

tech*STARS

unfog your digital mind

Our Journey began with a simple question,
'What truly matters to Senior Tech Event Attendees?'
From this, tech.STARS was born designed to cater for tech leaders, disruptors,
enthusiasts and, industry players, with 4 key pillars:

I

**Find
your Crowd:**

This is a space where attendees can engage meaningfully without feeling overwhelmed.

II

**Cultivate
Collaboration:**

A community-focused environment where ideas flourish.

III

**Forge Meaningful
Connections:**

Opportunities to connect with industry leaders addressing real challenges.

IV

**Embrace
Enjoyment:**

A vibrant festival atmosphere where learning meets fun.

tech*STARS is where tech enthusiasts come together to celebrate innovation, exchange ideas, and have an unforgettable time. So, don't forget to bring not only your business hat but also your party hat!

The tech*STARS Difference






We are building a community that encompasses the whole **digital ecosystem**, catering to diverse **participants** from across the **entire digital value chain**. This sets us apart from classic vertical events.

tech*STARS : a thrilling two-day tech event where tech enthusiasts come together to celebrate innovation, exchange ideas, and have an unforgettable time! You will be immersed in a dedicated area tailored to your interests, whether it's **data center management, big data, AI, CloudOps**.

It also includes meet ups, Leaders Forums, and networking nights across the year where the community can gather and forge new networks outside of the main event

Home to Three Remarkable Arenas

-  Data Centre Arena
-  Big Data & AI Arena
-  CloudOps Arena

Play Zone



- * Live DJ & stage with performance
- * Cocktail Lounge
- * Food Stations with Food Trucks
- * Arcades: Relive the nostalgia of classic arcade games

Tech Talks in the Park

- * Outdoor tech talks and discussions in a relaxed open-air setting

Green Zone



- * Coffee Lounge
- * Chill Out Area (bean bags)
- * Food Trucks
- * Mental Well-being Sessions (Yoga / Pilates)
- * ESG Showcase Area
- * Inspirational ESG Stories: Be inspired by future leaders sharing their ESG success stories

Dedicated Roundtables with industry leaders

- * CDO Breakfast Club
- * CTO Breakfast Club
- * CIO Breakfast Club

Why tech*STARS



Tech-Inspired Art Installations



- * Commission artists to create large-scale art installations inspired by technology and innovation

Legacy Lounge (VIP Experience)



- * Enjoy exclusive VIP treatment with premium services and amenities

Tech Art Gallery



- * Display art installations and creations that blend technology and creativity

Future Zone



- * Coffee Lounge
- * VR/AR Experiences: Dive into immersive virtual and augmented reality experiences
- * Food Trucks
- * Chill Out Area (bean bags)
- * Future of Tech Showcase: Get a glimpse into the tech innovations shaping our world

Tech Scavenger Hunt



- * Tech-themed scavenger hunt with challenges and clues related to the event's themes, with exclusive on the day prices

Exhibition floor

- * Discover the newest technology products and solutions from over 100+ exhibitors

Why tech*STARS

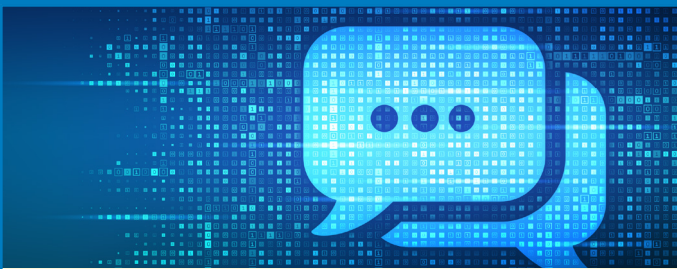


Networking Opportunities



- * Connect and schedule meetings with fellow attendees through our dedicated event app

3 Theatres



- * Stay ahead with the latest industry trends and developments

Hackathon



- * Coding competition where attendees can collaborate in teams to solve real-world tech challenges; with a grand prize

4 Masterclass Rooms



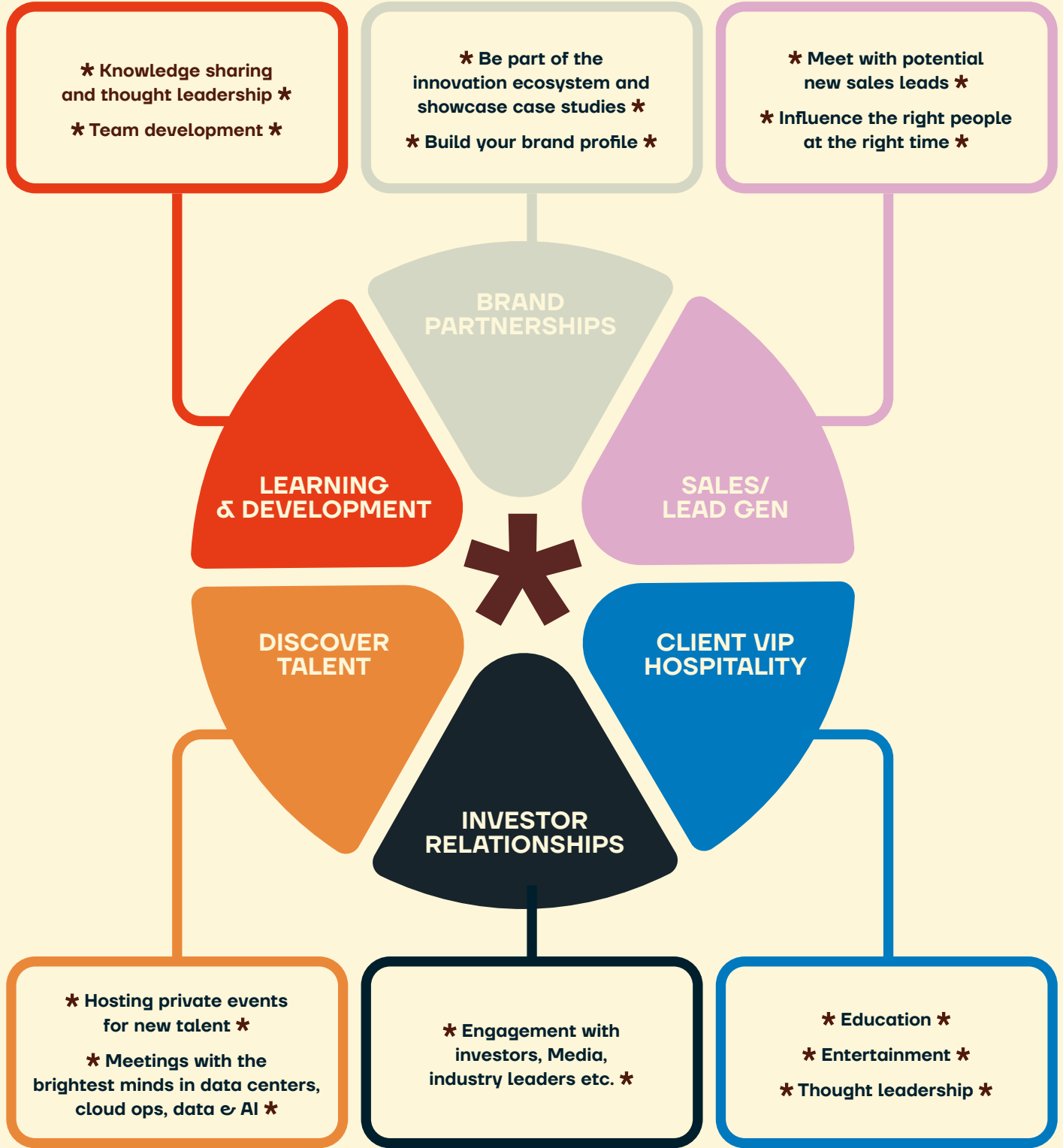
- * Pre Registered by attendees as limited space
- * Intimate experience
- * Dive deep into cutting-edge topics from Day 2 Day operations with expert-led masterclasses & workshop with leaders from within society to gain insights from professionals in diverse industries through cross-industry knowledge

2 Keynote Stages: (Rockstar speakers)



- * Covering (Addressing Skills Shortages /Diversity & inclusion/ Establishing effective leadership/ Extraterrestrial exploration/ Fostering innovative work cultures/ Sustainability & ethics)
- * Hear from thought leaders and industry experts who are shaping the future
- * Thought Leadership Sessions: Engage in sector-specific discussions that push the boundaries of innovation
- * Panel Sessions: Stay updated with evolving industry trends and emerging topics in interactive panel discussions

Why partner with tech*STARS?



Why partner with tech*STARS?



Why Milan?

In a word, opportunity!

- * Investments in the Italian data centre industry are projected to soar to €15bn (US\$19bn) by 2025.
- * The Big Data and AI market in Italy is projected to grow by 28.51% (2024-2030) resulting in a market volume of US\$17.34bn in 2030

More:

- * USD 14 billion as investments under the Recovery and Resilience Facility (RRF) for digitalization by 2026.
- * Milan as first destination for investments in Data Center, due to the huge demand from Italian enterprises.
- * Italy will become the natural hub in the Mediterranean region.
- * The digitalisation accelerates in Italy in both the public and private sectors, and the hyperscalers continue to broaden their availability.
- * Italy currently hosts 168 data centres and is a vital connection between Europe and Africa via submarine cables.
- * €1bn investment fund announced by the Prime Minister to promote AI projects.

Why Munich?

In short, Germany is where its at!

- * EUR 3.2 billion as investments by Microsoft in new AI Data Center and training courses this year and next year.
- * Germany is a Global top tier market for Big Data & AI.
- * The Bavarian region is also home thriving automotive, internet, digital media, and electronics industries.
- * Munich as one of the most important banking and insurance districts in Germany.
- * The data centre market in Bavaria is highly dynamic and growing significantly (in Frankfurt, there are no new building permits). The Bavarian region is also home of thriving automotive, internet, digital media, and electronics industries.
- * Munich offers a stable infrastructure and a thriving ecosystem for technology companies, making it an ideal location for innovation in the field of AI.

What to expect at tech*STARS



Who will you meet in Data Centre Arena

- * CIO / CTO
- * Head of Data Centre
- * Data Centre Manager
- * Data Centre Engineer
- * Data Centre Consultant
- * Head of IT
- * Head of Technical Strategy
- * IT Security Manager

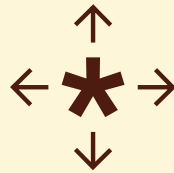
LEADING THEMES

Global Strategies: People,
Environment & Innovation

Energy Efficiency, Cost
Management & DCIM

Facilities & Critical Equipment

Design & Build & Physical Security



Who will you meet in Big Data & AI Arena

- * CFO
- * Chief Digital Officer
- * Chief Information Officers
- * Chief Innovation Officer
- * Chief Technology Officer
- * Chief Transformation Officer
- * Head of Applications
- * Director of Technology
- * Head of Artificial Intelligence
- * Head of Business Intelligence
- * Chief Data Scientist Officer
- * Head of Machine Learning
- * Head of AI Research
- * Head of Data and Analytics
- * Business Unit Leaders - e.g.
CMO, Head of Supply Chain, etc...

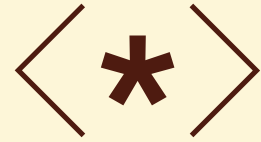
LEADING THEMES

Data Strategy & Decision
Intelligence

Customer Experience

Advanced Analytics & Artificial
Intelligence

Data Engineering & Data
Architecture



Who will you meet in CloudOps Arena

- * CTO/CIO
- * Chief Digital Officer (CDO)
- * Chief Transformation Officer
- * Head of Digital Transformation
- * Head of Digital Acceleration
- * Chief Innovation Officer
- * Head of Innovation
- * Head of IT Technical Strategy
& Architecture
- * Cloud Architect
- * Head of DevOps
- * DevOps Lead
- * Lead DevOps Engineer
- * Lead Developer
- * Head of Development
- * Lead Architect
- * Head of Architecture
- * DevOps Service Manager
- * Infrastructure IT Manager

LEADING THEMES

Digital Acceleration

Hybrid & Multi Cloud

Skills, Talent & Culture

Future Tech

Devops in the Enterprise

Devsecops

Cloud Native Devops

Thought Leadership Opportunities

	EXPLORER PACK	PIONEER PACK	LEADERSHIP PACK	CONTENT TRACK SPONSOR	THEATRE SPONSOR	MAINSTAGE SPONSOR	LEGACY LOUNGE
Customer Case Study	*	*	*	*	*	*	
Speaking Session		*	*	*	*	*	
Keynote Session			*			*	
Panel			*	*	*	*	
Logo Branding	Standard	Enhanced	Enhanced	Enhanced	Theatre back drop + enhanced	Full keynote branding & enhanced	Full VIP campaign & areas
Leads	Session	Session	Session	All leads from content track	All leads from theatre	All leads from mainstage	All leads from legacy delegates
Price (€, excl. VAT)	8.999	14.999	21.999	17.500	22.500	37.499	50.000

Additional Opportunities

FLOOR TILE

- * 1m x 1m square cut into the show floor
- * You design (or we can design) we print
- * Be seen by all delegates at the show
- * Sign-post delegates to your stand

€395

OFFICIAL SHOW BAGS



EXCLUSIVE SPONSORSHIP



- * Sponsor to supply bags to be printed in full colour and made available at the registration area and throughout the event
- * Highly visual

€3,750

BRANDED PENS AT REGISTRATION AREA



EXCLUSIVE SPONSORSHIP



- * Single most kept promotional item
- * High visibility
- * Pens to be supplied by sponsor

€1,150

FLOOR WALKING LICENCE



LIMITED TO 5 EXHIBITORS



- * High visibility
- * Distribute material outside your stand area
- * Raise awareness

€1,150

BRANDED NOTEPAD SUPPLIER FOR ENTIRE EVENT



EXCLUSIVE SPONSORSHIP



- * Seen by all delegates
- * Taken home
- * Used again
- * Pads to be supplied by sponsor

€2,450

CAFE/RELAXATION AREA SPONSOR



EXCLUSIVE SPONSORSHIP



- * High profile
- * Fantastic branding pre and at the event
- * Used by thousands of delegates

€9,950

Stand Packages - Turnkey

9 sqm	18 sqm	24 sqm	+	UPGRADE <small>limited to 10 exhibitors per arena</small> €2,999
€7,575	€13,875	€18,075		
GOPLUS	GOPLUS	GOPLUS		

* GOPLUS

Maximise lead generation and enhance online visibility.

GET NOTICED ALL YEAR ROUND

- * Display your company profile online (description, products, news & jobs)
- * Apply for inclusion in the Innovations Gallery **2 INNOVATIONS**
- * Invite customers & prospects, easily and efficiently
- * Promote your products, paper-free via Smart Badge technology **2 READERS**
- * Enhance customer engagement: Connect, Interact and Succeed

BOOST YOUR LEADS

- * Get details of Visitors who touched your reader with their Smart Badge
- * Capture and qualify leads with ease **UNLIMITED LICENCES**
- * Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE BRAND VISIBILITY

- * Display your logo on the exhibitor list
- * Enhance your company profile with a video header

* GOPREMIUM

Maximise lead generation and brand exposure, onsite and online.

GET NOTICED ALL YEAR ROUND

- * Display your company profile online (description, products, news & jobs)
- * Apply for inclusion in the Innovations Gallery **2 INNOVATIONS**
- * Invite customers & prospects, easily and efficiently
- * Promote your products, paper-free via Smart Badge technology **3 READERS**
- * Enhance customer engagement: Connect, Interact and Succeed

limited to 10 exhibitors per arena

BOOST YOUR LEADS

- * Get details of Visitors who touched your reader with their Smart Badge
- * Capture and qualify leads with ease **UNLIMITED LICENCES**
- * Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

- * Display your logo on the exhibitor list
- * Enhance your company profile with a video header
- * Get increased visibility in the exhibitor list
- * Capture immediate attention as visitors register online
- * Display your logo or ad in high-traffic areas onsite