

## Call for Articles

**Fall 2011 Magazine Editorial Deadline: August 5<sup>th</sup>**

### What is 7x24 Exchange?

Formed in 1989, *7x24 Exchange* is the leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, aiming to improve end-to-end reliability by promoting dialogue among these groups. Founded on the belief that most professionals involved with End-to-End information infrastructures work in isolation when dealing with technical, budget, political, and career issues, *7x24 Exchange* creates communications vehicles designed to promote dialogue among these groups and to advance the state-of-the-art in infrastructure reliability. With the information from these dialogues members can alert top management to the importance of proactive measures and help protect their companies' information lifeline. Open, trusting, formal and informal dialogue between members is key to achieving *7x24 Exchange's* mission. Magazines, Fax alerts, National Conferences, Chapter Meetings and the website at [www.7x24exchange.org](http://www.7x24exchange.org), are the primary vehicles used to promote this dialogue.

### Author/Article Information:

Author: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

email: \_\_\_\_\_

**Proposed Article Title:** \_\_\_\_\_

**Proposed Article:** Please attach a copy of the article for review. Articles should be kept under 2500 words. Final articles are subject to editing for use in the magazine.

*User, vendor and consultant participation in 7x24 Exchange publications is acknowledged and encouraged. However, in keeping with 7x24 Exchange's mission, articles must be educational, not promotional, in tone and content. The group is primarily driven by user interest; overt selling is inappropriate and must be avoided.*

**Send complete article w/ this application by August 5, 2011 to:**

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