch the ground from start to finish, with great conversations on panels, but also lots of new faces and end users in attendance. All the sessions were packed!”***

***Big thanks to Hugh and the whole StepEx team!” Venessa Moffatt, Advisory Board Member, Data Centres Alliance***

### Visitor Attendance and Demographic Data

#### a) Onsite Attendance

The details of the daily on-site attendance are:	2016 Total	2017 Total	2018 Total	2019 Total	2021 Total	2022 Total	2023 Total	2024 Day 1	2024 Day 2	2024 Total	% Increase/Decrease YOY
Visitors	618	848	932	1034	739	1042	1259	1032	492	1524	+18.7%
Speakers (Non Exhibitors)	73	57	61	72	65	82	66	43	25	68	+1.5%
Repeat Visitors (Day 1 & Day 2)	96	98	129	156	144	178	220	0	215	215	-2.36%
Press & Media			11	12	15	9	9	5	4	9	0.00%
<b>Total</b>	787	1003	1133	1274	963	1311	1554	1080	736	1816	+16.9%

**Exhibitor Staff: 741\***(\*Exhibitors numbers are shown, as there is significant business conducted between the 138 exhibiting companies)

#### b) Total On-Site Attendance: 2557 – 16.9% up on 2023

### c) Geography – Visitors by Country as a Percentage of the Onsite Attendees

This year DataCentres Ireland attracted attendees from at least 20 Countries.

- Ireland - 69.0%
- Northern Ireland - 1.0%
- UK - 23.8%
- Europe - 6.4% (Austria, Belgium, Czechia, Denmark, Estonia, Finland, France, Germany, Italy, Netherlands, Serbia, Sweden, Turkey, Spain, Switzerland)
- ROW - 1.1% (USA, India)

### d) Attendees Primary Role: as a percentage of total Attendance

Architects	3.86%
Asset Managers	3.30%
CEO/MD/Chairman/Partners/Owners/CIO	11.39%
Data Centre Managers	8.19%
Design/Build Consultants	18.64%
Engineers and Integrators	18.27%
Facilities/Premises Directors/Managers	6.40%
IT/Computer Management	4.71%
Network, Cabling and Communication Managers	4.80%
Other	40.96%
Project Managers	15.82%
Purchasing Managers/Corporate Buyers	6.21%

*“This is the best event on the calendar, and I would strongly urge anyone with an interest in data centres to attend, the quality of the moderators, panellists and topics are always first class and on-topic, addressing the real life current issues that interest the data centre community, not just in Ireland, but also across Europe and beyond, for me, as soon as the dates for the event are released, flights and hotels are booked and I can’t wait!”* – John Booth, Managing Director, Carbon 3IT Ltd

### e) Attendee Products and Services interest: as a percentage of total attendance, Graph to follow, see next page.

## Attendee Product & Service Interest as a Percentage of Total Attendees

\*Exceeds 100% due to multiple interests

