END-TO-END RELIABILITY

## MISSION CRITICAL FACILITIES:
# THE NEXT GENERATION

CONFERENCE KEYNOTE

NO APOLOGY
The Case for American Greatness

MITT ROMNEY

# 2010 SPRING CONFERENCE

7x24 eXchange
INTERNATIONAL
The end-to-end reliability forum.
www.7x24exchange.org
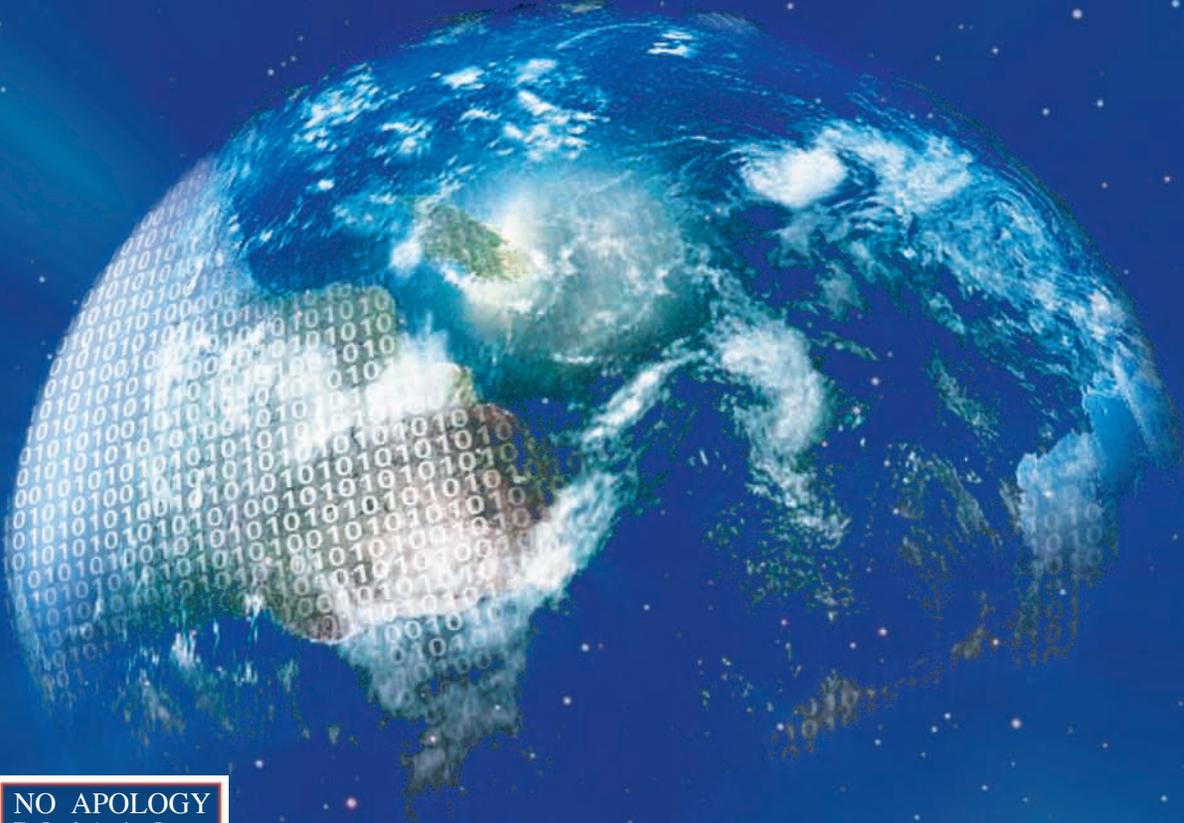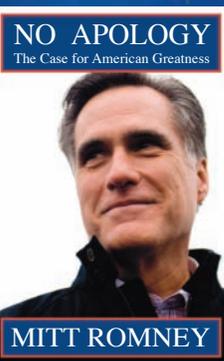
June 6 – 9, 2010    Boca Raton Resort & Club    Boca Raton, FL

REGISTER BEFORE MAY 3RD FOR A CHANCE TO WIN AN APPLE IPAD

## What is 7x24 Exchange?

The 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 dialog 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 the 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 tutorials 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 the 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, June 6

**9:30 AM – 9:00 PM**

## Registration

**10:00 AM – 5:00 PM**

## Save Energy Now DOE/ASHRAE Data Center Energy Efficient Workshop

According to the EPA's energy report to Congress, data centers account for 1.5% of the total United States' power consumption. The demand from the data center industry is increasing by 12.5% annually. As a consequence, governmental agencies and utility companies are promoting use of energy efficient datacom equipment and best practices. This full day workshop will focus on opportunities for improving energy efficiency in datacom facilities. The workshop supports the DOE's vision to create guidelines for continuous improvement by inspiring data center owners to take action now to begin reducing energy. Learn how to meet these challenges while achieving the best possible energy utilization for your data center. Attendees will gain high-quality, authoritative, and credible technical resources by attending this session.

**Presenters**

**Roger R. Schmidt, PE**
*IBM Fellow*
*Past Chair of ASHRAE TC9.9*

**Don Beaty**
*President*
*DLB Associates*
*Past Chair of ASHRAE TC9.9*

**Nick Gangemi**
*Northern Regional Manager*
*Data Aire*

**6:00 PM – 9:00 PM**

## Welcome Reception

*SPONSORED IN PART BY:* **CATERPILLAR®**

Join us for a buffet reception with open bar and entertainment. 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.



*Attendees enjoy the evening at The Arizona Cardinals Stadium*



*Kirk S. Lippold, (ret.) Commander of the USS Cole, delivers the Fall Conference Keynote*



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# Monday, June 7

**7:00 AM**

## Registration & Breakfast

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

**8:00 AM**

## 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 AM**

## Conference Keynote
## No Apology: The Case for American Greatness

Our economy is on the brink. America has borrowed trillions of dollars from foreign powers. Our defense is lagging. And our schools are failing our children. If we don't change course, we face the possibility of eclipse by other nations. Governor Romney looks at the course ahead for America through a powerful lens: what will make America stronger and preserve our place in the world as the beacon for economic and personal freedom. An insightful, compelling presentation covering the challenges facing America and the world and offering solutions for how the nation can right its course in the 21st century.

Governor Mitt Romney

All conference attendees will receive a signed copy of Governor Romney's new book **"No Apology: The Case For American Greatness"**

**9:30 AM**

## Refreshment Break

This break is sponsored by:

SYSKA HENNESSY
GROUP

**10:15 AM**

## A View from the Executive Office: Re-Directing IT for the Reset Economy

Each year, Bruce J. Rogow visits with over one hundred IT and business leaders to discuss their plans. Both businesses and IT appear to be entering new eras at the same time. CIOs say that they must re-direct most aspects of IT to support the business. Bruce will describe the next generation re-direction and how it impacts those who manage critical enterprise infrastructures.

Bruce J. Rogow
*Principal*
*IT Odyssey & Advisory*

**11:15 AM**

## Digital Realty Trust: Real Time PUE Reporting

Digital Realty Trust has developed and deployed a system to monitor and report PUE in real time. This tool is used by internal engineering and operations teams as well as by customers and represents the next phase of our PUE efforts – operational impact. We have always used PUE as a design benchmark but expect to have greater impact on efficiency and cost by pushing actual data as far into the field as possible. Two years in the development, this tool uncovered multiple architecture, design, programming and business process challenges we would like to share with the datacenter community.

Jim Smith
*Chief Technology Officer*
*Digital Realty Trust*

**12:15 PM**

## Lunch and Networking

**1:30 PM**

## HP: By the Numbers – Energy Analytics for Data Centers

The presentation will go beyond the issues of how to develop the lowest PUE and will provide case study analytical models that have been developed specifically for data centers, providing accurate and credible data on: 1. Rapid prototyping of different data center concepts, including geography, facility size/constriction, reliability level, and power/cooling system options which provides data on annual operating cost, CO2 emissions, granular annual power usage of cooling and power distribution systems. 2. The tradeoff between water use and electricity use when considering the location and electrical utility provider. 3. Current research in the

# Monday, June 7

dematerialization of the data center, which can dramatically lower overall life-cycle $CO_2$ emissions and embodied energy of the data center facility and ICT equipment.

**William Kosik**
*Green Data Center Technology Director*
*HP*

**2:30 PM**

## Make Your Own Sundae Break

**3:00 PM**

## Concurrent Breakout Sessions

### Breakout A: Next Generation Data Centers and the Realities of Virtualization

In this presentation will explore how, in the next generation datacenter, the perimeter evaporates and the lowest-common denominator impacts the security of all. Learn why a line of defense is needed at the virtual machine itself to re-establish control over security policy and resources. The presenter will review a checklist of security concerns that need to be addressed to safely extend virtual environments to public cloud computing environments; opportunities to create a united and secure virtual environment spanning on and off-premise computing resources; and use cases for optimizing infrastructure performance, while keeping security and compliance concerns in focus.

**Steve Quane**
*Executive General Manager, Small & Medium Business Unit*
*Trend Micro*

### Breakout B: Cooling: A Vendor Neutral Overview

The session is an overview of the products available for cooling of the data center and support spaces. It will discuss best practices in how these solutions are applied.

**Dennis Cronin**
*Senior Project Executive*
*Gilbane Building Company*

### Breakout C: Management Tools for Data Center Physical Infrastructure

Computing needs continue to grow – and in 2009 there's a prediction of over 2.5 million server rooms. Server room rack density has doubled every 8 years since 1992, with increased density through blade servers, server virtualization, and consolidation.

As a result, power density is exploding. The average data center power density is increasing at approximately 15% per year – so by 2010, the average kW per rack is forecast to be 20+kW (up from 1 kW in 2000!). The large quantity of power makes cooling unpredictable and expensive.

Physical infrastructure (power, cooling) costs will equal, and then surpass, IT equipment costs as power and cooling comprise significant portions of the IT budget. Physical infrastructure is becoming more intelligent and living on networks, like InRow RC Units and servers, Storage and Routers are highly instrumented for physical monitoring via the likes of IPMI. Existing NMS packages don't address the supporting physical infrastructure as it requires blending of systems management knowledge and physical infrastructure knowledge. All of this means that the market conditions are perfect for introducing management tools to effectively manage the physical environment.

**Robert Bunger**
*Director of Enterprise Systems and Business Development*
*APC by Schneider Electric*

**4:10 PM**

## Caterpillar: How Tier 4 EPA Emission Regulations Will Impact Data Centers

In 2011, the EPA will introduce new emissions regulations. Tier 4 interim differs greatly from past Tier changes as it allows emergency exemptions. Mission critical facilities will need to analyze the additional costs and complexity of a Tier 4 system against restricted operating flexibility under the emergency exemption guidelines. Caterpillar will address the following: Tier 4 Regulations, The impact a Tier 4 Power System will have on Reliability, Maintenance and the Economics of Utility Curtailment in Data Center applications.

**Tim Creswell**
*Tier 4 Product Definition Manager*
*Caterpillar*

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# Tuesday, June 8

**7:00 AM**

## Breakfast & Registration

**8:30 AM**

## Opening Remarks

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

**9:00 AM**

## Keynote
## Emerson/Liebert: Data Center Evolution

Future generation data centers may look a lot like today's facilities when you walk inside, but the operation is likely to be a lot different. At the center of focus, the racks of servers, the density will continue to grow. Surrounding these servers will be a physical infrastructure that will operate more efficiently in many ways. The operations will have metrics that better define efficiency. In fact, efficiency will be defined in much better terms. Not because of the drive toward green initiatives, but because of the need to continue lowering costs. The increasing need to reduce IT costs will have a dramatic impact going forward. It will test the industry's ability to cope with change that could bring greater risk to availability. One area that may test many experienced managers is the degree to which automation is used in a data center. Comparing a data center operation with traditional industrial automation will provide interesting insight as to how it will benefit operations. But the consequences of automated actions that lead to unintended results are much greater for many data centers than industrial production. For this reason, automation will be a challenging issue. It will also force end users to deal with planning and design in a more thorough manner that should lead to complexity reduction. The real test may come by asking whether managers will be prepared to give up control to automated logic. The keynote presentation will discuss these ideas with a contrasting viewpoint that is intended to be thought provoking for anyone involved in design and operation of the data center.

Bob Bauer
*Group Vice President, Emerson*
*& President, Liebert Corp.*

**10:00 AM**

## Refreshment Break

**10:30 AM**

## The Green Grid

This session will provide attendees with an update of The Green Grid's progress in developing platform-neutral standards, measurement methods, processes and new technologies to help data center operators improve energy efficiency of their data centers. Topics will include information regarding the industry's "Global Harmonization of Metric", an effort aimed at developing energy efficiency standards that can be adopted globally. Other topics include the launch of free online tools to help users improve their data center efficiency including the Power Efficiency Estimator and the PUE Calculator. Additional online and offline resources will also be discussed to help users learn more about how to improve their data center's performance.

John Tuccillo
*Vice President of Global Industry and Government Alliances, APC by Schneider Electric*
*Chairman of the Board & President*
*The Green Grid*

**11:30 AM**

## Now Available - EPA's New ENERGY STAR Rating and Label for Data Centers

Be among the first in the industry to learn how to benchmark the energy use of your data center using the new ENERGY STAR rating for data centers. ENERGY STAR is a U.S. Environmental Protection Agency (EPA) program designed to help businesses and organizations save energy and fight global warming through superior energy efficiency. This timely session, scheduled to coincide with the June 7 launch of the new ENERGY STAR rating for data centers, will include a live demonstration of the rating tool. The session will begin with a brief introduction of the ENERGY STAR program offerings for commercial buildings, and will recap EPA's efforts over the past 2 years to develop the ENERGY STAR rating for data centers. Included will be a summary of the results of EPA's data collection effort, which produced a diverse set of observations from over 100 data centers, with broad representation of size, climate, computing functions, and technologies. Based on this analysis, the EPA has developed a 1-to-100 energy efficiency rating for data center infrastructure, that allows data centers to evaluate their performance against their peers. The highlight of the session will be a live demonstration of EPA's Portfolio Manager energy benchmarking tool. The demonstration will address general use of the tool to assess the energy use of any building type, how to obtain an ENERGY STAR rating for a data center, and how to apply for the ENERGY STAR label for data centers that demonstrate superior energy performance.

Alexandra Sullivan
*Technical Development Manager*
*ENERGY STAR Buildings Program*

# Tuesday, June 8

**12:30 PM**

## Lunch and Networking

**12:30 PM**

## 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!

**David Schirmacher**
*Vice President, Corporate Services*
*Goldman, Sachs & Co.*

**1:45 PM**

## Concurrent Breakout Sessions

### Breakout A: Air + Evaporation = No Chillers!

New Data Centers are using outside air with evaporative cooling to reduce their mechanical energy dramatically, achieving annual PUE <1.25. In some cases, chiller plants have been completely eliminated. This presentation will review the strategies, implementation, limitations, and lessons-learned from several recent projects.

**Tom Boyson**
*Project Executive*
*University of Mechanical Contractors, Inc.*

### Breakout B: Bay Care Health Systems: A Case Study in Cold Aisle Containment

The initial installation showed unexpected results that did not represent appropriate overall improvement. Wright Line's professional services division conducted field measurements of the cold aisle containment region over a two-day period including data logging inlet temperatures of over 200 devices, airflow and temperature readings of each air conditioning unit, floor tile, internal and external pressure measurements and thermal imaging. The measured data was calibrated with calculated data to formulate finite boundary CFD models. The model results gave evidence to the problem's root cause and thus provided the ability to resolve the underlying issues. This case study will highlight the process.

**Brent Goren**
*Data Center Consultant*
*Wright Line*

### Breakout C: Virtualization: It's a Networking Problem

The drive toward virtualization has done much to reduce costs in the data center, through reductions in both the number of servers and the power required to run them. However, virtualization can bring new challenges on the network side of the equation – if the network cannot fully support the traffic and other requirements of virtualized servers, true optimization cannot occur. Currently there are few if any standards, and only fragmentary answers. This session will examine the state of data center networking today, and include a discussion on standards work, network automation, and other issues of vital importance to achieving data center optimization.

**Kevin Ryan**
*Director of Data Center Solutions*
*Extreme Networks*

**2:45 PM**

## Refreshment Break

**3:15 PM**

## Vendor Knowledge Exchange

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

**ABB, Active Power, Caterpillar, Cummins Power Generation, Cyberex, Data Aire, E1 Dynamics, Eaton, PDI, S&C Electric, Schneider Electric, Siemens, Syska Hennessy.**



*At the 2009 Fall Conference the Keynote Speaker, Commander Kirk Lippold, US Navy (ret.) accepted a donation from 7x24 Exchange International Chairman, Bob Cassilano, to Families United. Through Families United, military families receive support, resources, and opportunities that they need to cope with the absence of a loved one.*

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# Tuesday, June 8

**6:30 PM – 10:00 PM**

## Monte Carlo Nights: Intracoastal Yacht Cruise

| | |
|---|---|
| 6:30PM – 7:45PM | Buffet Dinner on Shore |
| 8:00PM – 10:00PM | Monte Carlo Nights, Dessert and Cocktails Intracoastal Yacht Cruise |

Join 7x24 Exchange International attendees and guests for a delicious dinner on shore followed by an Intracoastal yacht cruise. If you are familiar with 7x24 Exchange you are well aware that the Southern Florida cruise is one of the most popular and well received events.

Come sail away one more time with 7x24 Exchange as we put a neat spin on this famous event…

Cruise in style while viewing the sights of southern Florida's Intracoastal waterway…a floating casino style atmosphere will be the theme of the night so wear your gambling attire. If gambling is not your thing, sit back and relax while you sip on your favorite cocktail, enjoying the surrounding views and musical entertainment.

This event has been made possible thanks to the following partners:

CHLORIDE    DATA AIRE INC.    EATON — Powering Business Worldwide    Field View — patent pending

GE Digital Energy Power Quality    hp    idGroup    KLING STUBBINS

KOHLER    MITSUBISHI ELECTRIC UPS Division    mtu onsite energy    PDI — creating the perfect wave

Russelectric — Power Control People You Can Rely On    S&C    SIEMENS    StarLine    STULZ — Air Technology Systems, Inc.

SYNAPSENSE — Wireless Instrumentation Solutions    SYSKA HENNESSY GROUP    Virginia — YesVirginia.org BEST STATE FOR BUSINESS    WALKER ENGINEERING, INC — ELECTRICAL CONTRACTORS & ENGINEERS

# Wednesday, June 9

**7:00 AM**

## Breakfast

**8:30 AM**

## Opening Remarks

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

**8:45 AM**

## Keynote
## Yahoo: Lower Cost, Higher Performance and Faster to Build – Timing is Right to Have it All



For years, data centers have operated in a closed envelope bubble in regard to operational requirements, and the subsequent design & construction philosophies and methodologies required to meet them. The results have led to a laundry list of complexities, long timelines to construct, obese efficiency of systems that are hungry for power, water & sewer, and sky high capital and operating costs. The press has been fairly accurate in describing our "Super Size Me" appetite when it comes to data centers.

With the past 10 years being the rapid growth / land grab phase of the Internet, the next 10 years are going to be about efficiency, cost control and increased utilization of computing resources – the essence of utility computing. Opportunities are abound to build next generation data centers that are lower cost, higher performance and faster to build. In this talk, Scott Noteboom is going to demonstrate the evolution of Yahoo data centers and how they're getting more for less.

**Scott Noteboom**
*Head of Global DC Infrastructure*
*Yahoo*

**9:45 AM**

## Refreshment Break

**10:15 AM**

## Eaton: Incorporating Next Generation Technologies into our New Data Centers

Eaton Corporation is building two new enterprise data centers as part of its global data center consolidation project located near Louisville, KY complementing an out of region data center near Cleveland, OH. Robert Agar, Vice President of Critical Infrastructure will discuss the next-generation technologies and processes that are incorporated into Eaton's new enterprise data centers.

**Robert Agar**
*Vice President, Critical Infrastructure for Eaton's IT Department*
*Eaton Corporation*

**Dr. Kenneth Uhlman, P.E.**
*Director IT/Facilities Integration*
*Eaton Corporation*

**11:15 AM**

## Data Center Risk Analysis: Light Rail Case Study

Across the United States over seventy metropolitan areas are currently considering light rail projects to link nearby suburbs to the major metropolitan area, airports and office parks. A number of these projects are already underway.

Data center operators in areas adjacent to these projects have to be aware of the significant level of risk such projects will present to their operations during construction, as well as long term.

This presentation is a case study of one such project and the impact that it has had on a mission critical data center located in an office building in a pristine suburban office complex. It includes information on how the Federal Transportation Administration and the Department of Transportation assess potential risks, as well as what the company owning the data center as well as what the building owner/operator was able to do to mitigate risk.

This session will benefit companies who operate a data center in an area adjacent to a proposed new light rail line, along with the owner/operator of such buildings. It will also benefit companies who are dependent on third party service providers for data center operations in areas with a similar adjacency situation.
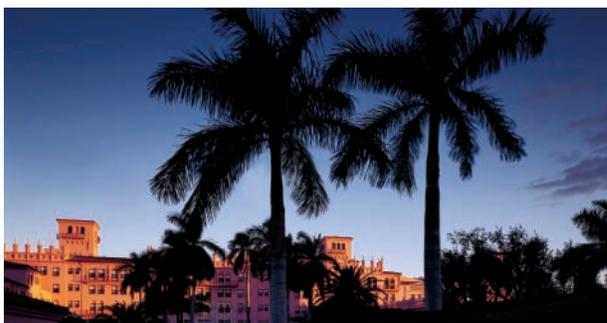
**Brian George**
*Principal*
*Corgan*

**Phil Michel**
*President*
*St. John's Consulting Group*

**12:15 PM**

## Conference Adjourns

## 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 next page 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 3rd.

## 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 $216/night.



**BOCA RATON RESORT & CLUB**

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

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 3rd, 2010. 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.

## 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.

### Hospitality Suites

Hospitality suites/demo rooms are permitted on Monday, June 7th between the hours of 6:30PM and 10:30PM. 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 7th please contact Brandon Dolci at 646.486.3818 x108 before April 30th.

Name: _____

(Informal Name/nickname for badge) _____

Position/Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

## Do you plan to attend?

| | | Yes | No |
|---|---|---|---|
| Sunday: 10:00 AM – 5:00 PM | DOE Energy Efficiency Workshop | ❏ 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.*

| | | Yes | No |
|---|---|---|---|
| Monday: 3:00 PM – 4:00 PM | Breakout A: Next Gen Data Centers | ❏ Yes | ❏ No |
| Monday: 3:00 PM – 4:00 PM | Breakout B: Cooling | ❏ Yes | ❏ No |
| Monday: 3:00 PM – 4:00 PM | Breakout C: Management Tools | ❏ Yes | ❏ No |
| Tuesday: 1:45 PM – 2:45 PM | Breakout A: Air + Evaporation | ❏ Yes | ❏ No |
| Tuesday: 1:45 PM – 2:45 PM | Breakout B: Cold Aisle Containment | ❏ Yes | ❏ No |
| Tuesday: 1:45 PM – 2:45 PM | Breakout C: Virtualization | ❏ Yes | ❏ No |
| Vendor Sponsored Evening | | ❏ Yes | ❏ No |
| Do you plan to bring a guest? | | ❏ Yes | ❏ No |

Name of guest: _____

## Conference Fees:

| | Early Bird Discount through May 3, 2010 | After May 3, 2010 |
|---|---|---|
| **End-User** | | |
| Member: | $1,200 | $1,400 |
| Non-member: | $1,400 | $1,700 |
| **Consultants/Vendors** | | |
| Member: | $1,500 | $1,800 |
| Non-member: | $1,800 | $2,100 |

## Payment Method

❏ Check enclosed

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

Card Number: _____ Exp. Date: _____

Name (as it appears on the card) _____

Signature _____

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

❏ 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 14th will be refunded, less a $150 handling fee. There will be no refunds after May 14th. However, substitutions of company participants may be made at any time.*

Return this form to:

7x24 Exchange
322 Eighth Avenue, Suite 501
New York, NY 10001

Phone 646.486.3818
Fax: 212.645.1147

Registration is also available online at www.7x24exchange.org

## Directors and Officers

### Chairman of the Board
**Robert J. Cassiliano**
*Business Information Services, Inc.*

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**William Leedecke**
*Vanguard*

### Vice President
**David Schirmacher**
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### Director – Vendor Representative
**Juli Ierulli**
*Caterpillar*

### Director
**Cyrus J. Izzo, P.E.**
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### Administrative Director
**Kathleen A. Dolci**
*646.486.3818 x103*

### Membership & Education
**Tara Oehlmann, Ed.M.**
*646.486.3818 x104*

### Conferences
**Brandon A. Dolci, CMP**
*646.486.3818 x108*

# 2010 Spring Conference Corporate Leadership Program Partners
(at press time)

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