

# 2011 SPRING CONFERENCE

## END-TO-END RELIABILITY

### MISSION CRITICAL FACILITIES

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June 12-15, 2011 Hilton Orlando Bonnet Creek Orlando, FL



The end-to-end reliability forum.

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# 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 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.

## 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 2011 SPRING CONFERENCE JUNE 12

10:30 A.M. – 9:00 P.M.

## Registration

8:00 A.M. – 5:00 P.M.

## DOE Data Center Energy Practitioner (DCEP)

### Training and Certificate Exam

The Department of Energy, in collaboration with the 7x24 Exchange, is proud to host a DCEP Generalist training workshop and certification exam program in conjunction with 7x24 Spring Conference. The DOE Save Energy Now program has partnered with the industry to develop a process leading to practitioners qualified to evaluate the energy status and efficiency opportunities in data centers. The DCEP Program is driven by the fact that significant knowledge, training and skills are required to perform accurate energy assessments. Target groups for participating included employees of property management companies, engineering consulting firms, service companies, data center end users, energy agencies, colleges, and utility company representatives.

### Important!

As a special benefit to attendees, the 7x24 Exchange has agreed to waive the \$700 dollar training and testing fee for all registered conference attendees however, the DOE has established minimum experience and educational criteria that must be met to participate in the workshop. All attendees must complete a qualification form and be pre-approved prior to the event. Additional information including the Program Description, Training Agenda, and Qualification Criteria can be found at: <http://www.7x24exchange.org/spring11/schedule.htm> and at the DOE DCEP website [http://www1.eere.energy.gov/industry/datacenters/dc\\_cep.html](http://www1.eere.energy.gov/industry/datacenters/dc_cep.html).

Please note that space will be limited and qualified attendees will be selected on a first come, first serve basis. We encourage you to **REGISTER EARLY!** Please make sure to check the DCEP Training box on your conference registration form to receive your DCEP program qualification application.

### Presenter:

**Magnus K. Herrlin, Ph.D., CEM**  
Lead DCEP  
ANCIS Incorporated

### Associate Presenter:

**David Schirmacher**  
Chief Strategy Officer  
FieldView Solutions and  
Vice President  
7x24 Exchange International

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.



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# MONDAY

## 2011 SPRING CONFERENCE

# JUNE 13

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

#### “Green Gold Rush – A Vision for Energy Independence, Jobs, and National Wealth”

The creation of a green economy is an increasingly promising solution to multiple

challenges. Sustainable business and energy independence are keys to our economic revitalization, according to Kennedy. America can boost its own infrastructure by powering industry with plentiful and domestic renewable resources. A sophisticated, well-crafted energy policy will help sharpen American competitiveness while reducing energy costs and our national debt. Intelligent energy policy is also the national fulcrum for US foreign policy and national security. From green jobs and technologies to weaning our reliance on carbon energy,



Kennedy offers a bold vision to restore US economic might, safeguard our environment, and reestablish America's role as an exemplary nation.

#### Robert F. Kennedy, Jr.

Visionary, Environmental Business Leader and Advocate

9:30 A.M.

### Refreshment Break

10:00 A.M.

### eBay – Data Center Goes Gold

In May 2010, eBay officially opened its newest data center in South Jordan, Utah, named Topaz after the state stone of Utah. The facility was a green field development focusing on the design principles of reliability, maintainability, sustainability, and efficiency. As a result of the design and construction efforts, the facility achieved a LEED Gold rating in October of 2010.

#### Michael Lewis

Director Mission Critical Engineering  
eBay

#### R. Stephen Spinazzola, PE

Vice President  
RTKL Associates Inc.

11:00 A.M.

### NASA – The Influence of Solar Flares and Solar Storms: Why We Should Care About Space Weather

The Sun produces solar storms in the form of intense radiation and fast moving material. These storms can interact with the Earth to create electric currents in our atmosphere. The study of space weather developed to predict solar storms and understand their impact on our technology.

The world's electrical grids—that fundamental technology enabling modern society—are vulnerable to these currents. While most days the sun's impacts are minimal, large solar storms have the potential to have a devastating impact on mission critical systems. This talk will present an overview of Space Weather to help your business begin to prepare for worst-case scenarios.

#### C. Alex Young, Ph.D.

Solar Astrophysicist at NASA's Goddard Space Flight Center with ADNET Systems Inc. and the SOHO/STEREO science team

12:00 P.M.

### Lunch and Networking

12:00 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

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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**

Chief Strategy Officer, FieldView Solutions  
and Vice President, 7x24 Exchange International

**1:30 P.M.**

**Green Grid – Economic and Environmental Value in Business Computing**

The Green Grid is becoming the global authority on resource efficient data centers and business computing environments, and has developed a number of resources that help to quantify the business value of efficient ICT equipment. This session will include materials from The Green Grid's recent technical and business projects, including business case studies from member companies, new tools like The Green Grid Data Center Maturity Model, and the international importance new sustainability metrics such as Water Usage Effectiveness (WUE) and Carbon Usage Effectiveness (CUE).

**Mark A. Monroe**

Executive Director  
The Green Grid

**2:30 P.M.**

**Create Your Own Sundae Break**

**3:00 P.M. — CONCURRENT BREAKOUT SESSIONS**

**Breakout A: Data Center Cabling – Transitioning From Copper to Fiber**

This short course is intended to help data center and network managers understand the value proposition of an all-optical data

center. Topics that will be discussed include looking at basic data center network infrastructure design and hardware needs. The course was developed with the TIA-942, Telecommunications Infrastructure Standard for Data Centers in mind, but will also address the fact that many data centers really have not used this standard in practice. Networking standards such as IEEE 802.3, Fibre Channel, iSCSI and InfiniBand will be reviewed along with their applicability to certain aspects of the data center. Technology roadmaps and data center networking trends will be included as well as how to handle transitioning from lower to higher data rates within your data center. When it makes sense to implement fiber optics and what types of transceivers and cabling should be used for different scenarios will be presented. Other technologies such as Fibre Channel over Ethernet, RDMA (InfiniBand) over Converged Ethernet, IO virtualization and how virtualization and network consolidation will affect data rates will also be discussed. Detailed cost analysis of fiber versus copper in the data center will be presented considering not only equipment and infrastructure cost, but potential staff, port and cabling density, power and cooling costs. Also included will be analysis of whether it matters what vertical market a data center supports – for example, does a financial sector data center have different requirements than a higher-education data center? Several real-world case studies will be presented.

**Lisa A. Huff**

Chief Technology Analyst  
DataCenterStocks.com

**Breakout B: Minimizing Common Downtime Risks in Critical Facilities**

Presentation will define and substantiate the most common downtime causes for data center facilities systems — by specific types of human error. Data center owners will be provided strategies to minimize these risks, drawing on best practices from other critical

industries as well as from the those at the most successful data center operations.

**David Boston**

President  
David Boston Consulting

**Breakout C: Upgrading a DC Capacity in a Live Environment**

The goal of the presentation is to show attendees the steps required to upgrade an existing DC from 200W/SF to close to 400W/SF while in operation without affecting the customer.

Michael Chartier will cover the technical aspect of the presentation from the site survey to the final drawings and site supervision while Mr. Heimann will cover the operation side of the presentation on what is to be expected and what to do to prevent issues and avoiding shut-down of any server.

The presentation will include photographs and work sequences and will show that it is possible to work in a live environment without having to shutdown a single server.

**Michel Chartier**

President  
Kelvin Emtech

**4:10 P.M**

**Vendor Knowledge Exchange**

Platinum and Gold partners of the Corporate Leadership Program will present informational sessions on various products and services.

Presentations will be given by:

- ABB, Active Power, CAT, Cummins, Cyberex, Data Aire, Eaton, PDI, S&C Electric, Schneider Electric, SIEMENS, Syska Hennessy**



# TUESDAY

## 2011 SPRING CONFERENCE

# JUNE 14

**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.**

**Yahoo – Right Place. Right Way. Right Cost: Evolving Efficiency in Data Factory Design & Operations**

During this session, Scott will be presenting 5 “small plate” topics involving Yahoo!’s most recent activities in the areas of data center design, construction and operations, including:

1. “We love NY, and other strategic places” — How strategic site selection and highly efficient data factory design & construction saves us money. Can it do the same for you?
2. “It’s Not the Peak, It’s the Slope” — Defining and tuning the PUE curve
3. “Separating the “Pre” from “Construction” — Making pre-construction activities more pre-emptive in order to save more time and money.
4. “Is your UPS battery as good as your iPhones?” — Battery technology has advanced greatly along with the newest high efficiency electric cars and mobile devices. Are our UPS systems getting the same love?
5. “Yahoo’s Flex Tier Data Center Design” — Outside and between the Uptime Institute boxes. Introducing Yahoo’s next generation design.

**Scott Noteboom**  
 Vice President, Operations  
 Yahoo!

**10:00 A.M.**  
**Refreshment Break**

**10:30 A.M.**

**Uptime – Data Center Issues: Past, Present, and Phuture**

Are the issues of the future really different? Or are they variations of the same old stories? Will those who do not learn from the past be forced to relive it, or is history even relevant? This presentation shares summary research of industry leaders about where the industry has been, and builds on that foundation to discuss present and future issues.

**W. Pitt Turner IV, PE**  
 Executive Director  
 Uptime Institute, LLC

**11:30 A.M.**

**DOE Data Center Energy Practitioner (DCEP) Program: June 2011 Progress Report**

The data center industry and DOE have partnered to develop a certificate process leading to energy practitioners qualified to evaluate the energy status and efficiency opportunities in data centers. The key objective is to raise the standards of those involved in energy assessments to accelerate energy savings in the dynamic and energy-intensive marketplace of data centers. The practitioners are trained to provide a consistent approach through system-level energy assessments. They have documented knowledge and skills including proficiency in the use of the DC Pro Software Tool Suite. Target groups for participating in the program include data center personnel (in-house expertise) and consulting professionals (for-fee consulting). After a number of pilot training events in 2010 and 2011, the program will be offered world-wide in 2011. This presentation provides a brief



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overview and progress report on the DCEP program.

**Magnus K. Herrlin, Ph.D., CEM**

Lead DCEP

ANCIS Incorporated

## 12:00 P.M.

### Lunch and Networking

## 1:30 P.M.

### UPS – Open Heart Surgery on the World’s First Tier IV Data Center

The United Parcel Service Windward Data Center near Atlanta is recognized by The Uptime Institute as the first Tier IV data center. Completed in 1995, it features System + System power and cooling infrastructure. In 2010, United Parcel Service recognized the need to replace its critical power infrastructure and add continuous cooling, with no downtime for the critical computing load. Team members from United Parcel Service, Syska Hennessy Group, and Holder Construction discuss the challenges encountered and overcome in performing open heart surgery on the World’s First Tier IV Data Center.

#### Moderator:

**Christopher M. Johnston, PE**

Critical Facilities Chief Engineer

Syska Hennessy Group

#### Panelists:

**Miguel Flores**

Data Center Facilities Manager

United Parcel Service, Inc.

**C. Benjamin Swanson**

Managing Director Mission Critical Facilities

United Parcel Service, Inc.

**Tony TeVault**

Vice President, MEP Services

Holder Construction Company

**Christopher Mann**

Senior Associate

Syska Hennessy Group

## 2:30 P.M.

### Refreshment Break

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

### Breakout A: Stop Sacrificing High Efficiency for Reliability

Predictable. Expected. Certain. These are boring terms to the laymen, but to data center operators who oversee mission critical data and tasked with 24x7 uptime, these words are crucial. All data centers, large or small, require continuous power that is typically provided with a combination of an uninterruptible power supply (UPS) and a diesel generator.

In the past, UPS systems have been dependent on big banks of lead acid batteries for bridging to backup power generation. But due to the chemical makeup of batteries, reliability comes into question. For example, it’s challenging to capture an accurate, real time snapshot of the health and status of the UPS battery system.

With efforts being made by design/build firms to make data centers greener, alternative UPS technologies are available with higher energy efficiencies and are more reliable than conventional battery systems. In particular, UPS systems that utilize flywheel energy storage can operate at higher efficiencies meaning less consumption from the grid meaning less fossil fuel production, ultimately leading to displacement of CO<sub>2</sub> emissions.

**Martin Olsen**

Vice President

Active Power

### Breakout B: Case Study – Eradicating Human Error: Lessons Learned from the US Nuclear Navy

Human error continues to be cited as a leading cause of data center downtime. The goal of eradicating this blight from the data center can be advanced by studying the US Nuclear Navy. In fact, the similarities between a mission critical data center and a mission critical nuclear propulsion plant are striking and many. This presentation will demonstrate the operational methodologies utilized by the US Nuclear Navy to reduce human error drawing comparison to a modern day data center every step of the way.

**Domenic Alcaro**

Vice President, Enterprise Sales

Schneider Electric

### Breakout C: Data Center Efficiency with Higher Ambient

In a typical data center, 40-60% of the total power is consumed by the cooling system. In addition, cooling system efficiency has a first order effect on the useful lifespan of the data center. This study will show that one could reduce the total cost of ownership and maximize data center lifespan by optimizing the data center cooling budget and server power increase while ensuring no performance loss at increased ambient conditions. This is accomplished by basing control and optimization of the cooling system on real-time, server-level thermal performance data. This data is generated by new thermal instrumentation that is embedded in servers at no additional BOM costs and without the need for external sensors.

**Charles Rego**

Chief Data Center Architect

Intel Corporation

**Sherman Ikemoto**

General Manager

Future Facilities



4:00 P.M.

## University of Chicago – What's Old is New Again: Integrating a High-Density Data Center into a Historic Building

Representatives from the University of Chicago, Gilbane and AEI will provide an inside look at the challenges of integrating a high-density data center into an existing historic building — all while the building remained fully operational. The University's new 6,400-square-foot data center project is slated for Tier II classification with the potential to upgrade to Tier III.

The existing infrastructure to the historical facility required intricate renovation to meet the data center's intense power requirements and necessary cooling load. The center also included extensive site work and tie-ins to the University's power supply and chilled water lines to ensure optimal operation.

### Raymond Parpart

Assistant Director, Data Center Operations  
University of Chicago

### Kyle Merrill

Project Executive  
Gilbane

### Ronald Johanning

Lead Engineer  
Affiliated Engineers, Inc.



6:00 P.M.

## An Evening at Sea World Orlando

Join **7x24 Exchange** and conference attendees as we venture off property to Sea World Orlando. Attendees and guests will be treated to cocktails, an indoor buffet dinner, musical entertainment and a visit from some live animals. Once dinner is complete, attendees will have the opportunity to enjoy Sea World's many attractions which include:

**Penguin Encounter** ~ The Penguin Encounter is largest and most technically advanced exhibit of its kind in the world, is home to hundreds of penguins and alcid.

**Kraken** ~ Orlando's only floorless roller coaster — is themed after a massive, mythological underwater beast unleashed from the depths of the sea.

**Journey to Atlantis®** ~ Plunge into the middle of a fierce battle between good and evil for the lost city of Atlantis.

**Manta** ~ Fly face-down, in a horizontal position, underneath the belly of a coaster train shaped as a giant manta.

**Shamu Rocks** ~ A rock n' roll concert of unprecedented proportions combining improvisational movements of killer whales with music remixed by some of the hottest rock stars in the industry.

This is just a sampling of the attractions at Sea World Orlando, 7x24 guests will be able to visit whichever attractions or shows they choose. At closing time 7x24 attendees will meet at a designated area for the bus trip back to the resort.

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







# WEDNESDAY

2011 SPRING CONFERENCE

# JUNE 15

**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.**  
**Wells Fargo – End User’s Perspective on Successfully Navigating Data Center Emerging Trends**

This presentation offers an end-user’s perspective on emerging trends in the design and operations of an organizations most critical facilities. From the likely long-term impact of cloud computing, virtualization, higher cabinet densities, modular designs, capital costs, sustainability, this session offers insight on these trends and how to successfully navigate through the competing challenges.

**Bob Cashner**  
SVP – Corporate Properties Group  
Wells Fargo Bank

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

**10:15 A.M.**  
**Pros & Cons of Modular Data Centers**

Over the past four years, we have all seen the rise of modular and containerized data center solutions throughout the industry. These solutions are presented in a host of deliverables. Some of them are

comprehensive, such as turnkey modular building solutions; while some are infrastructure or IT adjuncts to traditionally-constructed facilities. No one will deny that modular and containerized solutions now have a prominent place in both product placement and utilization.

What we don’t have is an honest and unbiased opinion about implementing these systems. This presentation will present the pros and cons of three areas in this business: The Manufacturer’s Business Motivation; How Do You Measure Success? and Adaptation and Deployment.

**William P. Mazzetti, PE**  
Vice President, Engineering & Chief Engineer  
Rosendin Electric

**11:15 A.M.**  
**The Evolution of Modern Data Centers**

This presentation will review the fastest-growing new trend in data center technology: Modular Data Centers. Attendees will learn the direction the data center market is taking, explore how to reduce infrastructure costs and deployment time, discover how a modular data center may meet your financial needs and physical constraints, hear about real-world data center business challenges and solutions and experience the look and feel of a modular data center first-hand.

**Tim Cortes**  
Chief Technology Officer  
Power Distribution, Inc.

**Dave Mullholland**  
VP, Marketing Services  
Power Distribution, Inc.

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



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

To guarantee early bird rate, registrations must be received by May 13th.

## 2. Hotel Reservations

To take advantage of **7x24 Exchange's** special rates at the Hilton Orlando Bonnet Creek you can visit the conference website at [www.7x24exchange.org](http://www.7x24exchange.org) to make an online reservation, or call Hilton Reservations directly at 1-800-HILTONS (445-8667) and ask for the **7x24 Exchange** Conference room rate of \$159/night for a single or double plus tax. Please refer to Group Code ZEXC when calling.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until May 20, 2011. 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 sellout **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 13th between the hours of 6:30PM and 10:30PM. All hospitality suite hosts must be a Silver partner 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 13th please contact Brandon Dolci at 646-486-3818 x108.



# 2011 SPRING CONFERENCE REGISTRATION

# FORM:

Please print or type clearly

WORK  
EFFICIENCY  
AVAILABILITY

Name: \_\_\_\_\_

(Informal Name/nickname for badge) \_\_\_\_\_

Position/Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail \_\_\_\_\_

## CONFERENCE FEES:

	Early Bird Discount through May 13th	After May 13th
<b>END USERS</b>		
Member:	\$1,200	\$1,400
Non-member:	\$1,400	\$1,700
<b>CONSULTANTS / VENDORS</b>		
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:

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Exp. Date:

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Name (as it appears on the card) \_\_\_\_\_

Signature \_\_\_\_\_

## DO YOU PLAN TO ATTEND?

### SUNDAY 8:00 A.M. – 5:00 P.M.

DCEP Training    Yes    No

### SUNDAY 6:00 P.M. – 9:00 P.M.

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, Monday Morning Keynote, Hospitality Suites, the Vendor Sponsored Event and Wednesday Morning Breakfast.

### MONDAY 3:00 P.M. – 3:50 P.M.

Breakout A: Data Center Cabling    Yes    No

Breakout B: Minimizing Common Downtime Risks    Yes    No

Breakout C: Upgrading in Live Environment    Yes    No

### TUESDAY 3:00 P.M. – 3:50 P.M.

Breakout A: Stop Sacrificing Efficiency for Reliability    Yes    No

Breakout B: Eradicating Human Error    Yes    No

Breakout C: Efficiency with Higher Ambient    Yes    No

Vendor Sponsored Evening    Yes    No

Do you plan to bring a guest?    Yes    No

Name of guest: \_\_\_\_\_

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**? \_\_\_\_\_

**RETURN THIS FORM TO: 7X24 EXCHANGE**  
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Phone 646-486-3818 • Fax: 212-645-1147  
Registration is also available online at  
**[www.7x24exchange.org](http://www.7x24exchange.org)**

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 20th will be refunded, less a \$150 handling fee. There will be no refunds after May 20th. However, substitutions of company participants may be made at any time.



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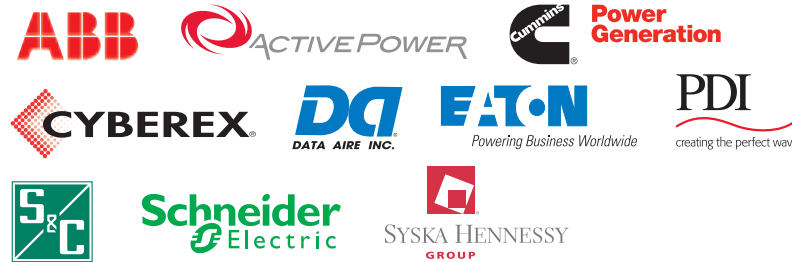
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