



2005 SPRING CONFERENCE

Register before May 23rd
for a chance to win a Dell Axim X50v

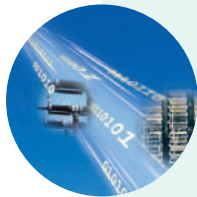
24
7xChange

The end-to-end reliability forum.

www.7x24exchange.org

END TO END RELIABILITY:

**TODAY,
TOMORROW
AND BEYOND . . .**



What is 7x24 Exchange?

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, *7x24 Exchange* is a not-for-profit organization seeking to improve end-to-end reliability by promoting dialogue among these groups.

Founded on the assumption that professionals involved with data center uptime issues often work in isolation when dealing with technical, budget, political, and career issues. As a result of expensive, time-consuming, and, sometimes, painful trial and error processes, innovative practitioners evolved unique and creative ways of solving problems and building the organizational support needed for their implementation. However, many have been stymied because they did not have access or know how to communicate potential risks to senior management to avoid a downtime disaster occurrence.

7x24 Exchange members work together to advance the state-of-the-art in infrastructure reliability. By collecting and disseminating data on safeguarding information systems and alerting top management to the importance of proactive measures, members can protect their companies' information lifelines.

The Goal of 7x24 Exchange Conferences

The field of uninterrupted uptime has no textbooks. Before its founding in 1989 as the *Uninterruptible Uptime Users Group*, learning how to deal with uptime issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement would increasingly restrict the potential productivity of the large, growing investment in computer and communication hardware and systems. It also would interfere with the increasingly critical dependence on information accessible through computers.

With 7x24 operations now common, how much higher will availability requirements be in five years? How can cost-effective, reliable responses be assured? When is a centralized application site requiring ultra-high availability viable? Addressing, and, hopefully, answering these and related strategic questions, *7x24 Exchange* conferences provide stimulating discussion forums. Collectively, we know much about the future options and alternatives available. With *7x24 Exchange*, that knowledge can be shared.

All program elements aim to increase the reliability and availability of an enterprise's information infrastructure by presenting case studies, new ideas, techniques and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from user and supplier/service organizations with formal and informal sessions, the experience is rewarding and enjoyable for all.

Who Should Attend and Why

This conference is designed for anyone involved with 7x24 infrastructures — IT, data center, disaster recovery and network/telecommunication managers; computer technologists; facility or building managers, supervisors and engineers. Vendors, consultants, or anyone concerned with uninterrupted access to critical information also will find the conference of value.

Attendees and their organizations benefit from the conference because proactive plans and cooperation from diverse functions are needed to improve reliability. By promoting a dialogue and clarifying the synergies among functions, past conferences have enabled teams of attendees from a given organization to better communicate the critical importance of a proactive approach to continuous uptime. Team members also were able to cover breakout sessions and network with other professionals in similar companies/industries with like problems.

Conference attendees benefit in three ways: professional development and advancement; increased recognition of their function's importance; and exposure to new ideas, contacts and resources. First-time attendees often discover that many companies face similar, if not identical, technical and organizational problems in their quest for higher availability levels. Those still unaware of this often view their situations as unique. However, they learn there are many common downtime risks and failure modes with solutions clustering around universal ideas and attitudes. *7x24 Exchange* conferences provide insights into what is being planned and done by others to mitigate or eliminate downtime risks. Recommended changes can then be justified, both on their practical merits and in the context of business arguments that have been successful elsewhere.

SUNDAY, JUNE 12

8:00 a.m. – 5:00 p.m.

Pre-Conference Workshop — Real Availability

Did you ever want to learn about reliability and availability, but were put off by the mathematics of probability density functions, venn diagrams and boolean algebra? Few senior managers want to learn how to perform reliability and availability calculations, but many want to know how to understand, critique, and use the results. Steve Fairfax of MTechnology and Mike Golay of MIT have developed a new version of their popular Real Availability short course tailored to the schedule and interests of the busy 7x24 professional. The Real Availability course distills the key lessons and principles of quantitative risk management into only 8 hours. Attendees will learn to understand how to think about risk, how to estimate it, how to read and understand quantitative risk analyses, and how to spot errors and omissions in studies and sales literature. Attendees will come away from this course with a new way of looking at risk, one that will enable better control of the risks of downtime to the organization. The course is based on the analysis of a hypothetical data center. MTechnology performed a detailed Probabilistic Risk Assessment (PRA) study of the facility's electrical and cooling systems. The results of the study will be presented with details on how to interpret the numbers and develop plans of action based on the results.

Stephen A. Fairfax
President
MTechnology

Michael Golay Ph.D.
Professor of Nuclear Engineering
MIT Nuclear Engineering Department

There is an additional fee for this full-day, pre-conference workshop. Please register for this session and the conference using the Conference Registration Form on page 10. If you are interested in providing a pre-conference workshop for 7x24Exchange please e-mail a proposal to tara@dolcimmanagement.com.

10:00 a.m. – 10:00 p.m.

Registration

11:00 a.m. – 1:30 p.m.

Tutorial Session A: “Automation – From the Corporate Perspective”

This tutorial session reviews the basic concepts of automation as it should be applied to today's mission critical facilities where continuous availability is demanded. This session will also show the benefits of properly applied automation for upper management's understanding of the immense value to site reliability and operating cost. Session participants will learn about some of the newest practical methods of data acquisition, data management, and sensory deployment, and how to manage the acquired data without causing information overload to staff. A discussion of the social implications of intelligent automation will identify the potential pitfalls and how to avoid them. An “Open Session” will allow participants an opportunity to present questions for open discussion on automation practices.

Melvyn D. Foster
President & CEO
Convergent Systems Integrations, Inc.

John Ciccone
Director of Critical Systems
Automated Logic Contracting Services

12:15 p.m. – 12:30 p.m.

Refreshment Break

2:00 p.m. – 4:30 p.m.

Tutorial Session B: New Sustainable Fire Extinguishing Technologies for the Mission Critical Facility and Changes in Fire Codes

This presentation will educate owners and consultants about the emergence of new technologies that have become available in the last 12 months and how they differ from traditional technologies. Featured will be a new watermist technology that can effectively extinguish electronic fires without collateral damage. The presentation will include an update on the status of Halon 1301 in the US and Europe and how that impacts the domestic market. The presentation will also include a preview of significant new changes appearing in the 2004 edition of the NFPA Fire Codes and EPA rules that are sure to impact any mission critical facility protected with fire extinguishing agents.

Brian K. Fabel, P.E.
Director, National Accounts
Orr Protection Systems, Inc.

3:15 p.m. – 3:30 p.m.

Refreshment Break

5:00 p.m. – 10:00 p.m.

Registration (continued)

Pick up conference materials and name badges to help reduce Monday morning congestion.

6:00 p.m. – 10:00 p.m.

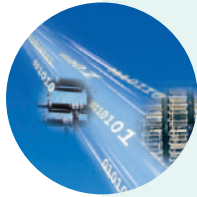
Welcome Reception

Join us for a buffet reception with open bar accompanied by soft music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, welcome first time attendees, renew old acquaintances, and meet the board members. All attendees and guests are welcome.



TODAY, TOMORROW AND BEYOND

MONDAY, JUNE 13



2005 SPRING CONFERENCE

7:00 a.m.

Registration & Breakfast

8:30 a.m.

Welcome and Opening Remarks

Bob Cassiliano, *7x24 Exchange* chairman, will open the conference, provide an overview, review meeting logistics and address general housekeeping items.

9:00 a.m.

Keynote Address: Regulation and Compliance: The New Key Drivers for End-to-End Reliability

Historically, IT Departments dragged reluctant business units along to provide justification for "IT related expenditure" in the construction and maintenance of 7x24 systems. Times have changed: regulation and compliance now rule the business world. Business Units are emerging as the primary drivers for major records management and business continuity infrastructure expenditure. To service these emerging drivers, End-to-End reliability is no longer an objective, it is a requirement. John Egan, Director EMC Business Continuity will present his view of the compliance drivers for end-to-end reliability and through case studies, reveal how customers are reacting to create physical and logical infrastructures, systems and processes to build compliance and transparency into day-to-day operational activities. Setting the tone for our Spring Conference you will be able to see how your organization measures up to some of the most advanced systems and strategies now available to ensure your organization survives Today and thrives through Tomorrow and Beyond.

M. John Egan

Director, Business Continuity
EMC Corporation

10:00 a.m.

Refreshment Break

10:30 a.m.

Reliability Improvement Through Present and Novel Redundant Architectures

This session will focus on the motivation for and evolution of redundant system architectures for the purpose of improving the probability of mission success of a system. After a brief review of the probability of mission success concept, test cases will show that the point of diminishing returns for single systems is often insufficiently reliable for mission critical applications. This motivates the use of redundancy to achieve increased probability of mission success. Static and dynamic redundant system architectures will be analyzed, including real-world and next generation implementation techniques such as triple modular redundancy, hot standby, hybrid redundancy and duplex redundancy.

James M. Galm, Ph.D., P.E.

Vice President, Chief Technical Officer
LayerZero Power Systems, Inc.

11:15 a.m.

Case Study: Infrastructure and Systems Resiliency Analysis – Morgan Stanley Data Center

Assessment of the site's mechanical, electrical and plumbing infrastructure systems as well as the operations and maintenance functions is critical to the facility's ability to support a continuous 7x24x365 operation. This session will cover the objectives and scope of the reliability assessment, from identification of the reliability level of the facility to determination of risks associated with the current system configurations and recommendations to optimize facility availability. This is the most comprehensive study in terms of scope of all critical facilities evaluations done in the past ten years.

Tara Casey-Fargione

Director of Engineering – Americas
Morgan Stanley

Les Dunkley

Director of Technical Services
The TLM Group LLC/Maxus Group

Peter Gross

Chief Executive Officer
EYP Mission Critical Facilities, Inc.

12:15 p.m.

Buffet Lunch

1:45 p.m.

Re-examining the Suitability of the Raised Floor for Data Center Applications

The circumstances that gave rise to the development and use of the raised floor in the data center environment are examined. Many of the reasons for the raised floor no longer exist, and the problems associated with raised floors suggest that their widespread use is no longer justified or desirable for many applications. This presentation will focus on the elements of the raised floor, the problems of using a raised floor, barriers to eliminating the raised floor, and then finally designing without a raised floor.

Neil E. Rasmussen

Senior Vice President & Chief Technical Officer
American Power Conversion

2:30 p.m.

Make Your Own Sundae Break

3:00 p.m.

Concurrent Sessions

A. Saving Energy to Save Reliability – A Utility Approach to Data Center Emerging Technologies

This session will discuss an electric utility energy efficiency program approach to evaluate and demonstrate energy-saving emerging technologies in data center design with an objective to provide life-cycle cost benefits and enhanced grid reliability. Design and results of a scoping and feasibility study is covered and methodology of a demonstration of selected emerging technologies is addressed.

Stephen K. Fok, P.E.

Senior Program Engineer
Pacific Gas and Electric Company

Bruce Myatt

Principal
EYP Mission Critical Facilities Inc.

B. Integrating Group Communication Technology into Facilities

This program covers planning considerations for the AV, Multimedia and Video Technology required by modern mission critical facilities. The range of topics include acoustics, screen size, control systems, video collaboration, lighting control and signal security. Current and emerging technologies and their impact on planning will be discussed.

Walter Horsting

Vice President, Business Development
SPL Integrated Solutions

3:45 p.m. – 4:45 p.m.

Maximizing Uptime Through Use of an Optimized Static Transfer Switch

Fast switching between AC power sources enabling computer systems to benefit from increased availability made possible by dual-bus power systems. The solid-state bus transfer switch is the enabling technology behind dual-bus power systems. Static transfer switches (STS) positioned between the critical load and the output of two independent UPS systems are used either as primary or secondary side switches in high availability dual-bus configurations. As such, the STS allows for automatic and manual switching between the two UPS sources without interruption of power. An optimized transfer algorithm provides a fault-resilient solution thus eliminating this problem. Explanation of the algorithm and STS attributes serve as a preamble to a case study presentation involving both a consulting engineer and end-user.

Peter A. Panfil

Vice President, UPS Engineering
Liebert Corporation

Kim Reitterer, PE

Partner
Elm Engineering, Inc.

6:30 p.m. – 10:30 p.m.

Hospitality Suites

A number of conference sponsors host hospitality suites. Please make every effort to attend as many as possible. All attendees and guests are welcome.

7:00 a.m.

Breakfast

8:30 a.m.

Opening Remarks Day 2

Bob Cassiliano will review day one highlights, provide an overview of upcoming events, present an update of current *7x24 Exchange* activities and plans and address housekeeping items of interest.

9:15 a.m.

Keynote Address: Financial Services Grapples with Reliability of Data

While end-to-end and process reliability is assumed in the financial services industry, it has become very clear in the last few years that the quality and availability for the data feeding those functions is paramount to their success. Further complicating the matter, market and regulatory demands for more stringent risk management practices, as well as compliance with frameworks such as Sarbanes-Oxley, the Patriot Act and Basel II, all require financial institutions to actively intervene in and monitor data quality. Institutions must respond to all of these drivers for better data management, while still lowering their overall costs and increasing efficiency and long-term ROI. Learn more about how the financial services industry is confronting this challenge through this case study.

Hubert Holmes

Executive Vice President
Cicada Corp

10:15 a.m.

Refreshment Break

10:45 a.m.

The Ideal/iFortress Structural Security

This presentation will address the next generation in the evolution of tier IV Security and how new manufacturing processes are hoping to mitigate risk in mission-critical enterprise infrastructures.

Richard J. Riffenhouse

Executive Vice President
Ideal Construction

Jerry Lyons

Consultant
iFortress, Inc.



TUESDAY, JUNE 14

11:30 a.m.

Avoiding Sticker Shock: Business Case Development for Data Centers

The need for data centers and other IT facilities is on the rise. Outdated systems, regulatory pressures, increasing security concerns and ever-growing dependence on technology have put these projects at the top of corporate real estate agendas. Using case studies of projects for Washington Mutual, Starbucks and others, the presentation outlines how to build a solid business case for these complex, costly and often misunderstood projects, as well as methods for ensuring the most cost-effective delivery.

Leonard Ruff, AIA

Associate Principal
Callison Architecture

Chris Lindberg

Assistant Vice President, Data Center Services
Washington Mutual Bank

12:15 p.m.

Lunch

1:45 p.m.

Managing Risk with Condition-Based Maintenance

Maintenance is a crucial activity in the operation of any mission-critical facility. Maintenance brings the human operators in contact with critical equipment and creates many opportunities to prevent failures - or to cause them. MTechnology's quantitative risk assessment studies of maintenance suggests that the benefits of some of the most popular maintenance strategies are exaggerated and that the risks are much larger than is commonly understood or acknowledged. Trying to reduce the risk of downtime as much as possible requires not only an assessment of risks and benefits, but also acknowledgement of the large uncertainties inherent in operational decision-making.

Stephen A. Fairfax

President
MTechnology

2:30 p.m.

Refreshment Break

3:00 p.m.

Concurrent Sessions

A. Arc Flash Electrical Safety Practices and Enforcement Impact in Data Centers

The presentation will cover aspects of Arc flash and how it applies to Mission Critical Facilities. Explanation of NFPA 70E, NEC, and OSHA requirements and enforcement and what data center managers are required to keep their workplace safe. A recent Arc Flash study will be covered that was performed in a

data center and gives examples of what Personal Protective Equipment (PPE), incident energy, and working clearances that are required when working around data center electrical equipment. Design considerations and planning required to satisfy NFPA 70E, NEC and OSHA will be discussed.

Ron Shapiro

Electrical Engineer
EYP Mission Critical Facilities

Reza Tajali, P.E.

Staff Engineer, Power Systems Engineering
Square D Company

B. Fault & Disaster Tolerant Microsoft Application Implementation

Over the last several years, Exchange mail has become a mission critical application. When Exchange goes down, the organization stops working. As a mission critical application, traditional hardware platforms such as general purpose servers and software based server clusters are not able to provide the required 99.999% application uptime. New fault tolerant (single server failure) and disaster tolerant (site level disasters) hardware technology from NEC can now allow for 5x9's of uptime. And this new technology can provide virtually no downtime with a significant reduction in administrative operations.

Dick Csaplár

Product Manager, Solutions Platform Group
NEC Solutions America

3:45 p.m.

Pass the Mike Session

This session will address questions previously submitted on registration forms and those which surface during the conference. *7x24 Exchange* encourages all attendees to step up to the microphone and state their case. Attendee participation and open dialogue has made this a valuable session over the years.

Dennis Cronin

President
Resilient Solutions, LLC

6:00 p.m.

Vendor Sponsored Party Cruise

All aboard the "S.S. 7x24 Exchange" for a Party Cruise on Florida's fabulous Intracoastal waterway. Eat, drink and dance the night away while viewing some of south Florida's most luxurious mansions and sights.

ABB, Active Power, AFCO Systems, APC, Caterpillar, Danaher Power Solutions, Russelectric and SIEMENS

play hosts as Sun Dream Yacht charters takes us on a party cruise you will never forget. The ship sets sail at 6:00 PM sharp so dress for some casual fun and don't forget your boat shoes.

WEDNESDAY, JUNE 15

7:00 a.m.

Breakfast

8:30 a.m.

Opening Remarks - Day 3

Bob Cassiliano will review highlights from day one and day two.

8:45 a.m.

Keynote Address: The New Wireless World

Today's data facility is different from yesterday and tomorrows will be different as well. The changing demands of business are changing the physical requirements of how business stays in business. Wireless deployment of voice and data is a key piece of this strategy and vendors, carriers, consultants and enterprises need to understand its enabling power.

John J. Gilbert, III

COO & EVP

Rudin Management Company, Inc.

9:45 a.m.

Refreshment Break

10:15 a.m.

Data Center Structured Wiring

The data center is the central nervous system of data networks, in which downtime is not acceptable. The use of structured optical cabling is essential to facilitate error-free data transmission and ease the disruption of moves, adds and changes (MACs). Structured optical cabling also provides a migration path to higher data rates, such as 10 Gb/s and beyond. Optical fiber cabling offers the maximum physical layer performance relative to data rate distance capability, ease of installation, pathway and space considerations and reliable error-free performance. This presentation will discuss data center structured optical cabling, including information from the TIA 942 data center standard and guidance on Ethernet and Fibre Channel connectivity protocols.

Doug Coleman

Manager of Technology and Standards

Corning Cable Systems

11:00 a.m.

High Reliability DC Power Distribution System for Critical Power Environments

High density computer environments, utilizing Alternating Current (AC) power supply blade server technology, are presenting major challenges to owners and operators. Typical facility infrastructures cannot accommodate the added heat loads and reliability requirements of such installations. Servers equipped with Direct Current (DC) power supplies, instead of AC power supplies, operate with 20-40% less heat, reduce power consumption by up to 30%, increase server reliability, offer flexibility to installations and decrease maintenance requirements. Utilizing current off-the-shelf components, it is possible to install and operate a high reliability DC power distribution system for a DC powered server environment - without batteries or complicated AC power system drawbacks. This High Reliability DC Power Distribution System could be the next generation power system for server environments.

Mark Baldwin

President

Baldwin Technologies, Inc.

David Geary, P.E.

Vice President - Engineering

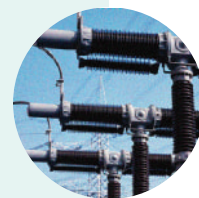
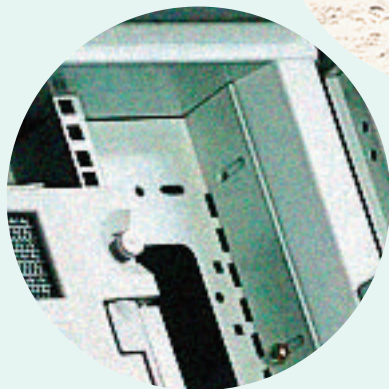
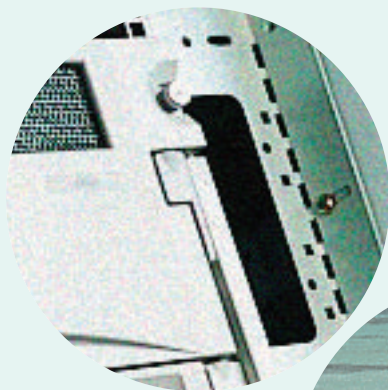
Baldwin Technologies, Inc.

11:45 p.m.

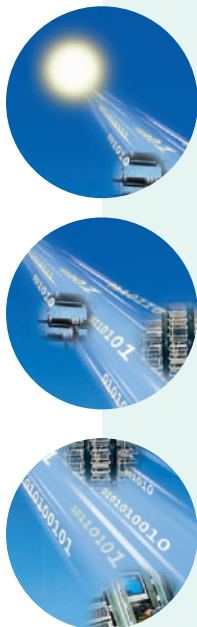
Conference Wrap-Up & Raffles

12:00 p.m.

Conference Adjourns



TODAY, TOMORROW AND BEYOND



Two Quick Steps to Registration:

1. Conference Registration

Complete a Conference Registration Form for each participant, on-line or mail or fax a copy of the Conference Registration Form on page 10 to:

7x24 Exchange
322 Eighth Avenue, Suite 1400
New York, NY 10001

Phone: 646-486-3818

Fax: 212-645-1147

www.7x24exchange.org

To ensure space availability, registrations must be received by May 10th, 2005.

2. Hotel Reservations

To take advantage of 7x24 Exchange's special rates at the Boca Raton Resort & Club, please refer to the form on page 9 for further details.

Conference rates are available from June 10, 2005 through June 16, 2005. To ensure space availability, reservations must be received by May 10, 2005. After May 10, 2005 rooms and rates are subject to space availability and current hotel rates.

Please note that there are a limited number of rooms available at the group rate which will be reserved on a first come first served basis. *7x24 Exchange* makes every effort to reserve the appropriate number of room nights for attendees, however we cannot be responsible if the room block sells out prior to May 10, 2005. In the event of a sell out *7x24 Exchange* will recommend nearby accommodations.

Boca Raton Resort & Club
501 E Camino Real
Boca Raton, Florida 33432
888-503-2622

HOTEL REGISTRATION FORM:



BOCA RATON RESORT & CLUB

The Boca Raton Resort & Club is pleased to host the 7x24 Exchange on June 10-16, 2005. Reservation requests not received by May 10, 2005 will be accepted on a space-availability basis. Please include check or credit card number to cover one night's room rate. (Room rates are plus 10.5% tax). This deposit will hold your room until 2 a.m. of the morning following your scheduled arrival date. Upon arrival, your deposit will be applied to the last confirmed night of the reservation. In the event of your early departure, the deposit is non-refundable unless the Resort is notified at the time of check-in. Cancellation notice of Seven (7) days is required for a refund. (Please retain your cancellation number.) A credit card or cash deposit is required at check-in. A daily Resort Fee of \$18 plus 10.5% tax is added to your account. This charge includes gratuities for bell staff and other hotel services. *We will make every effort to honor specific requests for location, connecting rooms, non-smoking rooms, etc.; however, we reserve the right to provide alternate accommodations. **With some groups, the room block fills before the stated cutoff date-therefore; we recommend that you make your reservations early.

Arrival Date _____ time _____ (am/pm) Departure Date _____ time _____ (am)
(Check-in time is after 4:00 pm) (Check-out time is before noon)

Name _____ Company _____

Company Address _____

City _____ State _____ Zip _____ Phone _____

Fax Number _____ Email _____

All rates are European Plan (No meals included). No additional charge for children under 16 in same room with parents.

Third Adult in any room is \$33 per day. If Children will attend, please indicate ages: _____ # of rollaway needed _____

Request: Non-smoking room _____ Smoking room _____ Special requirements _____

Please select from the following categories: **Category** **Run Of House**
Single Occupancy \$195.00 ____
Double Occupancy \$195.00 ____

METHOD OF PAYMENT: Check Enclosed **For Deposit:** Amount \$ _____
 American Express MasterCard Visa Diners Club Carte Blanche

Credit Card Number _____ Expiration Date _____

Your Credit Card will be charged for a one night's deposit. No show will result in forfeiture of the one night deposit and cancellation of the room.

RESERVATION FAX# 561 447 3557 AND 561 447 5065 (FOR RESERVATION PURPOSES ONLY)

Boca Raton Resort & Club
501 E Camino Real
Boca Raton, Florida 33432

RESERVATIONS WILL ALSO BE ACCEPTED BY PHONE

Please Call 1-888-503-2622 or 561-447-3000

All confirmations will be sent by mail or e-mail

CONFERENCE REGISTRATION FORM:

PLEASE PRINT OR TYPE CLEARLY

Name: _____

(Informal Name/nickname for badge) _____

Position/Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-mail _____

CONFERENCE FEES:	Early Bird Discount Through May 23rd	After May 23rd
Member:	\$1,200	\$1,500
Non-member:	\$1,500	\$1,800

PAYMENT METHOD

Check enclosed

Charge (check one):

American Express Visa MasterCard Discover

Card Number:

Exp. Date:

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Name (as it appears on the card) _____

Signature _____

DO YOU PLAN TO ATTEND?

Sunday 8:00 a.m. – 5:00 p.m.

Pre-Conference Workshop – Real Availability Yes No

(There is an additional fee of \$975 to attend this session. The fee includes Sunday breakfast, lunch, refreshment breaks and course materials. Individuals registered for the pre-conference workshop must also register for the full conference)

Sunday 11:00 a.m. – 1:30 p.m.

Tutorial Session A – Automation... Yes No

Sunday 2:00 p.m. – 4:30 p.m.

Tutorial Session B – Fire Extinguishing Technologies Yes No

(There is no additional fee to attend Tutorial Sessions A and B.)

Sunday Evening's Buffet Reception Yes No

If yes, do you plan to bring a guest? Yes No

Name of guest: _____

A guest is a spouse/significant other, friend or an adult child (18 and over) who is not in an industry related occupation. Co-workers or associates in the industry may not use the guest registration category and are required to submit a separate registration form. Guests are invited to attend the Welcome Reception, Hospitality Suites and the Vendor Sponsored Event.

BREAKOUT SESSIONS (please choose only one)

Monday 3:00 p.m.

A. Saving Energy.....

B. Integrating Group Communication.....

Tuesday 3:00 p.m.

A. Arc Flash Electrical Safety....

B. Fault & Disaster....

Vendor Sponsored Evening Yes No

Do you plan to bring a guest? Yes No

Name of guest: _____

COMPANY PROBLEM/CASE STUDY

An important part of 7x24 Exchange conferences is the discussion of real world uptime issues, problems and solutions. Each attending organization is requested to provide a short write-up of a recent experience, major question, problem or issue which might be of interest to conference attendees:

(include additional sheets if necessary)

May we identify your company as submitting information?

Yes No

These write ups will be reviewed by the 7x24 Exchange Board of Directors and provided to appropriate moderators for possible inclusion in their sessions.

Other comments, suggestions:

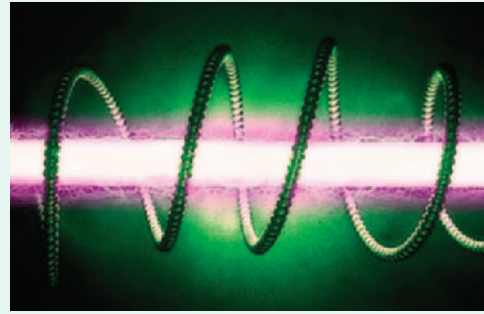
Do you wish to receive membership information?

Yes No

Check here if this is your first time attending a 7x24 Exchange Conference

The conference registration fee covers conference sessions and activities, handout materials, Sunday's reception, lunches, breakfasts on Monday, Tuesday and Wednesday. The conference fee does not include the Sunday Pre-Conference Workshop. The pre-conference workshop registration fee covers breakfast, lunch and refreshment breaks on Sunday as well as course materials. Attendees who register for the pre-conference workshop must also register to attend the full conference.

Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations. The dress code is business casual. Cancellations received by June 3rd will be refunded, less a \$75 handling fee. There will be no refunds after June 3rd. However, substitutions of company participants may be made at any time.



What Members Are Saying

“Great fun interacting with peers”

“One of the best yet!”

“Excellent, well worth the trip”

“7x24 is a well focused, valuable organization with great educational benefit”

“Very informative speakers & presentations”

Vendor/Consultant Policies & Procedures

Information Tables and Pop-Up Displays

Vendors and consultants are encouraged to participate in *7x24 Exchange*. However, the group is primarily driven by user interest. Tables are provided at the conference for the distribution of product literature, educational material and other useful information at no cost. Display signs are not permitted on literature tables. Overt selling at *7x24 Exchange* meetings and the use of *7x24 Exchange* membership lists for direct selling are prohibited.

Conference sponsors at the Key level or higher will be permitted to occupy one full six foot table for literature and/or a pop up display at no cost. Non sponsoring companies can set up pop up displays at a cost of \$500 per table for members and \$750 per table for non-members. Any additional costs such as electric, shipping etc. are the responsibility of the vendor.

7x24 Exchange and the Boca Raton Resort & Club are not responsible for the theft, loss or any damage incurred to any vendor materials. If you wish to coordinate a display please contact Brandon Dolci at 646-486-3818 x 108. All displays MUST be registered with *7x24 Exchange* by May 20th and accompanied by one full conference registration by a representative of the company.

Hospitality Suites

Hospitality suites/demo rooms are permitted on Monday, June 13th, 2005 between the hours of 6:30 P.M. and 10:30 P.M. All hospitality suite hosts must be at least a Key member of the *7x24 Exchange* Corporate Leadership Program (CLP). In order to be recognized by *7x24 Exchange* vendors must complete a suite registration form.

As always, hosting a hospitality suite gives vendors direct access to the conference attendees and provides the opportunity to promote products and services in an enjoyable relaxed environment.

If you are interested in hosting a suite on Monday, June 13th, please contact Brandon Dolci at 646-486-3818 x 108 before May 20th.



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