

# criticalfacilities

— S U M M I T —

The only  
event for  
mission  
critical  
facilities

Design, Construction  
and Management

Brought to you by:

**building**  
OPERATING  
management

## Exhibitor Prospectus

Music City Center - Nashville, TN  
October 14-16, 2018 • [criticalfacilitiessummit.com](http://criticalfacilitiessummit.com)

# Schedule at-a-glance

## **SUNDAY, OCTOBER 14**

Opening Session

2:30 p.m.

Expo Hall Grand Opening & Reception

4:00 p.m. to 6:00 p.m.

## **MONDAY, OCTOBER 15**

Conferences

8:00 a.m. to 11:00 a.m.

Expo

11:00 a.m. to 2:00 p.m.

Networking Lunch in Expo

11:00 a.m. – 1:30 p.m.

Conferences

2:00 p.m. to 4:30 p.m.

## **TUESDAY, OCTOBER 16**

Conferences

8:00 a.m. to 11:00 a.m.

Expo

11:00 a.m. to 2:00 p.m.

Networking Lunch in Expo

11:00 a.m. – 1:30 p.m.

Conferences

2:00 p.m. to 4:30 p.m.

*(Schedule subject to change)*

# criticalfacilities<sup>SM</sup>

## SUMMIT

## Join us in Nashville

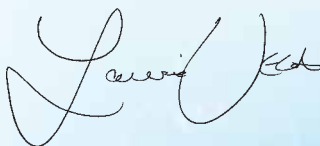
Why spend the time and money to exhibit at a trade show? Everyone is easily accessible via SmartPhones, email, and social media. If you're reading this prospectus, you've heard this argument before, and you also know that face to face conversations are of the utmost importance in this industry. The leads and business gained at a trade show like Critical Facilities Summit are staggering. You can work for three months to connect with the amount of high-ranking executives that you'll meet in just 2+ days at Critical Facilities Summit.

Now in its sixth year, Critical Facilities Summit continues to thrive as it heads to the vibrant city of Nashville in 2018. Affectionately known by exhibitors and attendees alike as CFS, the show has carved out an important niche. Where else can you meet, face-to-face, with senior level executives overseeing all facets of mission critical at their facilities? While data centers remain a central focus of the show, CFS is much more than just data centers. Who will attend CFS Nashville? Enterprise data center professionals, facility executives responsible for the infrastructure of mission critical, including financial institutions, medical buildings, telecomms, and industrial properties, engineers, security directors, and more. Perhaps most impressive? 90% of CFS attendees are the primary decision-maker or influence the buying/specifying decision.

The senior level execs comprising our attendance means the leads you come away from the show with will rank as the most lucrative you gather all year. That's not something to overlook because we want you to get the most out of this show as you possibly can. All trade shows are large investments and CFS is no exception.

Our conference session offerings have been called the best available by many who attend the event. The reasons for this are plentiful: the caliber of speakers is unrivaled, ability to earn CEU's for attending and sessions are complimentary and never overlap with expo hall hours.

If you've never been to Nashville, you don't want to miss out on this opportunity. When the show is over for the day, you can continue to drum up business with clients at a popular music venue, enjoy some of the best southern cooking in the country, take in a Predators game, eat at the Bluebird Café. There's a reason Nashville has surpassed Memphis as Tennessee's largest city. People are flocking to this town. People want to be here.



Laurie Vega,  
Live Events Sales Manager  
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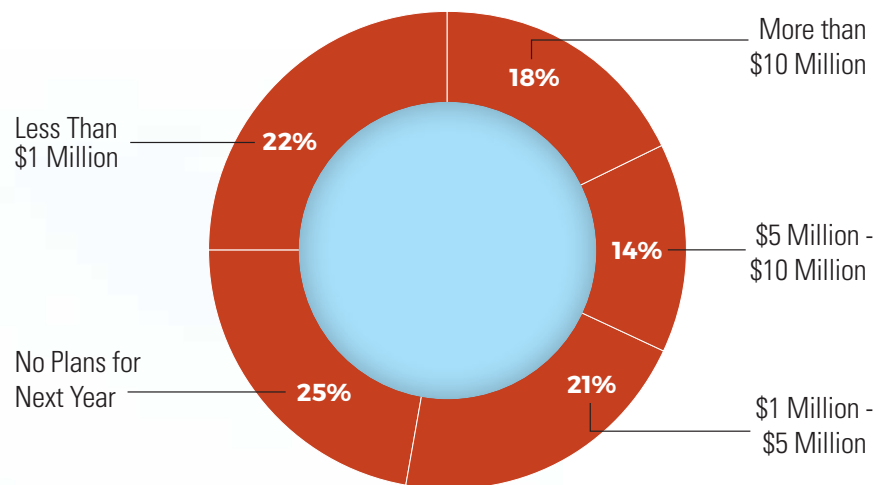


# When you exhibit at CFS, you're in front of decision-makers with large budgets.

# 71%

*of attendees make or recommend a purchase as a result of attending Critical Facilities Summit.*

## Renovation/New Construction Spending – Next 12 Months



## Influential buyers in the aisles at CFS in 2017 included:

Cushman and Wakefield - Chief Engineer

Fastenal - Computer Operations Support

Toyota Motor North America - Consultant, Data Center Critical Facilities

United Airlines - Critical Facilities Engineer

3M - Critical Facilities Fire Suppression

Hennepin County - Data Center Engineer

Casey's General Stores - Data Center Operations Supervisor

State of Montana - Data Center Specialist

Florida Power & Light Company - Director - Facility Operations

University of Miami - Director of Information Technology

Target – Engineer

Xcel Energy - Engineer-Facility Services

St. Jude Children's Research Hospital - Facility Manager

Honeywell - Lead Engineer

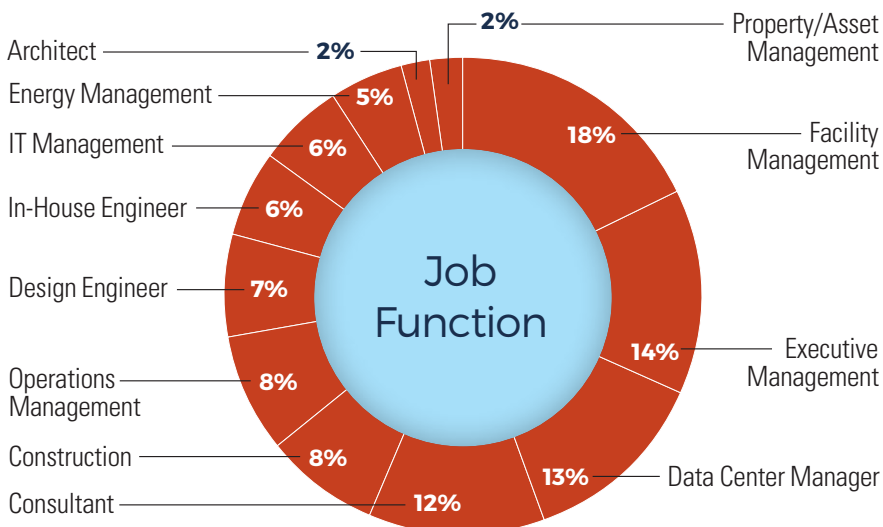
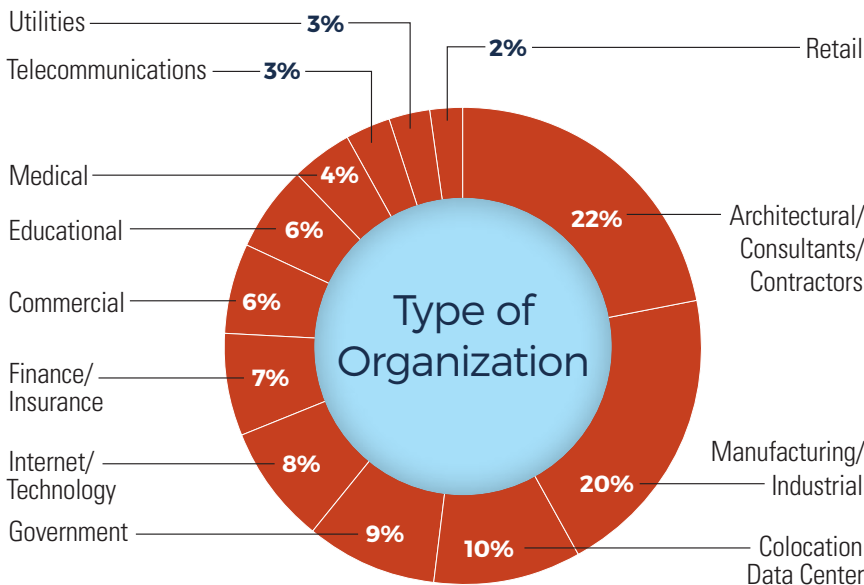
US Bank - Senior Vice President

# Who Attends?

42 states + Washington D.C.

International includes Albania, Belgium, Brazil and Canada

## CFS Attendee Profile




*It is a great venue for staying up-to-date about products, services, and information about IT and technology. Meet new people and do business.*

**– Kyle Mubireek, Systems Engineer, ServerTune, Inc.**

*“An excellent conference to gain timely and useful critical facilities management information that should be attended by IT and FM colleagues together.”*

**– Charles Canny, Director of Facilities, Noble Research Institute**



## What Products and Services will 2018 CFS Attendees Buy, Recommend and Specify?

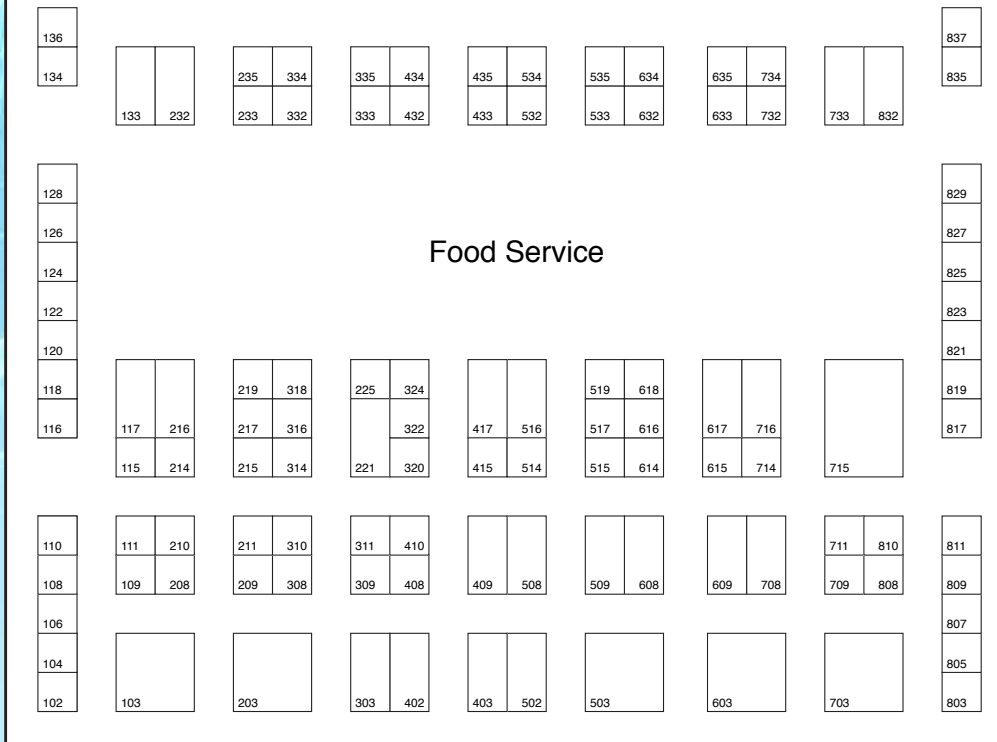
Access Flooring  
Power Digital Switches  
Cooling Building Automation  
Battery Monitors, Building Control System  
BMS Controls  
Building Automation Systems  
Cabinet PDUs  
Cabling/Wiring  
Chilled Door Rack Cooling System  
Cold Aisle Containment  
Commissioning, Fire Monitoring, Cooling  
Containment Ceiling  
Data Center Facilities Infrastructure Solutions  
Data Center Support Equipment  
Data Hall Temperature Monitoring  
eConnect PDUs  
Emergency Generator  
Energy Management  
Fan Powered Floor Tile  
Fire Protection Systems  
Fume Hoods

Generators  
HVAC/Air Distribution/  
Humidification  
Wireless Directional Floor Grates  
Leak Detection System  
Lighting/Controls  
Monitoring Software  
MSI  
Painting Services for  
Epoxy Flooring  
Cables and Rack Cooling  
Physical Security  
Power Distribution  
Power Management  
Rack Containment  
Roofing  
Switchgear - UPS  
and Metering  
Transfer Switches

*“Service Logic is always keen to participate and be a part of this ever-increasing great group of Mission Critical leaders. We look forward to Nashville and a successful 2018 event.”*

**– Greg Crumpton,  
Vice President of Critical Facilities,  
Service Logic**

# 2018 Floorplan



**Reserve your exhibit space early and get the best location!**

Companies A, B, plus numeric  
**Laurie Vega**  
 414-228-7701, Ext. 482  
 laurie.vega@tradepress.com

Companies C, E-K  
**Jodi Denton**  
 414-228-7701, Ext. 449  
 jodi.denton@tradepress.com

Companies D, L-P  
**Lucy Kaufmann**  
 414-228-7701, Ext. 477  
 lucy.kaufmann@tradepress.com

Companies Q-Z  
**Debbie Hanamann**  
 414-228-7701, Ext. 305  
 debbie.hanamann@tradepress.com

## Pricing

Exhibit Space	10 x 10 package*	10 x 20 package*	20 x 20 package**
Exhibitor Package Price	<b>\$4,495</b>	<b>\$7,795</b>	<b>\$14,395</b>

### Exhibit Space includes:

- Company listing in the event directory
- 24 hour Expo Hall perimeter security
- 7"x44" identification sign (for in line space)
- Standard 8ft back wall & 3ft side rail drape
- Post event registrant file
- Exhibitor staff conference pass (1)\* or (2)\*\*
- Exhibitor staff expo hall pass (3)\* or (4)\*\*

*Does not include carpet, furnishings, electrical or drayage.*

# 90%

*of CFS attendees are either the primary decision-maker or influence the buying/specifying decision*