

**Data Center World 2017** □April 3-6, 2017  
LA Convention Center, Los Angeles, CA

**PRESS GUIDELINES**

**Overview**

Data Center World will distribute complimentary press passes on a limited and discretionary basis to accredited media including editors and reporters of recognized trade, newspaper, broadcast, blog, mainstream, business and Internet media. Journalists are encouraged to register early to be considered for admission. Media attendance and participation is at Data Center World's discretion. Please see the Media Accreditation Guidelines page for further detail.

Media will be required to wear Data Center World-issued press badges at all times to receive admittance to Data Center World sessions and keynote address, Data Center World news events, the Data Center World exhibition floor and Data Center World media room where scheduled press conferences will take place. Admittance to social events sponsored by participating companies will be at the discretion of those organizations.

Media will be provided with wireless Internet connectivity in the press room during standard hours of operation. Media will be responsible for all additional expenses such as dining, housing, parking, admittance to offsite events and travel accommodations. Any press agency accepted to participate in Data Center World will be provided a complimentary pass for Data Center World programmed events.

**Applying for a Press Pass**

Media may apply online for a press pass to cover Data Center World. To determine eligibility and required documentation please see the Media Accreditation Guidelines page. To express interest, please email [DataCenterWorld@imillerpr.com](mailto:DataCenterWorld@imillerpr.com).

**Business Promotion**

Media are **not** permitted to distribute copies of their publication or other promotional materials outside of the press room. Soliciting or accepting orders on behalf of your organization, product or service inside the event area is strictly prohibited. Press badges will **not** be issued to individuals serving in business promotions or sales. Please see the Media Accreditation Guidelines page for further detail.

Misconduct or misrepresentation of the media organization may cause the organization to lose their accreditation and be barred from future events.

**Issuing Press Releases at Data Center World**

For companies who would like to issue press releases on behalf of your organization during the Data Center World conference, please refer to Data Center World as follows: on first reference refer to Data Center World as Data Center World Global 2017. Subsequent references may be shortened to Data Center World 2017. Please use #DataCenterWorld for Tweets, Blogs and Online References.

Please refer to the About page on this website for use of appropriate "About Data Center World" wording.

Time permitting, Data Center World will make every effort to accommodate reporters on deadline for quotes from Data Center World representatives and conference speakers. Please submit media

enquiries to [DataCenterWorld@imillerpr.com](mailto:DataCenterWorld@imillerpr.com).

### **Audio, Video and Photography Regulations**

Media are **not** permitted to take photographs during events. Media will be provided photographs by Data Center World and will be given license rights to use those photos accordingly.

Coverage of Data Center World events should be limited to news articles about the session or event.

Please keep cellular phones on mute or vibrate during conference sessions. If you are required to take a phone call during the conference session, please take the call outside of the session room so as not to disturb other session attendees.

### **Data Center World References and Logo Use**

Media must refer to Data Center World on first reference as Data Center World Global 2017. Second reference should be Data Center World 2017. Please refer to Data Center World guidelines on proper use of the organization's logo and description.

Media may download authorized images of speakers and the Data Center World logo provided for media use on this website. Please adhere to acceptable use guidelines for the Data Center World logo.

### **Data Center World Attire**

Media attending are expected to dress appropriately in business or business casual attire for sessions and interviews. Media who are dressed inappropriately may be requested to leave the conference.