



2015
Host in
Ireland
Partnership

Collaboration



Host in Ireland is a strategic industry-led marketing initiative promoting Ireland as an optimum location to host digital assets. The foundation of *Host in Ireland* is based on the “5 Ps” – Policy, People, Pedigree, Pipes and Power. Representing the fundamental aspects of digital asset hosting, Ireland’s integration of these five key elements provides a structured foundation for companies of all sizes and markets. Alongside stakeholders from the state, semi-state, hosting, telcoms, energy, OEMS, legal and fiscal markets, *Host in Ireland* is working to improve Ireland’s digital asset hosting proposition. With a keen understanding of how to meet critical needs across the board, Ireland has the ability to offer companies the necessary support when hosting their digital assets in the EMEA region.

Accomplishments and Objectives

- Launched in May of 2014, *Host in Ireland* has worked closely with many of the largest names in the digital asset hosting industry. Looking forward into 2015, we aim to double our partner base.
- In addition to our distinguished partner companies, we have worked alongside advocates for data protection, government officials from the IDA, technology recruiters from Ireland and many more.
- Our team collaborated with the IDA, Enterprise Ireland, Sustainable Energy Authority of Ireland (SEAI), Commission for Energy Regulation (CER), EirGrid and Electricity Supply Board (ESB) to develop briefing documents for Irish Government Ministers.
- In conjunction with Sigmar Recruitment, we developed a primary research report on the job multiplier effect of the digital asset hosting industry.
- We have joined the Northern Virginia Technology Council (NVTC) as an Associate Member.
- In the fourth quarter alone, the *Host in Ireland* story has been picked up by publications such as The Irish Times, TechCentral, Irish Independent, Data Center Post, the Irish Executive, and others.
- We conducted four global surveys and produced a white paper on the perception of Ireland as a digital asset location.
- *Host in Ireland* collectively submitted to Ireland’s white paper on energy reform.

What’s Next?

- Irish Pavilions - Collaborative tradeshow presence offering 8 pods (contact us to request a prospectus)
- 2015 will mark the launch of “The Marketplace” covering all aspects of the digital asset hosting ecosystem
- Advisory Council comprised of leading global industry executives and thought leaders
- Executive Council comprised of leaders and visionaries of the Irish digital asset hosting ecosystem
- Doubling our current membership by welcoming new partners and expanding the blend of companies
- Continue to engage with international journalists
- Further advocate policy change to improve the Irish hosting story and stay relevant in the competitive market
- Work with the Fáilte Ireland to secure industry-related events for Ireland



Why Join *Host in Ireland* as a 2015 Partner?

As a member-driven initiative, we rely heavily on your stories to present Ireland as an optimum place to host digital assets. We are working together towards a common goal through research, message amplification, and thought leadership. With your membership, you will:

DEMONSTRATE YOUR COMPANY'S STATUS AS A LEADER IN THE IRISH HOSTING INDUSTRY

ESTABLISH YOUR COMPANY'S ABILITY TO EFFECTIVELY COLLABORATE AS YOU WORK TOWARDS A COMMON GOAL

RECEIVE RECOGNITION ON THE *HOST IN IRELAND* WEBSITE AS A DISTINGUISHED PARTNER

ONE (1) SEAT AT EXECUTIVE COUNCIL MEETINGS (ONE (1) IN-PERSON MEETING PER QUARTER)

ONE (1) SEAT AT MARKETING MEETINGS (ONE (1) VIRTUAL OR IN-PERSON MEETING PER QUARTER)

FIRST RIGHT OF REFUSAL FOR SPEAKING OPPORTUNITIES IN BOTH IRELAND AND THE U.S.

ONE (1)-YEAR ACCESS TO THE MARKETPLACE AND 20 ENTRIES FOR YOUR SUPPLY CHAIN WHICH WILL BE LAUNCHED IN 2015 (ESTIMATED VALUE: €6,000 ANNUALLY)

REPRESENTATION AT EVENTS THAT *HOST IN IRELAND* ATTENDS (SOCIAL MEDIA AND COLLATERAL)

PROMOTION OF YOUR ACCOMPLISHMENTS AND EVENTS

INCLUSION IN ALL MARKETING EMAILS AND UPDATES

