The end-to-end reliability forum.

Call for Presentations

Submit a Presentation Proposal Today!
All proposals are due February 3, 2006

2006 SPRING CONFERENCE
END-TO-END RELIABILITY
June 4-7, 2006
JW Marriott Orlando Grande Lakes

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. Newsletters, Fax alerts, National Conferences, chapter meetings and a web-site at www.7x24ewxchange.org, are the primary vehicles used to promote this dialogue.

Conference Goals

In keeping with its founding assumptions and mission *7x24 Exchange* believes new approaches, products, ideas, solutions and techniques related to improving End-to-End reliability emanate from varied functions, vendors, consultants and user/operators in structured and unstructured exchanges. As such, *7x24 Exchange* Conferences include a broad variety of topics that impact End-to-End reliability in formal and informal settings. The content and structure of *7x24 Exchange* Conferences are designed to encourage and facilitate such valuable dialogue and idea exchanges.

7x24 Exchange Conference Presentations - General

Application Process:

1. Review *Conference Presentation Guidelines*.
2. Submit a completed *Proposal* to *7x24 Exchange*.
3. If necessary discuss/review presentation outline with *7x24 Exchange* and, its Board of Directors.
4. Fulfill the requirements outlined in *7x24 Exchange Conference Presentation Guidelines*.
5. Review selection criteria

Conference Presentation Proposal

7x24 Exchange

The end-to-end reliability forum.

Primary Speaker:_____
Title:_____
Organization:_____
Address:_____
City:_____State:____Zip:_____
Phone:_____Fax:_____
email: _____

7x24 Exchange will correspond with the primary speaker only. It is the primary speaker's responsibility to notify all co-presenters regarding the state of the proposal. Please list yourself as the primary speakers and any list any co-presenters. Remember that all co-presenters must sign the proposal or attach a statement indicating their agreement to participate. No more than one primary and two co-presenters may participate in any presentation.

Co-presenter #1:_____
Title:_____
Organization:_____
Address:_____
City:_____State:____Zip:_____
Phone:_____Fax:_____
email: _____

Co-presenter #2:_____
Title:_____
Organization:_____
Address:_____
City:_____State:____Zip:_____
Phone:_____Fax:_____
email: _____

Presentation Title: _____

Instructional Method: Lecture ☐   Case Study ☐   Business Case Analysis ☐

Presentation Description: (attach 75-100 words describing session content and format. Be as specific as possible.) Descriptions are subject to editing for use in the final conference program.

Presentation Outline: (attach 1-2pages including major topics covered, who will cover, how, etc.)

Speaker Biography: (attach a short 50-100 word biography for each presenter)

Has presentation been delivered elsewhere?   Yes ☐   No ☐

If yes, where and when?   _____

Are you interested in presenting to 7x24 Exchange Chapters on a local level?   Yes ☐   No ☐

User, vendor and consultant participation in 7x24 Exchange Conferences is acknowledged and encouraged. However, in keeping with 7x24 Exchange's mission, presentations 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. The audience is largely composed of problem-solvers. Experience indicates they respond best to real-world, case-study-type presentations, but are receptive to new ideas or concepts, if they are well-presented and relevant.

It is 7x24 Exchange's policy that speakers are guests of 7x24 Exchange for this conference and therefore the conference fee is waived. This policy applies to one speaker per organization. Additional speakers from the same organization must submit the appropriate conference registration fee. All travel and additional expenses are the responsibility of the speaker.

Audio for all conference sessions are recorded and 7x24 Exchange may decide to use or sell these recordings. By signing this agreement you grant 7x24 Exchange permission to use/sell/duplicate any such tapes. You also agree to release 7x24 Exchange from any loss you may encounter in conjunction with participation in this event not resulting from 7x24 Exchange's gross negligence.

I have read, understand and will adhere to *7x24 Exchange Presentation Guidelines*.

Primary Speaker Signature:

_____

Co-presenter #1 Signature: (if applicable)

_____

Co-presenter #2 Signature: (if applicable)

_____

Send complete proposal by February 3, 2006 to:
Tara Oehlmann, Ed.M
7x24 Exchange
322 Eighth Avenue, Suite 501
New York, NY 10001
Phone: 646-486-3818 x104
Fax: 212-645-1147
e-mail: tara@dolcimanagement.com

Conference Presentation Guidelines

Logistics: 2006 SPRING CONFERENCE
END-TO-END RELIABILITY
June 4-7, 2006
JW Marriott Orlando Grande Lakes, Orlando, FL

CONTACTS:
7x24 Exchange: Tara Oehlmann, Ed. M., 646-486-3818 x104, tara@dolcimanagement.com

Audience   *7x24 Exchange* conferences are designed for professionals involved in providing uninterruptible uptime — IS, data center, disaster recovery and network managers; computer technologists; facility or building supervisors, engineers and managers; and, vendors and consultants concerned with these areas.

Conference attendees benefit in three ways: professional development/advancement; increased recognition of their function's importance; and, exposure to new ideas, contacts and resources.

Attendance is limited to 375, and, based upon past experiences, we expect the following attendee break-down: Facilities 40%±; IS 20%±; Network 7%±; Combined IS/Facilities and/or Network 8%±; Consultants 15%±; Other (sales/marketing/networking/ general management/etc.) 10%±

Guidelines
OVERALL   In keeping with *7x24 Exchange's* mission, all presentations must be educational in tone and content. The audience is largely made up of problem-solvers. Experience indicates they respond best to real-world, case-study-type presentations, but are receptive to new ideas or concepts, if they are well-presented and relevant.

Vendors and consultants are encouraged to participate in *7x24 Exchange*. However, the group is primarily driven by user interest. Overt selling is inappropriate and must be avoided. Any vendor who uses *7x24 Exchange* for direct sales will forfeit membership.

Tables are provided for the distribution of product literature, educational material and other useful information.

PRESENTATION   *Our responsibilities:*
- All sessions will begin and end on time.
- Most presentations are 45 minutes in length including Q&A.
- A *7x24 Exchange* moderator will introduce each session/speaker.
- Provide all needed AV systems, equipment and support.
- Portable mics will be available to the audience for Q & A periods.
- Edit/Prepare/Reproduce/Distribute Handout Material

Your Responsibilities:
- Aim your presentation at the audience's interest (see audience breakdown above). Call if you have questions or wish to discuss.
- Be prepared, rehearsed, ready and on time.

- Provide us with your FINAL presentation as soon as possible, but no later than April 28, 2006.
- Prepare handout and AV material appropriate to the audience make-up and size and the location — Clear, concise, uncluttered (6 or fewer bullets per frame) and professional. Call if you have questions or need help.
- Always face and speak to the audience.
- Use the audio equipment; it's a big group and all of them wish to hear you.
- Expect and provide time for questions and answers.
- Repeat all questions. This will assure that everyone in the audience has heard each question and give you more time to consider each answer.
- Signal the end of your presentation by summarizing and/or indicating there is time for two more questions.
- To facilitate a productive Q & A session, provide us with 3 or 4 interesting questions so we can prime-the-pump/get things started, as necessary.

HANDOUTS	Three ring binders, dividers and an index are provided for each attendee which include:

- A short (100-to-300 word) biography for each presenter.
- Copies of all slides and discussion visuals unless they contain proprietary information.
  - Handout material should be appropriate for inclusion in the conference binder:
    ⇒ can be printed in black and white — colors/shades/photographs may create problems.
  - If your presentation is in *PowerPoint* or another popular presentation package please provide us with a copy of the disk.
  - A title page and, if necessary, a disclaimer/copyright on this page (1).
- A list and explanation for all acronyms, bibliographies, references, etc., if appropriate.

Audience Evaluation	Attendees are continually encouraged to evaluate all aspects of the conference, including rating each session's content and presentation. In addition to rating each aspect on a scale of 1 (poor) to 7 (excellent), attendees are encouraged to enter comments. About 65 percent of attendees submit evaluation forms. These evaluations are used to prepare a summary report, including a ranking of the content and presentation ratings for each session and a summary listing of attendee comments for each presentation. The primary presenter receives a copy of the overall session ranking matrix and comments for their session.

Selection Criteria	7x24 Exchange receives more presentation proposals than presentations slots for each conference. Therefore proposals are reviewed with the following criteria in mind:

- The topic must relate to the theme of the conference
- Any proposal with sales overtones will be eliminated
- Proposals in the following formats will be given priority:
  - Case studies with customer participation
  - Multiple vendor presentations on future technology without discussing particular products/services
  - Presentations provided by users
  - Panel presentations which portray many different perspectives of a particular topic
  - Proposals that demonstrate the ability to discuss a technology, concept or problem in as generic of terms as possible.
  - Topics which are timely and compelling to members' interest