TIMES FOR BUSINESS... ALERT... TURBULENT TIMES FOR BUSINESS... ALERT... TURBU

END-TO-END RELIABILITY:
MANAGING DATA CENTERS IN TURBULENT TIMES

✓ REDUCE DOWNTIME
✓ CUT COSTS
✓ SAVE ENERGY
✓ DISCOVER NEW TRENDS
✓ NETWORK WITH PEERS

ATTEND THE
7X24 EXCHANGE
SPRING
CONFERENCE

2009 SPRING CONFERENCE
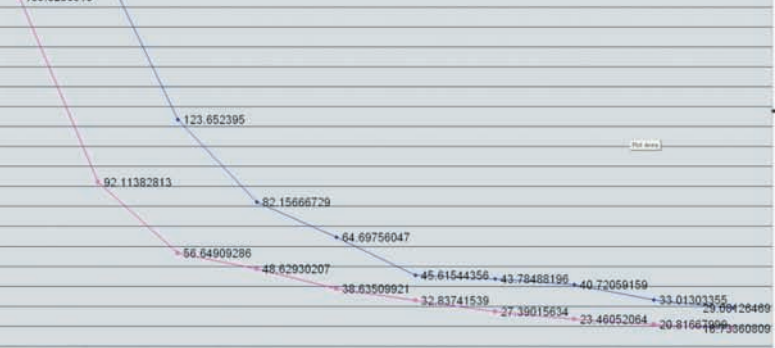
7x24 Change INTERNATIONAL

The end-to-end reliability forum.

www.7x24exchange.org

May 31 – June 3, 2009 ■ Boca Raton Resort & Club ■ Boca Raton, FL

Register before May 1st for a chance to win a Sony VAIO P Series Lifestyle Mini

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Sessions with content concerning the greening of data centers are indicated with

throughout the conference brochure.

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.

The organization was 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 — IS, 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.

What is a Tutorial Session?

7x24 Exchange has been offering tutorials for several years now. The purpose of these tutorials is to provide material refreshers for those attendees familiar with the concepts or to provide a foundation to other attendees who want to become more familiar with the subject matter. All conference registrants are encouraged to attend tutorial sessions. Almost all of the *7x24 Exchange* presentations are geared towards those with an advanced understanding of the concepts that will be presented. The tutorials are intended to complement the Monday to Wednesday presentations and help each attendee deepen their level of comprehension.

SUNDAY, MAY 31

10:30 A.M. – 10:00 P.M. | Registration

12:30 P.M. – 2:30 P.M.

Tutorial Session A:

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
& President
Innovative Research, Inc.

3:00 P.M. – 5:00 P.M.

Tutorial Session B:

Fire Suppression – Pre-Action Sprinklers and Growing Corrosion Problems… What You Do Now Could Save You a Bundle!

Corrosion problems in pre-action sprinkler systems, accelerated by the presence of MIC, have emerged over the past 5 years as a significant issue facing businesses and are especially a problem for mission critical fire protection systems. MIC (Microbiologically Influenced Corrosion) is a process where bacterium interacts with corrosion causing a concentrated and accelerated reaction which significantly compounds the damaging effects of corrosion. If you haven't been affected yet, you probably will soon and knowing what to do now will save you a bundle of money. An emerging trend in mission critical fire protection is the use of Water Mist Systems in lieu of sprinklers. Learn which misting systems will and won't work, and why. Also learn the Green Trends for clean agent suppression systems, the advantages and disadvantages of each.

Steve Carter
Vice President, Engineering
Orr Protection Systems, Inc.

6:00 P.M. – 9:00 P.M.

Welcome Reception

SPONSORED IN PART BY: **CATERPILLAR®**

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.

Monday, June 1

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: Plain Talk – The Economy in the Age of Obama**
Charismatic, articulate, and candid, Stuart Varney consistently wins rave reviews from audiences, and is credited with changing the way that television reports on financial and economic news worldwide. A Fox News Channel anchor, he joined the Fox Business Network as an anchor on October 15, 2007. Formerly the host of CNBC's broadcast of The Wall Street Journal Editorial Board with Stuart Varney and co-host of CNN's MoneyLine News Hour from 1999 to 2001, Varney joined the Fox News network in December 2003 as a contributor to a variety of shows, including Your World with Neil Cavuto, Bulls & Bears, and Forbes on Fox. He is also notably a founding member of CNN's award-winning business team, and former host of both Business Day and Business Asia.

Stuart Varney
Business and Financial Journalist for FOX News

9:30 A.M. | **Refreshment Break**

CONFERENCE BREAKS HAVE BEEN SPONSORED IN PART BY: SYSKA HENNESSY GROUP

10:00 A.M. | **Managing Data Centers in Turbulent Times**
In today's economy data center managers are responsible for maintaining efficient data centers on a budget. Learn from a panel of industry experts from Vanguard, Deutsche Bank, Digital Realty Trust, Microsoft and Comcast moderated by Kevin Heslin of Mission Critical Magazine how to design and operate today's critical infrastructures without impacting operations, compromising efficiency or availability while controlling costs.

MODERATOR:

Kevin Heslin
Editor
Mission Critical Magazine

PANELISTS:

John Samanns
Principal
Vanguard

Glen Neville
Director
Deutsche Bank AG

Jim Smith
Chief Technology Officer
Digital Realty Trust

Rich Werner
Senior Director, Facilities Management
Comcast

Dan Costello
Director of Data Center Research
Microsoft

Monday, June 1

11:15 A.M. | **Firefly: Data Center Evolution – The Shift from Operational to Transformational to Revenue Generating Data Centers**

Next Generation Data Center – a look at where the data center is and where it is going; progressing from operational to transformational to revenue generating and the business relevance of this data center transformation in today's economic conditions.

Pat Bodin
CEO
Firefly

12:15 P.M. | **Lunch and Networking**

1:30 P.M. | **eBay: Data Center Mixology – eBay's New Mega Center**

eBay Data Center Services must seamlessly integrate the IT typologies of the many customers within its global enterprise. Therefore, IT flexibility stands equally with reliability and energy efficiency in the design of eBay's new Mega Data Center. This Case Study will outline eBay's broad assessment of both new and established technology—everything was in the mix—in search of the perfect blend of "white floor" flexibility, reliability, and energy efficiency. Some in the industry may be surprised by eBay's recipe for its new mega data center.

Steve Spinazzola
Vice President
RTKL

Olivier Sanche
Senior Director, Data Centers Services & Strategy
eBay

2:30 P.M. | **Make Your Own Sundae Break**

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

Breakout A: LBNL – Use of Wireless Sensor Networks in Achieving Energy Efficiency in the Data Center

Improving energy efficiency is core to the DOE's charter. The DOE Save Energy Now program is developing tools to benchmark and assess data center efficiency and opportunities. The Federal Energy Management Program is seeing that those tools are deployed in the federal sector and specifically at DOE facilities. As a DOE laboratory the Lawrence Berkeley National Labs has undertaken a project to use the Save Energy Now process and improve the energy efficiency in their data center located in Berkeley, CA, beginning with improving air flow management. In this presentation we will outline the strategy employed to identify the opportunities for airflow management improvement, the process used to begin making improvements and the results. One of the key tools LBNL employed which enabled us to see both the issues and the results of our efforts was the wireless sensor network from SynapSense. LBNL and SynapSense are continuing to integrate the wireless sensor network into the DOE Save Energy Now assessment process at DOE's headquarters in Washington D.C.

Dale Sartor, P.E.
Applications Team
Lawrence Berkeley National Laboratory

Breakout B: What's in Your Data Center? – A Comparative Look at Five Major Design Approaches to Data Center Layout and Design

This presentation is based upon a thesis study conducted by a graduate student at Stony Brook University. The paper was presented at the Advanced Energy Research Technology Center, (AERTC) conference in November 2008. The comparative study focuses on the impact, effectiveness, efficiency and robustness of five technological approaches: Hot / Cold Aisle, Hot Aisle Containment, Cold Aisle Containment, In Row Cooling, Overhead Cooling and Fan Assisted Cabinets. A key theme of the presentation will be based upon Mr. Consoli's recent participation as a presenter at the ASHRAE Winter Conference. There is a need in the data center industry for IT, Facilities and Design / Build firms to understand and accept the fact that selection of an appropriate rack solution is vital to the performance, efficiency and sustainability of a mission critical data center. ASHRAE professional engineers strongly agree that the rack is a vital component of the data center cooling system. They also agreed that more often than not, the rack component is not taken into consideration as part of the cooling system design. John's presentation will address this rack-centric view and demonstrate how it is key to evaluating overall data center layout and design.

John Consoli
CTO
AFCO Systems Inc.

Breakout C: SUN – Containerized Data Centers — Lower Capital & Operating Costs

Despite the global economic contraction heading into 2009, the explosive demand for network based services continues unabated as organizations seek to leverage additional productivity and competitive advantage from their IT assets. This will place an increasingly heavy burden on IT and data center facilities managers who will be expected to provide ever increasing levels of service with incrementally less budget. Fortunately, there is a new cost control weapon for these managers: the containerized data center solution. We estimate that containerized data center and infrastructure solutions can provide incremental data center capacity 50% less expensively than traditional means and reduce annual operating expenses by over 40%.

Maurice Cloutier
Product Group Marketing Manager
Sun Microsystems

4:10 P.M.

Concurrent Breakout Sessions
Breakout A: Integrating IT with Facilities Design

Often times, facilities managers have responsibility for the infrastructure that supports the computer equipment in data centers, not IT managers who are responsible for purchasing and operating IT equipment. This situation often results in creating coordination and efficiency challenges between the people who pay the energy bills and the people who own the critical IT assets that consume the energy. IT and facilities management executives will discuss the issues and solutions each are facing and how a convergence between consumption and operation can lead to better optimization and greater efficiencies.

Read Ballew
National Market Leader
Mission Critical Facilities
Jacobs

Lawrence Buck
Commissioning Manager
Western Region
Jacobs

James Dow
Chief Technology Officer
CS Technology

Breakout B: No Space, No Money… How to Fund Primary Infrastructure for Data Center Expansion or Relocation

CFO says no money? Show him how to fund 80 percent or more of the cost of user specific improvements such as power, cooling and fire suppression infrastructure required in a data center environment. This presentation will provide an overview of the credit markets and macro-constraints on CapEx investments and address obstacles faced by CFOs in finding money for CapEx projects. How and what type of tax credits can be used for data center builds? What are the most advantageous areas geographically and why? What kind of expenditures qualify? How can those credits be turned into cash and equity without a negative impact on return on assets? Where are bottom line savings going to come from? Learn how to pay for a facility migration if needed.
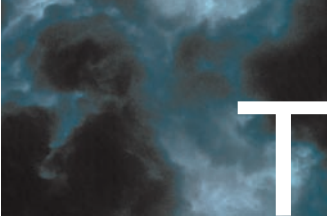
Bruce DeBolt
CEO
Mako One Corporation

Breakout C: Easy Road to a Greener Data Center Using Inexpensive Energy-Saving Techniques

With the constantly increasing demand for higher density and higher speeds in the data centers, the IT/Data Center managers are always looking for ways to save energy wherever they can to avoid the ever-growing problem of insufficient power and insufficient cooling. This educational session will reveal some of the very inexpensive and effective best practices to improve airflow and thus reduce energy consumption while keeping data centers cool. Data center layout, heat simulation, and cable management will be discussed to help IT managers to employ some cost-effective processes in order to save power and space to add more active equipment due to an increasing demand on bandwidth and energy efficiency. Being greener is on every data center operator's agenda and the data centers will be measured using universal metrics for energy efficiency.

Vinnie Jain
Marketing Manager
Ortronics/ Legrand

TUESDAY, JUNE 2

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: When Good Techies Go Bad!
What happens when you need to let a senior techie go? What happens when it's because he's been a very naughty boy? What if it's your only techie? What might you find? What are the pitfalls and things to consider before you have "The Meeting"? Hear Kevin tell some woeful tales, as he sets out the right—and the wrong—ways to go your separate ways.

Kevin Kealy
Security Architect
AT&T

10:00 A.M. | Refreshment Break

10:30 A.M. | EMC: Thrive with Efficient IT
What does it take to thrive in economically tough times? How can a recession be used to business advantage? Efficiency, specifically IT efficiency is one important means to achieve that advantage. This presentation will outline ideas that can help you take a holistic approach to address IT challenges. It will address quarterly performance and long term health and foundations for future growth: emphasizing greater flexibility while reducing costs; improving operational efficiency while enhancing performance; and making wise investments while setting the stage for future achievement. Practical strategies will be presented on how efficient IT can help lead businesses to capture these opportunities.

Dick Sullivan
Director Enterprise Solutions
& Marketing
EMC

11:30 A.M. | EPA: Data Center Efficiency with ENERGY STAR – An Update on EPA's Data Center Rating Initiative
This presentation will provide an overview of EPA efforts to collaborate with industry experts in the development of an energy efficiency rating for data center infrastructure. The presentation will include a brief summary of EPA's standard methodology, with a focus on unique concerns and challenges for data centers. The presentation will feature an update on EPA's work to collect data from over 100 data centers throughout the country. Using data from this effort, the presentation will offer preliminary analytical results including reported values and ranges for PUE and other key metrics. Finally, the presentation will outline EPA's timeline and next steps in rating development.

Alexandra Sullivan
Program Engineer
U.S. EPA, ENERGY STAR

12:30 P.M. | Lunch and Networking

12:30 P.M. | End-User Interactive Exchange Luncheon
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
Vice President
Goldman Sachs & Co.

1:45 P.M. | Concurrent Breakout Sessions
Breakout A: Managing Your Data Center Efficiently in Turbulent Times & Measuring Performance to Ensure Optimal Operations
Energy Efficiency has been a growing concern within the data center industry, driven in large part by fluctuations in the cost of energy which have called attention to the impact of data center operations on corporate budgets. The economic downturn will no doubt intensify that focus on data center costs, making energy efficiency and operational efficiency even more important. Data center managers, IT teams, and CIOs will not only need to show how they are increasing efficiency but to demonstrate how much. This presentation will address both of

Chris Crosby
Senior Vice President
Digital Realty Trust

those issues by providing practical advice about how to make data center operations more efficient and how to measure the positive impact of those efforts.

Two standards, PUE and DCiE, have emerged for gauging how effectively power is used to drive a firm's computing components. However, a number of misconceptions surround both of these methodologies as well as their application and interpretation. This presentation will provide a concise overview of both of these standards and the variables that impact them. These points will be supported by real life examples drawn from Digital Realty Trust facilities that illustrate the considerations associated with gathering and interpreting the data collected to aid firms effectively using this information to increase the energy efficiency of their data centers.

Breakout B: Physical Infrastructure Management in the Data Center

The introduction of high density servers and virtualization has complicated the science of data center physical infrastructure management. Separate from enterprise management systems which are used to help manage the IT infrastructure, and building automation systems that are used to help operate the building and maximize energy efficiency, data center physical infrastructure management systems are used to manage the critical power, cooling, physical space, and security/access of the white and gray space of a data center. This presentation will discuss how these tools allow data center professionals to regain control.

Victor Avelar
Data Center Science Center Manager
APC by Schneider Electric

Breakout C: Improving Capacity & Efficiency with Aisle Containment

Mr. Hambruch will discuss the advantages and disadvantages of various aisle containment systems. Analysis of both hot aisle and cold aisle containment systems will be presented in Powerpoint format, with supporting demonstration using computational fluid dynamics (CFD) software. Mr Villa will present analysis based on Rittal's case study of cold aisle containment which they performed in conjunction with EDS.

Steve Hambruch
Data Center Architect
Data Center Resources

Herb Villa
Field Technical Services Manager
Rittal Corporation

Breakout D: Computing's New Lean Look – Modular Data Center Deployment as a Lean Practice

Current economic demands have pushed for a global understanding of a lean approach in building data centers. This business case explores a modular approach, focusing on opportunities, key variables, central issues and trade-offs. Understand improvements to planning, coordination, and deployment of entire sites. Discussions will center on how modular deployment substantially alters traditional aspects such as speed, capital, operational efficiency and infrastructure flexibility. Evaluate trade-offs in areas of standardization, start-up & commissioning, environment and operations. Understand site infrastructure and capital expenditures as they are closely tied to demand forecasting and requirements. You build what you need and upgrade only as needed eliminating waste while improving productivity.

Peter Kangas
Program Executive, Data Centers
Turner

Mike Sweeney
Project Manager, Process Improvement / LEAN
Turner

Ben Kaplan
VP General Manager
Turner Logistics

2:45 P.M. | Refreshment Break

3:15 P.M. | Vendor Knowledge Exchange

Silver partners of the Corporate Leadership Program will present informational sessions on various products and services. Presentations will be given by:

Active Power, APC, Caterpillar, Cummins Power Generation, Cyberex, PDI, Siemens, Square D, and Syska Hennessy Group.
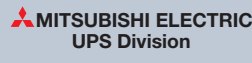
6:30 P.M. – 9:30 P.M. | Eat...Drink...Play — At the 7x24 Exchange Sports Café

Join 7x24 Exchange at an event created just for you. After a few great days of intense networking and idea sharing you deserve a break, a place to relax, unwind, Eat, Drink and Play.

Guests will have access to musical entertainment, plasma screens broadcasting ESPN and to a myriad of fun games like ping pong, air hockey, billiards, darts, basketball and much more throughout the evening...If sports is not your thing we have also arranged for some casino table games to add to the fun. So dress casual and join us for a great night.

Special thanks to the following partners for making this event possible.

WEDNESDAY, JUNE 3

7:00 A.M. | **Breakfast**

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 Address: Green IT in 2009 – The New Challenges of Responsibility, Accountability, and the Economy**
Green IT will be facing a difficult year. While most agree that the focus on green will continue, the initial success of reducing power consumption will have to be balanced with the new challenges of e-waste management, consumables reduction, and savings beyond energy costs. Can an aggressive Green strategy survive in a down economy? Will the organization pay more for the environmentally correct solution? Will you have a choice with pending legislation and new administration in Washington? We will review these dynamics and discuss revisiting your initial strategies as your organization continues its Green initiatives.

Michael Healey
Contributing Editor
Information Week
& CTO
GreenPages Technology Solutions

9:45 A.M. | **Refreshment Break**

10:15 A.M. | **SUN: Data Center Re-Evolution – Change Happens**

"Change is the law of life. And those who look only to the past or present are certain to miss the future" – John F. Kennedy.

The Data Center landscape is changing at an incredible rate. Demand is increasing and technology is advancing rapidly, more so than at any other time in our history. Data Center operational cost increases, growing consumption, and the corresponding carbon footprint have increased executive visibility, and pressure to get the environment under control. The world is now participating and the demand on the data centers to feed it will not stop. This Revolution requires an Evolution in thinking. This session will dive into the latest trends, industry activities and technologies that data center owners and operators should be aware of. Dean Nelson will be sharing information on Sun's latest data center innovations as well as updates on the Data Center Pulse activities.

Dean Nelson
Senior Director
Sun Microsystems

11:15 A.M. | **IBM: Wanting It All – Best Costs with Reliability and Green**
How zTCO Case Studies have been used for decisions in tough economic times. Case studies are useful for deciding what work should remain on or be added to mainframes. Total Cost of Operations (hardware, software, energy, maintenance and people costs) are modeled along with reliability and greenness for sound decisions. Actual study data will be discussed along with the study methodology.

David Anderson
Green Consultant
IBM Corporation

12:15 P.M. | **Conference Adjourns**

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 11 to:

7x24 Exchange

322 Eighth Avenue, Suite 501
New York, NY 10001

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

www.7x24exchange.org

To guarantee early bird rate, registrations must be received by May 1st

2. Hotel Reservations

To take advantage of *7x24 Exchange's* special rates at the Boca Raton Resort & Club please call Reservations 800-327-0101 and ask for the *7x24 Exchange* Conference room rate of $210/night.

Room rates are not inclusive of 11.5% tax and an $18.00 — taxable at 11.5% — daily Resort fee. Resort fee includes bellman gratuities for arrival and departure, Key Lime cooler, transportation within the resort, unlimited local and toll-free calls, in-room high speed internet, two bottles of water in-room daily, in-room coffee & tea, newspaper, access to the comprehensive fitness center, and BoardEZ a kiosk to print boarding passes.

Please Note: Room reservations are available on a first-come, space-available basis. Space permitting, this block will be available until May 1, 2009. Register for the conference and make your hotel reservations early, as this block will likely sell out. Previous *7x24 Exchange* conference room blocks have sold out. *7x24 Exchange* is not responsible for matching rates or finding additional rooms once this block is sold out. *7x24 Exchange* makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sell out *7x24 Exchange* will recommend nearby accommodations.

BOCA RATON RESORT & CLUB

501 East Camino Real
Boca Raton, FL 33432
561- 447-3000

Vendor/Consultant Policies & Procedures
Information Tables

All 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 for a fee. If you wish to coordinate a display please contact Brandon Dolci at 646-486-3818. All displays MUST be registered with *7x24 Exchange* by May 1st and accompanied by one full conference registration buy a representative of the company.

Hospitality Suites

Hospitality suites/demo rooms are permitted on Monday, June 1st, 2009 between the hours of 6:30 P.M. and 10:30 P.M. All hospitality suite hosts must be 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 1st, 2009, please contact Brandon Dolci at 646-486-3818 x 108 before May 1st.

2009 SPRING CONFERENCE REGISTRATION FORM

▶

Name
_____

(Informal name/nickname for badge)
_____

Position/Title
_____

Company
_____

Address
_____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail
_____

Conference Fees

	Early Bird Discount through May 1st	After May 1st
Member:	$1,400	$1,700
Non-member:	$1,700	$2,000

Multiple End User Discount:

Any end user organization that registers two(2) individuals at the full rate to attend the conference will be entitled to a 20% or $280 discount on the registration fee for any additional attendees from the same organization. All registrations must be received at the same time and be paid in full for the discount to be honored.

Payment Method

❑ Check enclosed

Charge (check one):
❑ American Express   ❑ Visa   ❑ MasterCard   ❑ Discover

Card Number: _____   Exp. Date: _____

Name (as it appears on the card)
_____

Signature
_____

Do you plan to attend?

SUNDAY

12:30 – 2:30 P.M. • Tutorial Session A: Fluid Mechanics ❑ Yes ❑ No

3:00 – 5:00 P.M. • Tutorial Session B: Fire Suppression ❑ Yes ❑ No

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, the Vendor Sponsored Event and Wednesday Morning Breakfast.

MONDAY

3:00 – 4:00 P.M. • Breakout A: Use of Wireless Sensor Networks
❑ Yes ❑ No

3:00 – 4:00 P.M. • Breakout B: What's in Your Data Center?
❑ Yes ❑ No

3:00 – 4:00 P.M. • Breakout C: Containerized Data Centers
❑ Yes ❑ No

4:10 – 5:10 P.M. • Breakout A: Integrating IT with Facilities Design
❑ Yes ❑ No

4:10 – 5:10 P.M. • Breakout B: No Space, No Money ❑ Yes ❑ No

4:10 – 5:10 P.M. • Breakout C: Easy Road to Greener Data Center
❑ Yes ❑ No

TUESDAY

1:45 – 2:45 P.M. • Breakout A: Managing Your Data Center Efficiently
❑ Yes ❑ No

1:45 – 2:45 P.M. • Breakout B: Physical Infrastructure Management
❑ Yes ❑ No

1:45 – 2:45 P.M. • Breakout C: Improving Capacity & Efficiency
❑ Yes ❑ No

1:45 – 2:45 P.M. • Breakout D: Modular Data Center Deployment
❑ Yes ❑ No

Vendor Sponsored Evening ❑ Yes ❑ No

Do you plan to bring a guest? ❑ Yes ❑ No

Name of guest: _____

Do you wish to receive membership information? ❑ Yes ❑ No

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

❑ If yes, how did you hear about *7x24 Exchange*?

The conference registration fee covers conference sessions and activities, handout materials, Sunday's reception, 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 May 1st will be refunded, less a $150 handling fee. There will be no refunds after May 1st. However, substitutions of company participants may be made at any time.

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