

Register Before October 23<sup>rd</sup> for a Chance to Win One of Three MacBook Airs

# 2015

## FALL CONFERENCE

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

## *COMMITMENT TO EXCELLENCE*

November 15-18, 2015

JW Marriott San Antonio Hill Country  
San Antonio, TX

[WWW.7X24EXCHANGE.ORG](http://WWW.7X24EXCHANGE.ORG)

**7x24**  
**Change**  
INTERNATIONAL  
The end-to-end reliability forum.™



## WHAT IS 7X24 EXCHANGE?

**7x24 Exchange** is the leading knowledge exchange for those who design, build, operate and maintain mission critical enterprise information infrastructures. We are a not-for-profit organization seeking to promote dialogue among industry professionals to address the many challenges facing owners and operators of these facilities. In addition to the ever present challenge of maintaining and improving end-to-end reliability, addressing the challenges of energy efficiency and sustainability and the potential for increased regulatory oversight have become a major focus of our membership.

The organization was founded on the assumption that professionals involved with data center uptime and operational issues often work in isolation when dealing with strategic, technical, budgetary, regulatory, and career issues. This often results in expensive, time consuming, and, sometimes, painful trial and error efforts. **7x24 Exchange** members work together to advance the state-of-the-art by sharing best practices, lessons learned, and evolving strategies to address the challenges of infrastructure reliability and industry leading energy efficiency. Armed with this information members are enabled to proactively communicate, to technical peers, non-technical team members, clients and corporate management, the solutions necessary to drive operational efficiency and protect their companies' information lifelines.

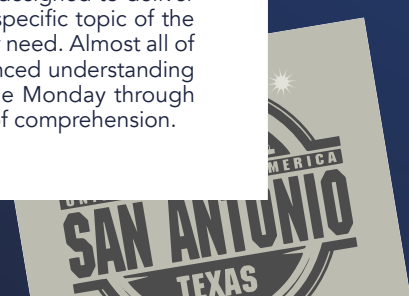
## THE GOAL OF 7X24 EXCHANGE CONFERENCES

The field of mission critical operations continues to evolve. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with reliability and operational issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement increasingly restricts the potential productivity of the large and rapidly growing investments in computer and communication infrastructure. Adding to the challenge has been the rapid growth in energy demand and the ever increasing cost of energy. With 7x24 operations now more common, how much higher will availability requirements be in five years? How much will these facilities cost to operate? How will environmental and regulatory concerns impact operations? How can cost effective, reliable responses be assured? 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, equipment, and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from end users to service providers to equipment manufacturers in both formal and informal sessions, the experience is rewarding and enjoyable for all. 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 corporate 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. Attendees are also able to participate in 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. CEU credits are also available.

First-time attendees often discover that many companies face similar, if not identical, technical and organizational challenges in their quest for higher availability levels. **7x24 Exchange** conferences provide insights into what is being planned and executed 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 cases that have been successful elsewhere.

## WHAT IS A TUTORIAL SESSION?

**7x24 Exchange** has been offering tutorial sessions for many years. These tutorials are designed to deliver value to a broad range of participants. Whether your need is advanced training on a specific topic of the day or a refresher course on fundamental concepts, there is a tutorial that will meet your need. Almost all of **7x24 Exchange** general session presentations are geared towards those with an advanced understanding of the concepts that will be presented. The tutorials are intended to complement the Monday through Wednesday general session presentations and help each attendee deepen their level of comprehension.



## SUNDAY, NOVEMBER 15TH

**11:30 A.M. – 9:00 P.M.**

### Registration

**2:30 P.M. – 5:00 P.M.**

### Fluid Mechanics 101: Fundamentals of Cooling Airflow in a Data Center

This tutorial session will introduce basic concepts of air velocity, airflow rate, pressure, and temperature distribution as applied to raised-floor data centers. You will be shown why the flow distribution through the perforated tiles is usually not uniform. It is governed by the air velocity and pressure variation under the raised floor. By calculating this variation, you can predict the airflow coming out of each perforated tile.

Such a calculation allows you to study the effect of variables such as: layout of the CRAC units and the perforated tiles, the height of the raised floor, and the presence of obstructions under the raised floor.

Once the flow rates through the perf tiles are determined, the next step is to calculate, in the above-floor space, the air velocity

and temperature as the air moves through the server racks and back to the CRAC units. Many examples will be presented to develop an understanding of the physical processes and to draw practical conclusions.

The tutorial will show how to create a computational model of a data center layout and calculate the corresponding airflow and temperature distribution.

**Suhas V. Patankar, Ph.D.**

Professor of Mechanical Engineering  
University of Minnesota and  
President  
Innovative Research, Inc.

**6:00 P.M. – 9:00 P.M.**

### Welcome Reception

SPONSORED IN PART BY:



Join us for a reception with open bar accompanied by 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.

## MONDAY, NOVEMBER 16TH

**7:00 A.M.**

### Registration & Breakfast

Check in, pick up your name badge, conference materials and enjoy a hot buffet breakfast.

**8:00 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.

**8:30 A.M.**

### CONFERENCE KEYNOTE: Big Data and the Internet of Things — Boon or Bust for Your Cybersecurity Efforts?

Marketing databases, customer analytics and behavioral patterns are easier to manage with big data – but will these data elements be safe from hackers? And what is the impact of the Internet of Things? Payton will explain how to harness the power of big data and build your big data to achieve business goals while adding in safeguards to fight cybercriminals. She'll also explain how the Internet of Things may be the ultimate driver of global change.



**Theresa Payton**

Former White House CIO,  
Cybersecurity Authority,  
Expert on Identity Theft and  
the Internet of Things

**9:30 A.M.**

### Refreshment Break

**10:00 A.M.**

### Oracle's Journey to Data Center Excellence

The presentation will explore Oracle's journey and its commitment to excellence in data center facility build and operations. As a leader in IT technology and cloud services and with a focus on sustainability, Oracle has set out to be best in class with regards to its own data center builds. They desire to create and operate a simple and efficient data center program. Together with its partners, Glumac and Holder Construction, Oracle will discuss its unique IT needs, commitment to sustainability and commitment to data center excellence. Oracle will discuss the path to a successful design and build data center project.

**Tom Dobson**

Vice President  
Holder Construction Company

**Samuel H. Graves, PE**

Associate Principal, Lead Mechanical  
Glumac Mission Critical

**Mike Steinmann, PE**

Managing Principal, Mission Critical Group  
Glumac Mission Critical

**Michael R. Thrift**

Director, Data Center Facilities Operations  
Oracle

## MONDAY, NOVEMBER 16TH

**11:00 A.M.**

### The Right Data Center for the Job

The continuing convergence of large rich packets for applications such as video combined with the billions of tiny packets from billions of devices that will make up the Internet of Things (IOT) are charting a new course for the role of the data center. In this presentation, Chris Crosby will discuss how this evolution in data composition and the resulting increase in the demand for low latency are driving the need for data centers to take on specific roles within new hierarchical structures.

**Chris Crosby**

Chief Executive Officer  
Compass Datacenters

**12:00 P.M.**

### Lunch and Networking

**12:00 P.M.**

### End User Xchange Forum

Designed to encourage in-depth discussion and debate on the latest challenges in data center planning, design and operation, topics will include: trends in infrastructure design resiliency, energy efficient design and operational practices, capacity planning and management, and the day-to-day challenges in managing data center operations. The moderator will guide the discussion with the use of PowerPoint slides and handouts; however, the real star of this session will be you, the end user! Bring your appetites, but more importantly, be ready to engage your peers for an exciting interactive discussion on the latest challenges of our industry. Don't forget those business cards as this will be a great opportunity to meet your peers in the industry!

**Moderator:**

**David Schirmacher**

President  
7x24 Exchange International

**1:30 P.M.**

### PANEL: Commitment to Sustainability and Efficiency

Companies operating in today's evolving information and communications industry are constantly looking for new ways to achieve effective and accountable resource efficiency. With the role of the data center increasingly central to this effort, and with sustainability goals becoming more prominent for companies across the ICT ecosystem, this panel looks to discuss ways to drive sustainability goals in data centers.

The panel will take a much broader view of "sustainability", going beyond the ecological context and defining the term more as the balance and overlap between various "good" outcomes – including the economic, social and societal.

This panel will focus on best practices for achieving this type of comprehensive sustainability in data centers. TGG's recent refresh of its Data Center Maturity Model (DCMM) provides clear goals and direction for data center end-users to improve the energy efficiency and sustainability across all aspects of the

data center. This includes facility aspects (power, cooling, management, etc.) as well as the IT side (compute, network, storage etc).

The panel will also provide best practices for assessing data center productivity and managing the lifecycle of a data center. These insights will help end users look at all different aspects of a data center – from upstream, to operations to end-of-life for parts and systems – and how to effectively weigh tradeoffs.

**Moderator:**

**Roger Tiple**

Chairman & President  
The Green Grid and  
Vice President, Industry & Government Alliances  
Schneider Electric

**Panelists:**

**Dr. Tahir Cader**

Board Member  
The Green Grid and  
Distinguished Technologist  
Hewlett-Packard Enterprise

**John Pflueger**

Board Member  
The Green Grid and  
Principal Environmental Strategist  
DELL

**David Sterlace**

Chair  
The Green Grid Marketing Committee and  
Marketing Development Manager Data Centers  
ABB

7x24

Exchange is proud to present the 3rd Annual Marquis Plus+ Partner Showcase. This premier, one of a kind exposition will allow attendees to network while enjoying cocktails, a variety of food stations, entertainment and more...with the opportunity to view the latest and greatest equipment, products and services available to assist you in your day to day data center operational needs. Special thanks to our Marquis Plus+ Partners as this event would not be possible without their support!





**2:30 P.M.**

### Create Your Own Sundae Break

**3:00 P.M. Concurrent Breakout Sessions**

#### Breakout A: Data Center Power Protection

Designing the right level of data center power protection requires a difficult balance between the "best" or "most acceptable" levels of reliability and power protection – weighed against CapEx and OpEx factors driven by system topologies offering different levels of redundancy and protection. This session will cover the current data center power protection system topologies, the related CapEx and OpEx pros and cons for each topology, and new approaches available to data center designers.

##### Brad Thrash

Senior Product Manager, Global AC Power System  
GE Critical Power

#### Breakout B: Indirect Evaporative Cooling, a Maturing Data Center Technology

Indirect evaporative data center cooling systems were introduced several years ago. The new technology has been slow in general acceptance but as better heat exchangers, better controls, and more robust cabinets have been developed this technology has become much more viable. By utilizing the

latent heat transfer capabilities of water we now have effective controllable cooling systems that are operating at efficiencies that before were only available to 100% air side economizers or direct evaporative cooling units. The indirect evaporative cooling systems have found the answer to eliminating contaminants in the data center and preventing the uncontrolled moisture content that were inherent to the two previously mentioned technologies. This is a maturing cooling infrastructure technology whose time has come.

##### David C. Meadows, II

Applications Engineering Manager  
Stulz Air Technology Systems

#### Breakout C: Disaster Recovery as a Form of a Data Center Migration

This presentation will compare and contrast two procedures: Data center migrations and Disaster Recovery drills. Traditionally, these procedures have been thought of very differently, although in reality they share many similar components within the preparation and execution phases. The presentation will introduce novel approaches that leverage the similar components to promote efficiency and sustainability. Subsequently the talk will delve into the assumptions made, the basic technologies used, and the similarities of these procedures, as well as the risks and rewards of applying certain alternative methodologies.

##### Thomas Smith

Senior IT Consultant  
CS Technology

MONDAY, NOVEMBER 16<sup>th</sup>  
6:30 P.M. – 9:30 P.M.

MARQUIS PLUS+ PARTNER SHOWCASE

CASINO  
NIGHT



**ABB**

**ARMSTRONG**

**CATERPILLAR®**

**EASTPENN**

**GE**  
Critical Power

**mtu onsite energy**

**PDI**

**SIEMENS**

# TUESDAY, NOVEMBER 17TH

**7:00 A.M.**

## **Breakfast & Registration**

**8:30 A.M.**

## **Opening Remarks**

Bob Cassiliano will review day one highlights, recognize the conference Corporate Leadership Program sponsors and give a 7x24 Exchange update.

**9:00 A.M.**

## **KEYNOTE: Moving Cyber Security to the Strategy Table**

Companies today must focus their strategies on getting out in front of and responding to cyber threats in a more material way. Their leaders must adopt a comprehensive approach that focuses on the protection of the brand and other assets, the continuity of the business, and the ability to recover from a cyber attack as swiftly and seamlessly as possible.

Fran Dramis will share how data center leaders can use their background in business continuity and disaster recovery to inform and advise senior executives and board members of proactive ways in which their companies can continue conducting business and recover in the event of a debilitating breach.



**Fran Dramis**  
CEO  
F. Dramis LLC

**10:00 A.M.**

## **Refreshment Break**

**10:30 A.M.**

## **Blending the Modular and Traditional Data Center**

This presentation details the process of conceptualizing, designing and developing a modular data center facility that is integrated

with traditional data center design. As the largest financial institution in Abu Dhabi, this new data center supports the National Bank of Abu Dhabi's need for a new main production site in the UAE. The concept captures a unique blend of US-based modular technology with traditional data center construction while incorporating features of the Arabic culture.

### **Basil Bahoshy**

Program Manager  
National Bank of Abu Dhabi

### **Bob Kirkendall**

Senior Architectural Data Center Technologist  
CH2M

**11:30 A.M.**

## **Uncovering the Benefits of Modular Chiller Plants**

Modular Chiller Plants can provide some surprisingly significant benefits to a data center's operation. Similar to "stick built" plants, modular designed chiller plants can be specified by the MEP design engineers and the data center owner/operator with similar equipment. As a result of this flexibility, data center owners can make strategic equipment choices. This allows operators to ensure their plants are constructed with the highest-quality equipment, reduce trades on site, decrease expenses, shorten installation times, extend "free cooling" hours and increase energy efficiency. In this session, you will hear firsthand from Sentinel Data Centers, DLB Associates Consulting Engineers and Systecon Inc. as they discuss the key differentiators of modular chiller plants, best practices for launching a modular chiller plant initiative, and how best to leverage a modular chiller plant design to meet budget, project and energy efficiency goals.

### **Dan Dyer, PE**

Vice President  
DLB Associates Consulting Engineers

### **Paul Hines**

VP, Operations & Engineering  
Sentinel Data Centers

### **Terry Moses**

Chief Executive Officer  
Systecon Inc.





## 12:30 P.M. Lunch and Networking

## 2:00 P.M. ASHRAE: Valuable New Information Impacting Decisions

In 2015, ASHRAE has completed a Research Project and has published a new book and updated books as well. The combination of the research and the new content exposes some unintended consequences as well as insight critical to making decisions about cooling.

**Don Beaty, PE**  
President  
DLB Associates Consulting Engineers

**Roger Schmidt**  
IBM Fellow and Chief Engineer for Data Center Energy Efficiency  
IBM

## 3:00 P.M. Refreshment Break

## 3:30 P.M. Concurrent Breakout Sessions Breakout A: Hybridization — Future Proofing the Data Center

Increased demand for computing capacity has led to the advent of the hybrid approach to the data center, consisting of variable resiliency and power density zones, and elastic cloud computing resources. The growing need for these features are in response to enterprise application requirements that show no sign of plateauing. This session will examine how data center managers can “future-proof” – mitigate the risk of being unable to scale – without having to wastefully over-provision resources. It will discuss real-world examples from raised floor to modular to private cloud, and how these approaches can help end users advance sustainability initiatives for their companies.

**Trevor Slade**  
Product Manager  
IO

## Breakout B: Arc Flash Risk — What Owners, Operators & Users Should Know

This presentation features the many ways Arc Flash Risk directly impacts owners, operators, and data center end users. The presenter will also discuss how to minimize exposure regardless of tier level and will share how data centers can support workplace safety, increase uptime, and virtually eliminate costs associated with unexpected electrical shutdowns and repairs.

**Michael Liberman**  
Mission Critical Services  
BASS Electric

## Breakout C: Before the Attack — Cyber Security Program Management for Data Centers

Professional and amateur cyberattackers form a continually innovating community. How do you stay ahead of them to maintain reliable data center performance? How secure is secure enough? And on a practical level, how much should I spend to reduce my cyber risk? This presentation highlights case studies on the latest attack and defense methods, as well as the current state-of-the-art in cybersecurity program management. Topics covered include: cyber risk assessment, requirements engineering, program implementation, performance verification, preparedness, crisis response and continuous improvement. Key takeaways include cybersecurity program self-assessment guidelines as well as recommendations for implementation to counter the most prevalent threats.

**Dr. Suku Nair**  
Professor and Chair, Computer Science & Engineering  
Southern Methodist University

**Erik Reynolds**  
Consultant  
Intertek Consulting Services



SPONSORED EVENT

# A Night at the RODEO

LIVE MUSIC  
DANCING  
GREAT FOOD

NOVEMBER 17  
6:30 P.M. – 10:00 P.M.



Join 7x24 Exchange  
and its sponsors for  
a night at Tejas  
Rodeo where  
guests will  
experience great  
food along with  
authentic Texas  
style entertainment  
topped off with a  
professional rodeo.

**7x24**  
**Change**  
INTERNATIONAL  
The end-to-end reliability forum.™

Special thanks to the partners  
that made this event possible:

**ABB**

**ACTIVEPOWER**  
DRIVEN BY MOTION

**ARMSTRONG**

**ASCO**

**CATERPILLAR**

**CLUNE**  
Construction Company

**ComRent**

**dataaire**

**DPR**  
CONSTRUCTION

**EASTPENN**

**Ehvert**

**GE**  
Critical Power

**GENERAC** | INDUSTRIAL POWER

**IBM**

**IEM**  
Industrial Electric Mfg

**INFOMART**  
DATA CENTERS™

**JACOBS**

**KOHLER**  
Power Systems

**MIRATECH**

**onsite energy**  
mtu

**OptiCool**  
TECHNOLOGIES

**Page/**

**PDI**

**POWERING AMERICA**  
NECA IBEW

**QTS**  
Data Centers Powered by People

**Raritan**  
Know more, Manage smarter.

**Russelectric**  
POWER CONTROL PEOPLE YOU CAN RELY ON

**SAFT**

**S&C**

**SIEMENS**

**STACO ENERGY**  
PRODUCTS CO.

**STARLINE**

**STULZ**  
Air Technology Systems, Inc.

**SUNBELT**  
RENTALS

**SYSKA HENNESSY**  
GROUP

**marathon**  
Thomson Power Systems

**WT**  
WHITING-TURNER



## WEDNESDAY, NOVEMBER 18TH

**8:30 A.M.**

### Opening Remarks

Bob Cassiliano will review highlights from day two and address housekeeping items of interest.

**8:45 A.M.**

### KEYNOTE: Yahoo! Evaporation Pond Design for Data Center Effectiveness

The recent climate change discussion has forced industries to focus on their water usage, as it is both beneficial to the environment and the corporate bottom line to conserve water – The Data Center industry uses significant volumes of water! This presentation describes two cooling technologies at Yahoo! Data Center and its current water management concept. It then describes how to optimize the concept by leveraging those cooling technologies with water softener technology and evaporation ponds, focusing on water conservation as its primary goal while simultaneously improving the Overall Data Center Effectiveness (ODCE) – efficiency, cost-savings, sustainability, eco-friendliness and scalability.



**Soechgen Mulia**  
Construction Manager  
Yahoo!

**9:45 A.M.**

### Refreshment Break

**10:15 A.M.**

### Project Echo (CPS) Data Center/Control Room — Challenges & Solutions

Publicly owned and operated utility provider CPS Energy faced a unique challenge integrating their Control Room and Data Center requirements into a single facility. CPS Energy turned to

a global leader in Data Center Design, Syska Hennessy Group, to develop a unique, fully integrated facility that meets their needs for years to come. This case study will illustrate the challenges, solutions, and successes in the programming, design and construction of this data center in San Antonio, TX.

#### Bill Badger

Project Manager  
CPS Energy

#### Will B. Hodges, PE

Senior Associate  
Syska Hennessy Group

#### Val K. Loh

Associate Partner  
Syska Hennessy Group

**11:15 A.M.**

### The Impact of IT on Healthcare

RTKL will present a case study on impact of IT compute for healthcare facilities. The case study will evaluate the life of a hospital data center over the past 15 years and changes and migration that have transpired and directions taken to present date. The presentation will also discuss how the hospital data center has adapted over time to maximize the limited resources and has transformed itself to accommodate the next generation of technology and customer needs. The presentation will discuss impact of High-Performance compute, EPR and digital imaging on data center growth for Hospitals and changes it has created in operation of the data center. Challenges in IT security for EPR and incorporation into requirements of healthcare reform will also be discussed. The objective is to not only provide an insight to the audience that shows documented historical changes for a globally recognized hospital but also steps that are being taken to allow for it to be competitive in the marketplace.

#### Rajan Battish

Vice President  
RTKL

**12:15 P.M.**

### Conference Adjourns



# two quick steps to registration

## 1. Conference Registration

Complete a Conference Registration Form for each participant online or mail or fax a copy of the Conference Registration Form on the next page to:

### **7x24 Exchange International**

322 Eighth Avenue, Suite 702, New York, NY 10001

Phone 646-486-3818 | Fax 212-645-1147

Email [conferences@7x24exchange.org](mailto:conferences@7x24exchange.org)

or Register online at [www.7x24exchange.org](http://www.7x24exchange.org)

To guarantee early bird rate, registrations must be received by **October 23rd**.

## GUEST/SPOUSE RIVER WALK SHUTTLE



**Enjoy a day at your leisure at the famous San Antonio River Walk!**

**MONDAY, NOVEMBER 16TH**  
**10:00 A.M. – 4:30 P.M.**

The San Antonio River Walk is a public park, open 365 days a year. It is a network of walkways along the banks of the San Antonio River, one story beneath approximately 5 miles of downtown San Antonio. Lined by bars, shops and restaurants, the River Walk is an important part of the city's urban fabric and a tourist attraction in its own right.

The first shuttle leaves the resort at 10:00 A.M. Additional shuttles will depart every 30 minutes thereafter on the hour and half hour with the last shuttle departing from downtown San Antonio at 4:00 P.M. arriving at the hotel by 4:30 P.M.

## 2. Official Conference Hotel Reservations



**JW MARRIOTT®**  
**SAN ANTONIO**  
**HILL COUNTRY**

23808 Resort Parkway, San Antonio, TX 78261

To take advantage of 7x24 Exchange's special rates at the **JW Marriott San Antonio Hill Country** you can visit the conference website at **[www.7x24exchange.org](http://www.7x24exchange.org)** to make an online reservation or call Marriott Reservations directly at **877-622-3140** and ask for **7x24 Exchange Conference room rate of \$259/night** for a single or double plus state and local tax. Please tell the reservation agent you are with 7x24 Exchange when calling. The optional daily resort fee is \$25.

**Please Note:** Room reservations are available on a first come, space available basis. Space permitting, this block will be available until October 23rd, 2015. Register for the conference and make your hotel reservations early, as the block will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once the block is sold out. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sellout 7x24 Exchange will recommend nearby accommodations.



# registration form

Name:

(Informal Name/nickname for badge)

Position/Title

Company

Address

City

State

Zip

Phone

Fax

E-mail

## CONFERENCE FEES:

### VENDOR

	Early Bird Discount through Oct. 23rd	After Oct. 23rd
Member:	\$1,900	\$2,200
Non-member:	\$2,200	\$2,500

An individual that sells or distributes products and/or services.

### CONSULTANT

Member:	\$1,700	\$2,000
Non-member:	\$2,000	\$2,300

An individual that provides professional advice or consulting services for a fee.

### END USER

Member:	\$1,200	\$1,400
Non-member:	\$1,400	\$1,700

An individual that operates or maintains mission critical technology and enterprise information infrastructures for internal use.

An individual that can be considered as an End User or a Vendor will be classified as a **Vendor**.An individual that can be considered as an End User or a Consultant will be classified as a **Consultant**.

We reserve the right to modify the registration fee without notice if incorrect fee is selected.

## CONFERENCE BOOK OR MOBILE APP?

In an effort to become paperless, 7x24 Exchange is offering attendees the option of receiving printed materials in the traditional format of a bound conference book or the use of our mobile app which will be available on all mobile devices and tablets. Due to print deadlines, the mobile app will be the only option for attendees registering after October 23rd.

**If nothing is selected the Mobile App will be the default choice.**

(Please check one)

☐ I would like to receive the traditional conference book

☐ I will use the Mobile App

## PAYMENT METHOD:

☐ Check enclosed

Charge (check one)

☐ American Express   ☐ Visa   ☐ MasterCard   ☐ Discover

Card Number:

Exp. Date:

Name (as it appears on the card)

Signature

Promotion Code:

## DO YOU PLAN TO ATTEND?

### SUNDAY 2:30 P.M. – 5:00 P.M.

Fundamentals of Cooling Airflow in a Data Center

☐ Yes   ☐ No

### SUNDAY 6:00 P.M. – 9:00 P.M.

Sunday Evening's Welcome Reception

If yes, do you plan to bring a guest?

☐ Yes   ☐ No

☐ Yes   ☐ No

Name of guest:

A guest is a spouse/significant other 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. Only one guest is permitted for each paid registration. Guests are invited to attend the Welcome Reception, Monday Morning Keynote, Spouse/Guest Tour, Marquis Plus+ Partner Showcase, Tuesday Sponsored Event and Wednesday Morning Breakfast.

### MONDAY 10:00 A.M. – 4:30 P.M.

Guest/Spouse River Walk Shuttle

☐ Yes   ☐ No

### MONDAY 3:00 P.M. CONCURRENT BREAKOUT SESSIONS

A: Data Center Power Protection

☐ Yes   ☐ No

B: Indirect Evaporative Cooling

☐ Yes   ☐ No

C: Disaster Recovery

☐ Yes   ☐ No

### MONDAY 6:30 P.M. – 9:30 P.M.

Marquis Plus+ Partner Showcase: CASINO NIGHT

If yes, do you plan to bring a guest?

☐ Yes   ☐ No

☐ Yes   ☐ No

Name of guest: (Please refer to guest policy above)

### TUESDAY 3:30 P.M. CONCURRENT BREAKOUT SESSIONS

A: Hybridization – Future Proofing the Data Center

☐ Yes   ☐ No

B: What Owners, Operators &amp; Users Should Know

☐ Yes   ☐ No

C: Cyber Security Program Management

☐ Yes   ☐ No

### TUESDAY 6:30 P.M. – 10:00 P.M.

Sponsored Event: A NIGHT AT THE RODEO

If yes, do you plan to bring a guest?

☐ Yes   ☐ No

☐ Yes   ☐ No

Name of guest: (Please refer to guest policy above)

Do you wish to receive membership information?

☐ Yes   ☐ No

The conference registration fee covers conference sessions and activities, handout materials or mobile app, Welcome Reception, Marquis Plus+ Partner Showcase, Sponsored Event, lunches and breakfasts on Monday, Tuesday and Wednesday. Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations. The dress code is business casual. Cancellations received by October 16th will be refunded, less a \$200 handling fee. There will be no refunds after October 16th. However, substitutions of company participants may be made at any time.

All applications for registration are subject to review by 7x24 Exchange for accuracy and completeness prior to being accepted. We may contact you for further information.

Please Return this form to: **7x24 Exchange International**

322 Eighth Avenue, Suite 702, New York, NY 10001

Phone 646-486-3818 | Fax 212-645-1147

Email [conferences@7x24exchange.org](mailto:conferences@7x24exchange.org)

Register online at [www.7x24exchange.org](http://www.7x24exchange.org)



# 2015

## FALL CONFERENCE

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

**COMMITMENT TO EXCELLENCE**



The end-to-end reliability forum™

[www.7x24exchange.org](http://www.7x24exchange.org)

7x24 Exchange International  
322 Eighth Avenue, Suite 702  
New York, NY 10001

PRE SORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
WILKES-BARRE, PA  
PERMIT NO. 413

### DIRECTORS AND OFFICERS

Chairman & CEO  
**ROBERT J. CASSILIANO**  
Business Information Services, Inc.

President  
**DAVID SCHIRMACHER**

Vice President  
**CYRUS J. IZZO, P.E.**  
Syska Hennessy Group

Director – Marketing, Vendor  
Representative  
**JULI IERULLI**  
Caterpillar

Director – Chapter Representative  
**MICHAEL SITEMAN**  
M-Theory Group

### STAFF

Director – Chapter & Member  
Relations  
**KATHLEEN A. DOLCI**  
646-486-3818 x103

Programs Director & Editor,  
7x24 Exchange Magazine  
**TARA OEHLMANN, ED.M.**  
646-486-3818 x104

Senior Director of Conferences  
**BRANDON A. DOLCI, CMP**  
646-486-3818 x108

Register online today at  
**[www.7x24exchange.org](http://www.7x24exchange.org)**

Questions? Call **646-486-3818**

## 2015 FALL CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS (at press time)

### MARQUIS PLUS+ PARTNERS



### GOLD PARTNERS



### SILVER PARTNERS



### BRONZE PARTNERS



### MEDIA PARTNERS

