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Topic: AFCOM's Data Center World Named to TSW Fastest 50 for 2nd Year(Read 20 times)

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Atlanta, Georgia—October 22, 2007—**AFCOM's Data Center World** has made **Tradeshow Week's Fastest 50** list of the fastest growing trade shows for the second year in a row. The TSW editorial and research staff selected the Fastest 50 based on the criteria for having achieved a minimum of 50% total net square footage growth and 50% net percentage growth between 2004 and 2006.

Data Center World has increased its net square footage by 75 percent and its net growth by 57 percent since 2004. AFCOM's strategy to achieve this success was to leverage the cost-efficient business model of next-generation exposition general services contractor **TradeshowLogistics**.

TradeshowLogistics' methodology enabled AFCOM to increase its revenue without increasing costs to exhibitors. "We reinvested our profits—redirected our sales effort by purchasing new overseas mailing lists and implementing new marketing plans to attract more global attendees. Our objective was to achieve better Return on Investment (ROI) for both the exhibitors and the attendees," said **Jill Eckhaus**, CEO, AFCOM.

Eckhaus and AFCOM have worked with TradeshowLogistics since 2002. "Seeing the show make the Fastest 50 for the second year in a row feels good. It confirms that our contribution to AFCOM is helping increase the association's success," says **B.J. Enright**, President, TradeshowLogistics.

AFCOM's Data Center World occurs twice a year—in the fall and the spring.

More about TradeshowLogistics

TradeshowLogistics is a next-generation exposition services contractor whose approach enables clients to reduce their overall contracting budget—without creating additional work load or liability for the expo manager. The result is reduced costs that can be applied to decreasing exhibitors' costs, reinvesting in the show, or increasing show profits. TL is led by Bonnie Aaron, CEO, and B. J. Enright, President. Both Aaron and Enright have held executive positions with GES and Andrews-Bartlett.

More about AFCOM:

AFCOM (www.afcom.com) is a leading association for data center professionals, offering services to help support the management of data centers around the world. Established in 1980, AFCOM currently boasts more than 3,600 members and 27 chapters worldwide, and provides data center professionals with unique networking opportunities and educational forums and resources through its annual Data Center World® conferences, published magazines, regional chapters, research and hotline services, and industry alliances.