

March 10-11, 2026 | Chicago

Power & Cooling 2026: Executive Strategies for the AI-Driven Data Center

Solving energy and cooling challenges at hyperscale in the AI era

<https://datacenter-power-forum.com>

Organized by



The global race to deploy AI, cloud, and digital infrastructure has triggered an unprecedented surge in electricity demand. Data centers are pushing grids to their limits, straining power availability and driving the adoption of advanced cooling technologies to manage ultra-dense workloads. In markets like Chicago and Silicon Valley, the balance between growth, resilience, and sustainability is now a defining challenge for operators, utilities, and policymakers alike.

Power & Cooling 2026 -- March 10-11 in Chicago -- will bring together senior executives, engineers, investors, and regulators to explore the strategies, technologies, and financial models that will shape the next generation of mission-critical infrastructure. Over two focused days, this executive leadership conference will provide clarity on how to secure reliable power, deploy advanced cooling, and build sustainable growth strategies for data centers in the AI era.

Topics to be Addressed Include:

- Grid constraints, interconnections, and opportunities for data center growth
- Next-generation power architectures: modular substations, microgrids, and hybrid systems
- Financing power infrastructure and structuring long-term deals
- Advanced cooling strategies for high-density AI workloads
- Waste heat recovery and circular economy approaches
- Water usage, sustainability, and community engagement
- AI-driven optimization of energy and cooling operations
- Renewable energy procurement and 24/7 carbon-free goals
- Energy storage and demand-side management for resilience
- Heatwaves, climate risk, and designing for extreme conditions
- Edge facility powering and cooling strategies
- Policy and regulatory outlooks shaping grid integration
- Partnering with utilities for demand response and grid services
- Emerging technologies: hydrogen, small modular reactors, and beyond
- And more

Forum Audience

- Data center executives and operations leaders
- Energy, sustainability, and infrastructure directors/VPs
- Utility and grid operator representatives
- Investors, lenders, and project finance professionals
- Cooling and power technology providers
- Policymakers, regulators, and government energy officials
- Engineering, design, and construction executives



Benefits of Sponsorship

Access to senior decision-makers

Engage directly with C-level executives, data center operators, and technology strategists driving investments in AI infrastructure

Brand visibility in a niche market

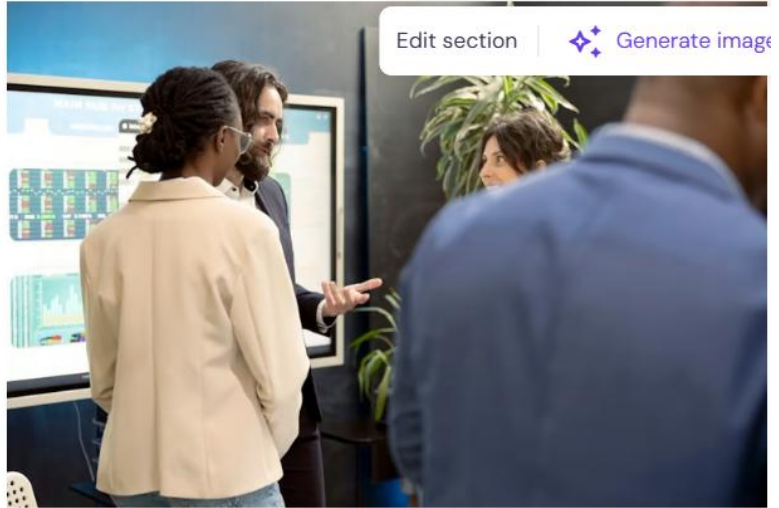
Position your company as a leader in power, cooling, and sustainability solutions for AI-driven data centers

Thought leadership opportunities

Showcase expertise by participating in panels, workshops, or keynote sessions

Lead generation

Build a high-quality pipeline by connecting with companies actively seeking next-generation data center solutions



Networking with industry peers

Forge partnerships with utilities, hardware providers, cloud operators, and enterprise IT leaders

Market intelligence

Gain insights into executive priorities, emerging technologies, and investment trends in AI workloads

Showcase innovation

Highlight products, services, or pilot projects in a setting focused on cutting-edge efficiency and performance

Sustainability positioning

Align your brand with environmental responsibility and energy efficiency—core themes in modern AI-driven data centers

Competitive differentiation

Stand out among peers by demonstrating unique value in addressing the power and cooling challenges of AI adoption

Previous Attendees at Recent SGO Forums Include:

- AARGO EVsmart
- ABB
- AddEnergie
- AECOM
- Al Masaoood LLC
- Alberta Electric System Operator
- AlphaStruxure
- Amazon
- American Wire Group
- Analytics Fire
- AnnDyl Policy Group
- Argonne National Laboratory
- Atlas Motor Vehicles
- Avivv LLC
- Baltimore Gas & Electric
- Bluewav-ai
- Bolt industries
- BorgWarner Inc.
- Boston Consulting Group
- bp pulse
- British Consulate-General, Houston
- Bronzeville Partners LLC
- Burns & McDonnell
- C&H Technology Inc.
- California Energy Commission
- Canadian Electricity Association
- Carleton University
- Catalyze
- CEATI International
- Centre for Environment, Human Rights & Development Forum
- CENTROSUR
- Chapel Hill Transit
- ChargeHub | Mogile Technologies Inc.
- ChargePoint
- Chicago Transit Authority (CTA)
- CIBC Capital Markets
- City of Anaheim Public Utilities
- City of Chicago
- CityVitae
- Clark University
- Commonwealth Edison
- Concordia Group
- Core One Consulting USA
- County of Los Angeles
- Cox Enterprises
- Customized Energy Solutions
- Danlaw Inc.
- Deepsea Developments
- Duke University
- Eaton
- Ecoenergi, LLC
- ecoPreserve
- Electric Conduit Construction
- Electric Power Board of Chattanooga
- Electrify America
- Enel X
- ESource
- EV Connect
- Fermata Energy
- Flash
- FMI Capital Advisors
- Ford Motor Company
- Francis Energy
- Franklin Electric
- Fullerton Engineering
- General Motors
- George Washington University
- Geotab
- Green Job Builders Inc
- Green Spark
- Green Ways 2 Go
- GTI Energy
- Guidehouse Insights
- Hancock-Wood Electric Cooperative
- HARTING
- Hawthorne CAT Power Systems
- HBK Engineering
- HEMBUS
- HP Legacy
- Hunt Energy Solutions
- IEEE Chicago Section
- Illinois Commerce Commission
- Illinois Environmental Protection Agency
- Illinois Finance Authority
- Illinois Institute of Technology
- Indiana Toll Road Concession Company
- Interstate Renewable Energy Council
- Inyo Energy
- Itron
- JCREMC
- Jitney EV
- Keysight Technologies
- Kiewit
- Kitu Systems
- KPMG
- Landis+Gyr
- Leidos
- Locusview
- Lubrizol Corp
- Megavolt
- Meruelo Enterprises Inc
- Metropolitan Mayors Caucus
- Microgrid Labs
- NACFE
- NARUC
- New Flyer of America
- New York Institute of Technology
- Nextech Energy Systems
- NextEnergy
- Niroo Research Institute
- Nissan North America
- Northern Virginia Electric Cooperative (NOVEC)
- NV Energy
- Omaha Public Power District
- Ondevan Campervan
- Own Engineering
- Pacific Gas & Electric
- Peyser Associates LLC
- Phoenix Mecano
- Pieper Electric
- Plugged in Strategies
- Port of Seattle
- Powering Chicago
- Promise, Inc.
- Prism Energy Services
- Puget Sound Energy
- PureB2B
- Purolator
- Quality Logic
- R3
- Resilient Power
- Rivian Automotive
- S&C Electric Company
- Salt River Project
- Schneider Electric
- SenKox Technologies
- Shared-Use Mobility Center
- Sicame North America
- Siemens
- Siemens Mobility
- SIR Capital Management
- Smart Energy Consumer Collaborative
- Southern California Edison
- Spinetic
- Stanford University
- Sternberg Lighting
- Sustainable Power Solutions
- Syracuse University
- The Brattle Group
- The Harbinger Group
- Touchstone Energy
- Tundra Process Solutions
- United Airlines
- U.S. Gain
- Ugesi Energy
- University of Illinois - Chicago
- UK Department for International Trade
- United Power
- Universal Air Filter
- University of Queensland
- University of San Diego
- University of Wisconsin
- Vellore Institute of Technology
- Vincere
- Volta Charging
- Washington CORE, L.L.C
- WeaveGrid
- WEC Energy Group
- WEL Networks
- West Monroe Partners
- Weston Solutions, Inc.
- Wieland Electric
- WiTricity
- Wood Mackenzie
- Xcel Energy

Sponsorship Packages

- Tabletop exhibit space
 - 4 complimentary Standard passes
 - Top-level logo visibility in on-site signage, on event website and in all marketing communications
 - Top-level logo recognition throughout the conference, during breaks and session introductions
 - White paper or executive interview published on event website
 - Attendee list and copy of presentation PDFs
 - Corporate description with link on "Sponsors" page
 - Post-conference communication with attendees
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- Tabletop exhibit space
 - 3 complimentary Standard passes
 - Attendee list and copy of presentation PDFs
 - White paper or executive interview published on event website
 - Prominent logo visibility in on-site signage, on event website and in all marketing communications
 - Prominent logo visibility throughout the conference, during breaks and session introductions
 - Corporate description with link on "Sponsors" page
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- 2 complimentary Standard passes
 - Attendee list and copy of presentation PDFs
 - Prominent logo visibility in on-site signage, on event website and in all marketing communications
 - Prominent logo recognition throughout the conference, during breaks and session introductions
 - Corporate description with link on "Sponsors" page
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Lanyard Sponsor (one available) **Platinum - \$6,500**
Same deliverables as Gold above, plus logo on attendee lanyards

Reception Sponsor (one available) **Platinum - \$6,500**
Same deliverables as Gold above, plus logo acknowledgement (e.g., tent cards and signage) as sponsor of drink reception on March 10

To arrange your participation, contact:
Daniel Coran, Program Manager, dcoran@smartgridobserver.com

Media Partners



Organizations that have sponsored SGO Forums include:



Registration

<https://datacenter-power-forum.com/register>

Standard -- Equipment and software providers, system integrators, consultants, and services providers. Early bird registration rate (available until February 6, 2026 - \$1,095.00 thereafter) Includes access to all conference sessions, networking breaks and lunches, drink reception, attendee list, and presentation PDFs \$895.00

Non-Profit – Government, Academic, Military and Non-Profit organizations. Early bird registration rate (available until February 6 - \$895.00 thereafter) \$695.00
Note: .edu, .org, .mil or .gov email address required.

Event Venue



Chicago Conference Center 205 W. Wacker Drive, Chicago, Illinois

Located in downtown Chicago's Loop, the Conference Center is steps away from the city's magnificent lakefront with world-renowned Millennium and Grant Parks, marvelous museums, restaurants and retail shopping.

[>> Directions in Google Maps](#)

[>> Nearby Hotels](#)

About the Organizer



The Smart Grid Observer is a weekly e-newsletter serving the global smart energy industry. SGO delivers the latest news and information on a daily basis concerning key technology developments, deployment updates, standards work, business issues, and market trends driving the smart grid industry worldwide.



SGO organizes a number conferences each year on topics such as EV charging, V2G, industrial control systems cybersecurity, microgrids, next-gen smart grid technologies and more.

For a full list of upcoming and recent Forums, visit <https://smartgridobserver.com/events>

Sample Feedback on Recent SGO Forums:



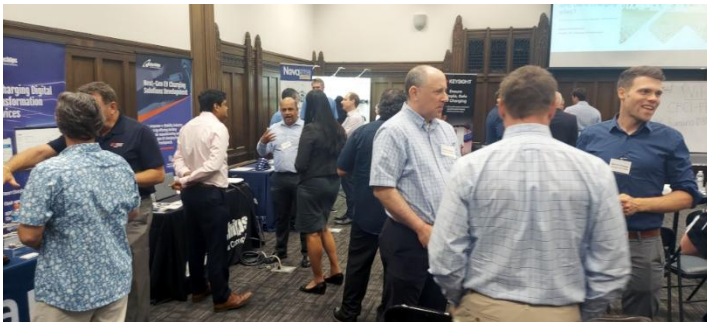
I enjoyed this conference - it exceeded my expectations! I liked best the mix of utility and vendor participants
- Eric Lambert, EV Charging Product Manager, Hubbell

Great diversity of companies and good speech topics. Nice variety.
*- Benjamin Spiro, Business Development
American Wire Group*



Excellent and informative
*- Jack McElligott, Emergency Fuel Management,
Macro Logistics*

Great presentations and variety of topics covered
- great mix of thought leaders
*- Pat McGinnis, Chief Strategy Officer,
Tweddle Group*



The Summit was great – informative and productive. The participants are deeply involved and fit the topic
- Palina Leibinskaya, CEO & Founder, TimeTick

I thought the conference was overall great due to the structure of the event and the diversity of presentations. *- Jack van Schoonenberg,
Account Manager, Keysight Technologies*



Very good conference -- the format kept things moving.
*- Rex Peckens, Director of Trades Technology,
Lansing Community College*

This has truly been an excellent experience in every way - well organized, well-rounded agenda, excellent speakers and good exhibits. There really wasn't anything that was not high quality at this conference. This was not only extremely informative but truly an exciting forum experience.
*- Larisa Dobriansky, Chief Business & Policy Innovation
Officer, General Microgrids*