CONNECT
COLLABORATE
DELIVER

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

2015 SPRING CONFERENCE

7x24Change
INTERNATIONAL

The end-to-end reliability forum.™

www.7x24exchange.org

June 7-10, 2015 | JW Marriott Orlando Grande Lakes | Orlando, FL

REGISTER BEFORE MAY 15TH FOR A CHANCE TO WIN ONE OF THREE **Samsung – Galaxy Note® Pro Tablets**

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 tutorial sessions for many years. These tutorials are designed to deliver value to a broad range of participants. Whether your need is advanced training on a specific topic of the day or a refresher course on fundamental concepts, there is a tutorial that will meet your need. Almost all of 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
J U N E   7 T H

11:30 A.M. – 9:00 P.M.
Registration

2:00 P.M. – 3:00 P.M.
Fire Suppression in the Data Center: Industry Developments

Five major data center fires in 2014 continue to highlight the need for good fire protection in IT facilities. This session focuses on the newest developments in fire suppression systems and the issues driving the need for improvement. Learn how installations of sprinklers, water mist systems, and clean agents have experienced important changes making them more reliable and easier to use. Discover the new ways data centers are using fire suppression for their unique needs. The newest research into fire protection in high airflow environments will also be presented.

Lee Kaiser
Engineering Manager
ORR Protection Systems

4:00 P.M. – 5:00 P.M.
Data, Data Everywhere and Not a Chance to Think: Lessons…

The number of data-gathering sensors and systems in data centers has grown exponentially over the past decade, giving our industry much more information than we know what to do with. This data has the potential to make data centers operate in smarter, more efficient, more reliable ways, but harnessing that flood of data has been difficult because of its relentless volume and because of the scarcity of skilled people to make it actionable. In this presentation, Brian Hanking, a pioneer in data-driven data center analysis, will tackle one of the biggest sources of this data flood: backup power systems.

Brian Hanking
Chief Technology Officer
Canara

6:00 P.M. – 9:00 P.M.
Welcome Reception
SPONSORED IN PART BY:

CATERPILLAR®

Ehvert

Join us for a reception with open bar accompanied by music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, welcome first time attendees, renew old acquaintances, and meet the board members.

In keeping with its commitment to social responsibility, 7x24 Exchange donated $10,000 to the Wounded Warrior Project in honor of its 25th Anniversary. From left to right: Bob Cassiliano, John Jackson, Frank Gialanella, Paul Fox, Dennis Cronin & Kelly Vitolo.

MONDAY
● ● ● ● ● ●
J U N E   8 T H

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: Endeavour to Succeed

On January 8, 2011, Captain Mark Kelly would face the toughest challenge of his life when an assassination attempt was made on his wife, former Congresswoman Gabrielle Giffords. His dedication to family and Giffords' road to recovery would captivate the nation. For Mark Kelly, focus equals success–even in the face of adversity. Personifying the best of the American spirit, Kelly is a homegrown hero who was a combat pilot in Iraq, an astronaut on four space shuttle missions, and commander of the final flight of Space Shuttle Endeavour. He has combined teamwork, leadership, communication, and family in an unwavering commitment to succeed. Kelly shows audiences how to accomplish their mission while maintaining the love and devotion to family that is the foundation of true success.

Captain Mark Kelly
Commander of the
Space Shuttle Endeavour's Final Mission

9:30 A.M.
Refreshment Break

10:00 A.M.
Full Stack Optimization at GoDaddy

GoDaddy is the world's largest domain name registrar with over 58 million domain names under management. Building the right data center for a large internet company is not just about building the right hardware infrastructure; it starts with building the right software stack. At GoDaddy, we adopt a Full Stack Optimization (FSO) approach to data center design. This talk shows how different elements of the IT stack (base infrastructure, platform, application) need to work closely with one another to achieve better performance, utilization, availability and cost efficiency.

Sriram Sankar
Senior Director, Data Center Engineering
GoDaddy

11:00 A.M.
Common Design of Colocation Data Centers in Diverse Climates

This case study will present the advantages and challenges in developing a common colocation data center model and constructing in multiple geographic locations. This session will follow the design and construction of two "identical" data centers. Each data center was able to achieve Uptime Tier III design certification and USGBC LEED Silver certification. The data centers were built in two very different sites in vastly different climates but were able to achieve the same design objectives. Both the common requirements and site driven design strategies will be discussed.

William C. Schaumann, III, P.E.
Associate Partner
Syska Hennessy Group

Chris Kincaid
Vice President of Design and Construction
Stream Data Centers

Anthony Bolner
Managing Director/Partner
Stream Data Centers

12:00 P.M.
Lunch and Networking

12:00 P.M.
End User Xchange Forum

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

MODERATOR:

David Schirmacher
Senior Vice President of Design & Construction
Digital Realty and
President
7x24 Exchange International

1:30 P.M.
Solving the Personnel Shortage in the Data Center Industry

The session is about solving the personnel shortage in the data center industry by bridging "the gap". Salute employs veterans who cannot access our industry because they don't have the required 2-3 years experience. Salute's programs take military veterans with no prior data center experience and produce competent and disciplined data center technicians following a 1-2 year training regime. Once interns reach a level of competency they become eligible to be hired directly. This bridges "the gap" and provides a new highly disciplined resource pool to help solve the industry's personnel shortage and stop the revolving doors between data center companies caused by the lack of skilled talent. The audience will learn how the program works and can either replicate it or leverage what is available today from Salute to establish a sustainable solution and help get our veterans jobs in the data center industry.

Jason Okroy
CEO
Salute, Inc.

Lee Kirby
Founder
Salute, Inc. and
Chief Technology Officer
Uptime Institute

2:00 P.M.
PANEL: Achieving Efficiency Goes Beyond Technology

The key to recognizing the next level of efficiencies in a data center is to build more meaningful connections between departments and improve their collaboration. Using case studies, we will demonstrate how companies have successfully bridged the gap and are successfully aligning revenue generation, performance, and energy efficiency and sustainability goals for their data center.

MODERATOR:

Aaron Rallo
Founder & CEO
TSO Logic

PANELISTS:

Mike Jones
Manager, Data Center & Disaster Recovery
BayCare Health System

Nicole Peill-Moelter, Ph.D.
Director of Environmental Sustainability
Akamai Technologies, Inc.

Miles Auvil
Senior National Sales Manager
SIEMENS

3:00 P.M.
Create Your Own Sundae Break

3:30 P.M. CONCURRENT BREAKOUT SESSIONS

Breakout A:
POD Design, Installation, and Operation: A Collaborative Effort

A 2 Mega-Watt Performance Optimized Data Center (POD) was installed at one of CBRE's client locations. The client faced multiple challenges and multiple failures occurred during the first months of operation. The CBRE critical environment team was brought in to help the client and deal with the situation. The presenters will share the challenges and areas of improvement that were identified.

Duraid AlJailawi
Manager of Critical Environments
CBRE Limited

Rick Schveighardt
General Manager, Asset Management
Infrastructure Ontario

Breakout B:
Extending ITAM to a Colocation Data Center

This case study details the goals, project plan, deployment and challenges of implementing a passive RFID IT asset management system for the Iron Mountain Colo data centers.

John Consoli
EVP
Asset Vue

Sam Gopal
Director, Product Management
Iron Mountain

Breakout C:
Financial Considerations of Phased Data Center Deployments

There has been considerable noise in the industry over the pros and cons on the type, scope and scale of incremental data center deployments. While the IT need and operational risks to phased deployments are being clearly addressed, the true life-cycle costs of varying deployment options that an end user may consider are not as clear. The primary goal of the presentation would be to cut through the sales noise of the varying solutions available in the marketplace and address TCO, NPV and capital and operational costs for a host of approaches.

Bill Mazzetti
Senior Vice President & Chief Engineer
Rosendin Electric

TUESDAY
● ● ● ● ● ● JUNE 9TH

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: Class – A Reliability Metric for Mission Critical Facilities

The lack of a widely accepted reliability metric makes informed decisions about investments, design, and operations of mission critical facilities difficult or impossible. Without a reliability metric, it is likely that the process of improving the competing metrics will result in unintended sacrifice of reliability for efficiency, cost, or another quantified goal. Significant reductions in reliability are intolerable in systems that affect health and safety.

I propose a reliability metric called "Class." The Class of a facility is the probability of system failure (also called unreliability) expressed in percent for one year of operations. A Class 1 facility has a 1% chance of failure per year; while a Class 8 facility has an 8% chance of failing each year.

The presentation will explain the use of the Class metric in design, operations, and communications with customers and other interested parties. It will review the tools and methods available to determine Class during the design phase and throughout the operational history of a facility.

This presentation aims to stimulate informed discussion of the reliability of mission critical facilities. The widespread adoption of a meaningful performance metric for facility reliability will help the industry meet the ever-growing challenges we face.

Steve Fairfax
President
MTechnology

10:00 A.M.
Refreshment Break

10:30 A.M.
Verizon NAP West – Leveraging Modular Infrastructure

A 95,000 square foot colocation and managed service facility, Verizon NAP West is located in the heart of Silicon Valley. The data center supports not only West coast based customers, but also Pacific Rim markets. With demand increasing, Verizon knew it had to quickly expand, but where? Real estate was limited and time was of the essence. This case study presentation will hit on the challenges the provider faced and how it used a modular approach to provide the flexibility and responsiveness to best serve the needs of its clients.

Ben Stewart, P.E.
Director, Facility Engineering
Verizon

Robert Hall
Senior Manager, Applications Engineering
Active Power

11:30 A.M.
Data Center Leadership in the Better Buildings Challenge

In 2011 President Obama launched a Better Building Initiative, spearheaded by former President Clinton and the President's Council on Jobs and Competitiveness, to support job creation by catalyzing private sector investment in commercial and industrial building energy upgrades to make America's buildings 20 percent more efficient over the next decade, reducing energy costs for American businesses by nearly $40 billion. The Better Building Challenge managed by the U.S. Department of Energy is part of the Better Building Initiative whereby the owners of assets formally pledge to increase their energy efficiency. The Better Buildings Challenge recently expanded to include data centers. The presentation will include a general overview of the Better Buildings Challenge, and specifics on the goals and structure of the data center partnerships.

Timothy Unruh
Director, Federal Energy Management Program
U.S. Department of Energy

12:30 P.M.
Lunch and Networking

2:00 P.M.
PANEL: The "Class" Act

Any proposal for a new data center performance metric requires thought and discussion to be adopted by the industry. This panel will convene a diverse group of industry experts to discuss and challenge the Class concept for a data center reliability metric. What are the benefits to the industry? How will the metric be calculated? How can customers tell if claims are sound? What are the roles of OEMs, A&Es, owners, and operators? Are there any IP issues? Will this metric expose proprietary information?

MODERATOR:

Mark Ascolese
President & CEO
Active Power

PANELISTS:

Steve Fairfax
President
MTechnology

David Schirmacher
Senior Vice President of
Design & Construction
Digital Realty and
President
7x24 Exchange International

Peter Gross
Vice President of
Mission Critical Systems
Bloom Energy

Bryan A. Snyder
Senior Engineer &
Product Mgr. UPS
Caterpillar

3:00 P.M.
Refreshment Break

3:30 P.M. CONCURRENT BREAKOUT SESSIONS

Breakout A:
Is Your Network Switching Architecture Killing Your Power Efficiency?

Data Center design is key to ongoing efficiency in the data center ecosystem. Learn the new switching technologies on the market including SDN and Fabrics, and how design can impact power and cooling. The case study shows how to recoup approximately 50% of power capacity dedicated to switching and how to improve the overall ecosystem efficiencies.

Carrie Higbie
Global Director, Data Center Services
Siemon

Breakout B:
Myths of Data Center Containment: What's True and What's Not

This presentation focuses on common misconceptions about containment in data centers and provides participants with a technical understanding of the science behind containment. This understanding will enable managers to more fully realize the benefits of their own containment systems or be able to make informed decisions about deploying containment.

Lars Strong, P.E.
Senior Engineer
Upsite Technologies

Breakout C:
Data Center Water Energy Recovery

Data center water energy recovery has been explored and now utilized with several projects. This presentation will discuss these projects, designs, and changes they had to undertake to recover the waste heat. The ASHRAE water cooled classes will be reviewed to show affects of the amount of heat recovered. The National Renewable Energy Lab's (NREL) data center in Golden (CO) is a 10MW, 10,000 ft2 showcase facility designed to maximize the re-use of the waste heat from its data center. NREL's analysis shows annual savings of $200,000 per year from re-use of the waste heat from the water cooled system.

John Peterson, P.E., PMP, CEM, LEED AP BD+C
Technical Program Manager
HP

Tahir Cader
Distinguished Technologist
HP

An Evening at Universal Orlando®
7:00 PM – 11:00 PM

Get ready for one of the most incredible events 7x24 Exchange International has ever thrown – a huge bash that fills three different venues and spills out into the streets of Universal CityWalk® followed by a street party in the middle of Marvel Super Hero Island® at Universal's Islands of Adventure® theme park just for you!

Strike out your hunger with classic hot dogs from ballparks around the country at the Hot Dog Hall of Fame®. Head south of the border for a taste of Mexico City at Antojitos Authentic Mexican Food. And enjoy the laid back island attitude of Jimmy Buffett's® Margaritaville®.

Then, you will be escorted to Marvel Super Hero Island® at Universal's Islands of Adventure® theme park where you'll have unlimited access to incredible rides and attractions. Battle villains high above the streets in 3-D on The Amazing Adventures of Spider-Man®, feel the rage of The Incredible Hulk Coaster®, and take fear to new heights on Doctor Doom's Fearfall®.

It's an entire evening of action and thrills – and it's all yours!

SPECIAL THANKS TO OUR PARTNERS THAT MADE THIS EVENT POSSIBLE:

ABB · Active Power DRIVEN BY MOTION · ASCO® · CATERPILLAR® · CLUNE Construction Company · ComRent® · dataaire

DPR Construction · Ehvert · Electronic Environments Infrastructure Solutions · GAMATRONIC™ Our Power. Your Confidence. · GE Critical Power · GENERAC INDUSTRIAL POWER · IEM™ Industrial Electric Mfg

Miller Electric Company "Quality Service Since 1928" · Page/ · PDI · QTS Data Centers Powered by People · Raritan® Know more. Manage smarter.™ · Russelectric Power Control People You Can Rely On · S&C · saft

SIEMENS · Sika Sarnafil · SIMPLEX · Staco Energy Products Co. · StarLine · STULZ Air Technology Systems, Inc. · SYSKA HENNESSY GROUP · marathon Thomson Power Systems · WT Whiting-Turner

WEDNESDAY
● ● ● ● ● ●   J U N E   1 0 T H

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: How We Built a Fully Prefabricated Data Center

It's has been debated whether prefabricated, modular data centers offer real advantages compared to traditional data center builds, including speed to market, predictability, scalability, and capital preservation. Keystone NAP, a colocation provider with a facility in the North East has realized these benefits by partnering with Schneider Electric to design and build its first prefabricated data center. With 13MW of available power, the facility has been designed to accommodate a stacked prefabricated architecture. The site can accommodate up to 132 Prefabricated IT Modules with supporting power modules, that will be installed and customized to support their customer requirements. Learn more about this design and how Keystone NAP has realized the real benefits of prefabricated design for their business success.

Jason Walker
Director, Data Center Service Provider Segment
Schneider Electric

Peter B. Ritz
Chief Executive Officer, Director and Co-Founder
Keystone NAP

9:45 A.M.
Refreshment Break

10:15 A.M.
NWSC: A Reliable, Green Supercomputing Research Center

The National Center for Atmospheric Research (NCAR) CONNECTS over 100 university and research laboratories across the country into their new computing facility in Cheyenne, Wyoming. The facility provides advanced computing services to scientists studying a broad range of disciplines with a uniquely atmospheric centered basis. The supercomputers and associated data resources are housed in a world class facility that was made possible through the COLLABORATIVE efforts of Federal, State, and Industry partners. This presentation will outline utilization of supercomputers in scientific research, and then offer a case study of NCAR's new supercomputing center and the performance DELIVERED in Wyoming.

Terry Autry, P.E., ATD
Senior Vice President
The RMH Group

Aaron Andersen
Deputy Director of Operations and Services
National Center for Atmospheric Research

11:15 A.M.
Walking the Tightrope of a Colocation Service Provider

Cloud computing vendors, hosting companies and other IT service providers are opening multi-tenant data centers (MTDCs) at a rapid pace. Thanks largely to the intense competitive pressures they face, they must reduce power-related costs without compromising reliability or agility. Join this case study discussion on how Hurricane Electric handled the high demands of providing colocation services and delivered on differentiation, uptime and efficiency. This presentation will review the unique challenges concerning maintaining and operating their data center as well as how they overcome those challenges to deliver competitive services to their customers.

Philip Fischer
Global Data Center Segment Manager
Eaton

12:15 P.M.
Conference Adjourns

two quick steps to registration

1. Conference Registration

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

7x24 Exchange International

322 Eighth Avenue, Suite 202
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 15th.**

2. Hotel Reservations

JW MARRIOTT.
ORLANDO
GRANDE LAKES®

4040 Central Florida Parkway, Orlando, FL 32837

To take advantage of 7x24 Exchange's special rates at the **JW Marriott Orlando Grande Lakes** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **JW Marriott Orlando Grande Lakes directly at 1-800-266-9432 and ask for the 7x24 Exchange Conference room rate of $199.00/night for a single or double, plus applicable state and local taxes.**

Please refer to 7x24 Exchange 2015 Spring Conference when calling.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until May 15th. Register for the conference and make your hotel reservations early, as the block will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once the block is sold out. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sellout 7x24 Exchange will recommend nearby accommodations.

Guest/Spouse Shopping Shuttle
MONDAY, JUNE 8TH
10:00 A.M. – 4:00 P.M.

Enjoy a day of leisure at some of Orlando's finest shopping malls.

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 8th between the hours of 6:30 P.M. and 10:30 P.M. 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 8th please contact Brandon Dolci at 646-486-3818 x108 before May 15th.

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 15	After May 15
VENDOR		
Member:	$1,900	$2,200
Non-member:	$2,200	$2,500

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

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

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

END USER		
Member:	$1,200	$1,400
Non-member:	$1,400	$1,700

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

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

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

CONFERENCE BOOK OR MOBILE APP?

In an effort to become paperless, 7x24 Exchange is offering attendees the option of receiving printed materials in the traditional format of a bound conference book or the use of our mobile app which will be available on all mobile devices and tablets. Due to print deadlines, the mobile app will be the only option for attendees registering after May 15th.

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

(Please check one)

☐ I would like to receive the traditional conference book
☐ I will use the Mobile App

PAYMENT METHOD:

☐ Check enclosed

Charge (check one)
☐ American Express ☐ Visa ☐ MasterCard ☐ Discover

Card Number: _____ Exp. Date: _____

Name (as it appears on the card)
_____

Signature
_____

Promotion Code: _____

DO YOU PLAN TO ATTEND?

SUNDAY 2:00 P.M. – 3:00 P.M.

Fire Suppression in the Data Center ☐ Yes ☐ No

SUNDAY 4:00 P.M. – 5:00 P.M.

Data, Data Everywhere and Not a Chance to Think ☐ Yes ☐ No

SUNDAY 6:00 P.M. – 9:00 P.M.

Sunday Evening's Welcome Reception ☐ Yes ☐ No
If yes, do you plan to bring a guest? ☐ Yes ☐ No

Name of guest: _____

A guest is a spouse/significant other or an adult child (18 and over) who is not in an industry related occupation. Co-workers or associates in the industry may not use the guest registration category and are required to submit a separate registration form. Only one guest is permitted for each paid registration. Guests are invited to attend the Welcome Reception, Monday Morning Keynote, Spouse/Guest Tour, Tuesday Sponsored Event and Wednesday Morning Breakfast.

MONDAY 10:00 A.M. – 4:00 P.M.

Guest/Spouse Shopping Shuttle ☐ Yes ☐ No

MONDAY 3:30 P.M. CONCURRENT BREAKOUT SESSIONS

Breakout A: Performance Optimized Data Center ☐ Yes ☐ No
Breakout B: Extending ITAM to a Colocation Data Center ☐ Yes ☐ No
Breakout C: Phased Data Center Deployments ☐ Yes ☐ No

TUESDAY 3:30 P.M. CONCURRENT BREAKOUT SESSIONS

Breakout A: Network Switching Killing Power Efficiency? ☐ Yes ☐ No
Breakout B: Myths of Data Center Containment ☐ Yes ☐ No
Breakout C: Data Center Water Energy Recovery ☐ Yes ☐ No

TUESDAY 7:00 P.M. – 11:00 P.M.

SPONSORED EVENT: An Evening at Universal Orlando® ☐ Yes ☐ No
If yes, do you plan to bring a guest? ☐ Yes ☐ No

Name of guest: _____

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

The conference registration fee covers conference sessions and activities, handout materials or mobile app, Welcome Reception, Sponsored Event, lunches and breakfasts on Monday, Tuesday and Wednesday. Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations. The dress code is business casual. Cancellations received by May 8th will be refunded, less a $200 handling fee. There will be no refunds after May 8th. However, substitutions of company participants may be made at any time.

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

We reserve the right to modify the registration if the incorrect fee is selected.

RETURN THIS FORM TO: **7x24 Exchange**
322 Eighth Avenue, Suite 202, New York, NY 10001
Phone 646-486-3818 • Fax: 212-645-1147

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

WWW.7X24EXCHANGE.ORG

DIRECTORS AND OFFICERS

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

President
DAVID SCHIRMACHER
Digital Realty

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

Director – Marketing, Vendor Representative
JULI IERULLI
Caterpillar

Director – Chapter Representative
MICHAEL SITEMAN
M-Theory Group

STAFF

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

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

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

Register online today at
www.7x24exchange.org

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

2015 SPRING CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS (at press time)

MARQUIS PARTNERS . . . .

Ehvert   SIEMENS

GOLD PARTNERS . . . .

CLUNE Construction Company   PDI   Sika Sarnafil   SYSKA HENNESSY GROUP

SILVER PARTNERS . . . .

ABB   ACTIVE POWER DRIVEN BY MOTION   ASCO®   CATERPILLAR®   ComRent®

dataaire   DPR CONSTRUCTION   Electronic Environments Infrastructure Solutions   GAMATRONIC™ Our Power Your Confidence   GE Critical Power

GENERAC INDUSTRIAL POWER   IEM Industrial Electric Mfg   MILLER ELECTRIC COMPANY "Quality Service Since 1929"   Page/   QTS Data Centers Powered by People

Raritan. Know more. Manage smarter.™   Russelectric Power Control People You Can Rely On   S&C   saft   SIMPLEX

STACO ENERGY PRODUCTS CO.   StarLine   STULZ Air Technology Systems, Inc.   marathon™ Thomson Power Systems   WT WHITING-TURNER

BRONZE PARTNERS . . . .

AEP AMERICAN® ELECTRIC POWER   ANORD CRITICAL POWER INC.   ARMSTRONG®   B TECH®   CARASTRO & ASSOCIATES, INC. MISSION CRITICAL ENGINEERS

DAIKIN   EASTPENN   JE DUNN CONSTRUCTION   NALCO An Ecolab Company   PURKAY LABS   RX monitoring services

SEL SCHWEITZER ENGINEERING LABORATORIES   Server Technology Quality Rack Power Solutions   SIEMON™   TOSHIBA Leading Innovation >>>   UMP® Data Center Cooling

MEDIA PARTNERS . . . .

AMERICAN BUILDERS QUARTERLY   The DATACENTER Journal   Mission CRITICAL