2016 SPRING CONFERENCE
END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

NAVIGATING THE FUTURE

JUNE 5-8, 2016 Boca Raton Resort & Club, Boca Raton, FL »

Register before May 20th for a chance to win an "Amazon Echo"

7x24 Change
INTERNATIONAL

The end-to-end reliability forum.™

www.7x24exchange.org

WHAT IS 7x24 EXCHANGE?

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

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

THE GOAL OF 7x24 EXCHANGE CONFERENCES

The field of mission critical operations continues to evolve. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with reliability and operational issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement increasingly restricts the potential productivity of the large and rapidly growing investments in computer and communication infrastructure. Adding to the challenge has been the rapid growth in energy demand and the ever increasing cost of energy. With 7x24 operations now more common, how much higher will availability requirements be in five years? How much will these facilities cost to operate? How will environmental and regulatory concerns impact operations? How can cost effective, reliable responses be assured? Addressing, and, hopefully, answering these and related strategic questions, **7x24 Exchange** conferences provide stimulating discussion forums. Collectively, we know much about the future options and alternatives available. With **7x24 Exchange**, that knowledge can be shared. All program elements aim to increase the reliability and

availability of an enterprise's information infrastructure by presenting case studies, new ideas, techniques, equipment, and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from end users to service providers to equipment manufacturers in both formal and informal sessions, the experience is rewarding and enjoyable for all. This conference is designed for anyone involved with 7x24 infrastructures – IT, data center, disaster recovery and network/telecommunication managers; computer technologists; facility or building managers, supervisors and engineers. Vendors, consultants, or anyone concerned with uninterrupted access to critical information also will find the conference of value. Attendees and their organizations benefit from the conference because proactive plans and cooperation from diverse corporate functions are needed to improve reliability. By promoting a dialogue and clarifying the synergies among functions, past conferences have enabled teams of attendees from a given organization to better communicate the critical importance of a proactive approach to continuous uptime. Attendees are also able to participate in breakout sessions and network with other professionals in similar companies/industries with like problems. Conference attendees benefit in three ways: professional development and advancement; increased recognition of their function's importance; and exposure to new ideas, contacts and resources. CEU credits are also available.

First-time attendees often discover that many companies face similar, if not identical, technical and organizational challenges in their quest for higher availability levels. **7x24 Exchange** conferences provide insights into what is being planned and executed by others to mitigate or eliminate downtime risks. Recommended changes can then be justified, both on their practical merits and in the context of business cases that have been successful elsewhere.

WHAT IS A TUTORIAL SESSION?

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

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SUNDAY JUNE 5

11:30 A.M. – 9:00 P.M.
REGISTRATION

2:30 P.M. – 4:00 P.M.
NFPA 70E – FINANCIAL IMPLICATIONS FOR NON-COMPLIANCE

This up-beat presentation covers the financial implications for non-compliance with NFPA 70E. This lecture includes a discussion of OSHA compliance initiatives, recent case studies, and relevant changes to NFPA 70E and OSHA regulations.

WILLIAM WATSON
Corporate Safety Director
Miller Electric Company

6:00 P.M. – 9:00 P.M.
WELCOME RECEPTION

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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.

QUESTIONS?
CALL **646-486-3818**
WWW.7X24EXCHANGE.ORG

MONDAY JUNE 6

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:
ON THE EDGE: THE ART OF HIGH-IMPACT LEADERSHIP

Imagine yourself on the highest mountain in the world. You have to deal with the physiological effects of extreme altitude – along with bone-chilling temperatures, battering winds, and a climbing team that's counting on all of its members to make smart decisions. There's simply no room for poor judgment – one mistake or misstep can result in an "unrecoverable error." In any situation where lives are on the line or the stakes are exceptionally high – there's no better training ground for leaders than settings where people are pushed beyond their perceived limits. Drawing on her experience as team captain of the first American Women's Everest Expedition, Alison Levine makes a compelling case that the leadership principles that apply in the world of extreme adventure also apply to today's rigorously competitive business environments.

ALISON LEVINE
*First American Women's
Everest Expedition Team Captain*

9:30 A.M.
REFRESHMENT BREAK

10:00 A.M.
NAVIGATING THE FUTURE OF A NEW ENTERPRISE DATA CENTER

Planning a new Enterprise Data Center to maximize reliability today while remaining flexible for tomorrow's needs is no small undertaking. In this case study of a new Enterprise Data Center for BB&T, one of the largest financial services holding companies in the U.S., we'll explore BB&T's business drivers, their process for organizing internal project management and project partners, infrastructure designed to balance proven reliability with energy efficiency, expansion planning to maximizing future flexibility, facility hardening to mitigate potential impacts of climate change, staff support spaces designed to improve their performance and wellness, and lessons learned throughout the process.

RHETT BAILEY
*Mission Critical Services Manager
BB&T*

TODD PAGLIARULO
*Associate Partner
Syska Hennessy Group*

JOHN WALKER
*Partner, Critical Facility Practice Leader
Little Diversified Architectural Consulting, Inc.*

11:00 A.M.
CHIP CARDS, AUTOPILOTS AND SKIMMERS – OH MY!

In this talk, Kevin takes a look at some of the topics that are making the news at the moment, and helps to demystify some of the hype. Kevin will discuss the new EMV "Chip cards" and what they mean to fraud and your pocket; he'll show some devilishly clever "skimmers" and give good advice on how to spot them and how to defeat the fraudsters, and then with a shift in topic, we will discuss autonomous vehicles, vehicle hacking and whether you should worry or not. If nothing else, this talk should provide excellent reasons to buy a 1972 GTO and justify it as a sensible purchase! With many examples and stories, Kevin's talks are always compelling and full of practical advice and humor.

KEVIN KEALY
*Chief Information Security Officer
FIS Global*

12:00 P.M.
LUNCH AND NETWORKING

12:00 P.M.
END USER XCHANGE FORUM

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

Moderator:
DAVID SCHIRMACHER
President
7x24 Exchange International

12:00 P.M.
7x24 EXCHANGE WOMEN IN MISSION CRITICAL OPERATIONS (WiMCO) LUNCHEON

As the leading knowledge exchange in the mission critical space, 7x24 Exchange recognizes the importance of increasing the engagement and participation of women in the industry. This understanding has led to the development of WiMCO (Women In Mission Critical Operations) which will focus on recruiting women into the 7x24 Exchange organization; supporting WiMCO initiatives at the Chapter level; promoting mission critical opportunities for women and providing leadership opportunities through the community. Join us for the WiMCO interactive networking luncheon featuring special guest and Conference Keynote speaker, Alison Levine for a more in-depth discussion on how her experience and leadership lessons relate to women in the mission critical industry today.

1:30 P.M.
DODGING DATA CENTER OPERATIONS DISASTERS

After over 100 operational reviews, Uptime Institute shares key trends to benefit every data center operation. Addressing the common operations deficiencies can lead to reduced human error and better business performance.

KEITH KLESNER
SVP North America
Uptime Institute

2:30 P.M.
7x24 EXCHANGE TRADITIONAL
CREATE YOUR OWN SUNDAE BREAK

3:00 P.M. Concurrent Breakout Sessions
BREAKOUT A:
SICS ICE – A DATA CENTER RESEARCH FACILITY IN THE NORDICS

The Node Pole region in Northern Sweden has attracted a number of data centers due to its favorable climate conditions and stable hydro-based electricity supply. To support the industry cluster and the academic research a multi-purpose data center test facility has been designed and the first room-in-room module is up and running. We will present the technical details of the two first modules and the plans for a mega-scale research facility. Measurement done in the first modules and projects to address a number of industry challenges will be presented to show possible use of the test and research facility by industry.

TOR BJÖRN MINDE
CEO
SICS North Swedish ICT

BREAKOUT B:
LAYING THE FOUNDATION FOR HYBRID IT

With hybrid cloud still two to five years from reaching mainstream adoption, how can your organization lay the groundwork today to integrate in-house IT infrastructure with disparate Infrastructure as a Service environment? This presentation will cover start-to-finish preparations for implementation of hybrid cloud, including how to estimate and project costs and usage; how to plan for network capacity, private networks, and latency; continuous cost and resource calculations; workload prioritization; and how to decide which loads to leave in-house and which to move to the cloud.

STEVEN DREHER
Director of Solutions Architecture
Greenhouse Data

BREAKOUT C:
7 PRACTICAL STEPS TO APPROACHING CYBER AND PHYSICAL SECURITY

In today's world, cyber security is no longer the sole responsibility of IT and security managers; it is increasingly becoming a critical business function that impacts physical security as well. Understanding how attacks can happen and how to prevent them is crucial to ensuring the safety of all networks. During this presentation, attendees will be given an actionable plan that can be used by users to assess risk and control potentially harmful "back of house" activities that could lead to cyber-attacks.

ERIK REYNOLDS, PE, PMP, CFSE
Business Unite Leader, Industrial
Intertek Consulting Services

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NAVIGATING THE FUTURE

TUESDAY JUNE 7

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:
ADOPTING AN OPEN SOURCE STRATEGY TO MODERNIZE DATA CENTERS

This session will talk about the use of open source design to increase building performance and efficiency, lower costs, and add interoperability to the controls of a new project. This case will look not only at building design and construction but also an open source controller and communications protocol – which are multiple times cheaper and faster than those used in today's data centers and commercial buildings. We will look at the "software defined" trend and how data center users can adopt it to disaggregate hardware dependencies and replace them with software that can run on open/commodity hardware. The use case will show a 3 building data center campus in Asia, intended to scale to the biggest on the continent, and how the combination of open sourced hardware and software helps make it the region's most efficient.

SCOTT NOTEBOOM
Founder & CEO
LitBit, Co.

10:00 A.M.
REFRESHMENT BREAK

10:30 A.M.
PANEL:
FROM 179 TO 80 DAYS – THE REALITY OF RAPID DEPLOYMENT DATA CENTERS

Today's data center environment is ever-changing. Everything revolves around Big Data, and customers demand increased energy efficiency and scalable solutions delivered in a just-in-time fashion.

But how can companies provide customers with different levels of resiliency and kilowatt capacity? Learn how Digital Realty was able to cut typical data center deployment time from 179 to around 80 days with support from Siemens and JDC. Find out how solutions including integrated medium- and low-voltage power distribution, as well as fire safety and lifecycle services helped Digital Realty save 1,600 days of construction in the last five years, deliver 100+ prefabricated electrical room solutions in the last five years, and achieve more than 30% in time savings compared to previous projects.

Moderator:
KEVIN DALTON
VP of Engineering
Digital Realty

Panelists:
ANTHONY CARACINO
VP of Construction
Digital Realty

RICHARD CORBIN
President
JDC Power Systems Inc.

GREG WAITS
National Account Manager, Energy Management Division
Siemens Industry, Inc.

11:30 A.M.
BENEFITS OF THE MODULAR UPS IN A DATA CENTER

New data center designs are considering cost control, as well as, optimized network performance characteristics such as reliability and availability to realize competitive advantages. This presentation explores the benefits of modularity in the data center, specifically the modular UPS and how it provides new solutions to traditional data centers tied to other UPS technologies. We present a unique view into modular UPS design approaches for today's data center market applications along with a customer success story that utilizes a standardized power protection concept with an optimized modular and scalable design solution for adaptation to current and future infrastructure needs.

GADI HUS
Director of Operations
Volico Enterprise Hosting Solutions

JOERGEN MADSEN
Director of Business Development
ABB Power Protection

12:30 P.M.
LUNCH AND NETWORKING

2:00 P.M.
PLANNING A DATA CENTER

Akbank, which is one of the major banks in Turkey, has been using its current data center for the last 23 years. There is a need to build a new data center: plan, design, build and migrate. Planning phase has been completed and now the design proceeds. The input for the design phase, the data center requirements, is our topic. How these requirements have been decided keeping the last years' data in mind, and foreseeing the next 10 years' needs will be discussed in our case.

BANU EKIZ
Vice President of IT Operations
Akbank

3:00 P.M.
REFRESHMENT BREAK

3:30 P.M. Concurrent Breakout Sessions
BREAKOUT A:
FORGET DCIM – LET'S EVOLVE THE DISCUSSION TO DATA CENTER LIFECYCLE MANAGEMENT

Expectations of IT organizations, rapidly changing infrastructure technologies, and a misguided DCIM market are converging to an inflection point that requires IT and facilities leaders to boldly move in a new direction. We are no longer simply working with consultants and general contractors to put up a facility and arming operations staff with some basic tools to keep it running. We are now managing a dynamic "fleet" of conventionally built facilities, modular structures, collocated IT, and public/private cloud. We need to re-think our processes, human capital, supply chain and technology. We will explore how digitalization, a lifecycle strategy and the appropriate tools can prepare us for this exciting future and the internal investment that's required to reap these benefits. With decades of experience transforming manufacturing plants into digital factories, follow us on a journey to empowering the digital factories of the 21st century: Data Centers.

MILES AUVIL
Senior National Sales Manager, Data Center Solutions
SIEMENS

BREAKOUT B:
THE VALUE ENGINEERED COLOCATION STRATEGY

A little more than 15 years ago, during the time commonly referred to as the "dot-com boom", the rapid deployment of enterprise and service provider IT systems led to a pressing demand for the rapid deployment of data center facilities to house these mission critical systems. Due to the overwhelming demand for long lead-time critical infrastructure components, a secondary equipment market for used equipment emerged as a way to meet deployment deadlines and satisfy the speed to market needs of users. CRAC units were re-skinned with new displays, generators were fitted with new controls, and UPS modules received new mother boards. This led in some cases to end users not being aware of the design shortcuts and "value engineering" compromises being taken to meet their deployment requirements. Today, largely due to advances in IT infrastructure, high availability application design, and multi-site system deployments, there is often a reluctance to overspend on data center build specifications when increases in fault tolerance can be realized via these other avenues. While this can be true, short-sightedness at the facilities level can lead to unplanned downtime and significantly increased difficulty in the failover and failback processes that result from a facility outage. As a result, a return to the value-engineered data center model has in some cases started to make a comeback. Our presentation will articulate the benefits and risks of the trade-offs that should be considered and what this means to a user's overall data center facilities strategy, related capital and operating expenses, as well as the associated risk profiles each of these different scenarios creates. We will also examine current spending trends for new facilities with less "belts and braces" and the associated increased complexity of IT systems to overcome these less resilient data centers.

RON BOWMAN
Senior Managing Director
Savills-Studley

BREAKOUT C:
SMOKE DETECTION IN HIGH AIRFLOW DATA CENTERS

The data center environment has changed immensely over the past few years driven by the need to lower the cost of cooling. This has led to the adoption of aisle containment which has increased the airflow rates significantly, impacting the ability for traditional smoke detection to detect a fire. This trend drove the NFPA to conduct extensive research and subsequently enacted new fire code regulations addressing all the changes surrounding data center HVAC aisle containment trends. In this session, you will learn about these new fire codes, helping to clarify the confusion around hot/cold aisle design and provide you with specific guidelines to meet these new code requirements.

LEE KAISER
Engineering Manager
ORR Protection Systems

SPONSORED EVENT

A Night in
OLD HAVANA

TUESDAY JUNE 7
6:00 PM – 9:00 PM

As the sun sets and the sultry Latin rhythms come alive, grab your cigar and Cuban attire and head on down to Old Havana! The vibrant colors, energy and heat of Havana await you during this exciting street celebration. Dance to original Cuban music; enjoy Coco Frio and many other Latin specialties and games like Dominoes. Learn how to make your own Mojito and watch sugar cane prepared right before your eyes…enjoy a night of fun in Old Havana!

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WEDNESDAY JUNE 8 »»

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:
NEW SERVER SENSOR TECHNOLOGY IMPROVES DATA CENTER PERFORMANCE

There are some fantastic new embedded sensors (in server silicon) available to help professionals understand the capability and impact of workload on servers and IT devices. Using this telemetry data requires the right extraction tools, assembling the data in a purposeful way to make better decisions on orchestration, assessing impact, and long term data center planning. In this presentation, learn how to access this new out of band utilization data without inhibiting server performance or developing agent solutions to monitor systems. Find out how to compose more agile pools of data center resources, and simultaneously drive up IT efficiency, optimize energy requirements, increase data center resilience, and strengthen disaster recovery plans.

GEORGE CLEMENT
Senior Solution Architect
Intel Data Center Manager Team

9:45 A.M.
REFRESHMENT BREAK

10:15 A.M.
DEPLOYMENT OF DCIM IN SUPPORT OF MISSION CRITICAL OPERATIONS

Providing Zero-downtime service to customers is the most important aspect of data center operations. "Never goes down", "Dependable when in need" are ultimate characteristics of data center service that give customers the sense of security. Also, reduction of environmental load is becoming more critical. We will demonstrate, through the presentation and the live demo from Tokyo, how At Tokyo has utilized DCIM to provide mission critical and energy efficient operations to our customers. Data center operators can learn which monitoring items are important, and how customers utilize DCIM for their facility management and capacity planning.
(*This presentation will be made in Japanese with English interpretation.)

HISASHI ITO
Chief Technology Officer
At Tokyo Corporation

HIDEYUKI SHIMIZU
Chief Engineer, DCIM Group
At Tokyo Corporation

Translator:
HIROKI NEGISHI
Manager, Data Center Planning and Management
At Tokyo Corporation

11:15 A.M.
THE LIFE CYCLE OF A DATA CENTER

This presentation will cover the life of the most expensive facility in their portfolio, the data center. We will explore the design, construction, operation and obsolesces of a data center facility.

STEVEN SHAPIRO, PE
Mission Critical Practice Lead
Morrison Hershfield

12:15 P.M.
CONFERENCE ADJOURNS

1. Conference Registration

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

7x24 Exchange International

322 Eighth Avenue, Suite 702, New York, NY 10001
Phone: **646-486-3818** | Fax: **212-645-1147**
Email: **conferences@7x24exchange.org**
or Register online at **www.7x24exchange.org**

To guarantee early bird rate, registrations must be received by **May 16th**.

2. Hotel Reservations

BOCA RATON RESORT&CLUB®

501 East Camino Real
Boca Raton, FL 33432

To take advantage of 7x24 Exchange's special rates at the **Boca Raton Resort & Club** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **Boca Raton directly at 1-888-557-6375 and ask for the 7x24 Exchange Conference room rate of $235/night for a single or double plus tax. Please refer to Group Code A72416 when calling.**

The daily resort fee is $22 plus tax per night and includes: Guest internet access; Mizner's Dream weekend water taxi; resort village shuttle; beach chairs and umbrellas; Mizner's Quest discovery tour; fitness classes; driving range use; local, toll-free, domestic and credit card calls (no access fee).

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until May 16th, 2016. Register for the conference and make your hotel reservations early, as the blocks 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.

Beware of Hotel Poachers

Hotel poachers are a rising issue affecting conferences today. Prior to each conference independent companies contact our attendees with misleading and false messages claiming to be affiliated with our conference offering deeply discounted room rates. Frequently the rooms are non-existent, carry exorbitant hidden fees and non refundable rates. The reservation links and phone numbers on this page are the only official ways to book your room at the 7x24 Exchange conference. To assist 7x24 Exchange in minimizing this issue please send any non-official hotel emails, phone solicitation details, or hotel piracy concerns and questions to *brandon@7x24exchange.org*.

GUEST/SPOUSE SHOPPING SHUTTLE
Monday, June 6, 2016

10:00 A.M. – 4:00 P.M.

Enjoy a day of leisure at some of Boca Raton's finest indoor and outdoor shopping malls.

Please return this form to: **7x24 Exchange International**
322 Eighth Avenue, Suite 702, New York, NY 10001
Phone 646-486-3818 | Fax 212-645-1147
Email conferences@7x24exchange.org
Register online at www.7x24exchange.org

Name:

(Informal Name/nickname for badge)

Position/Title

Company

Address

City   State   Zip

Phone   Fax

E-mail

CONFERENCE FEES:

	Early Bird Discount through MAY 20th	After MAY 20th
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:	$1,400	$1,600
Non-member:	$1,600	$1,900

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

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

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

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

CONFERENCE BOOK OR MOBILE APP?

In an effort to become paperless, 7x24 Exchange is offering attendees the option of receiving printed materials in the traditional format of a bound conference book or the use of our mobile app which will be available on all mobile devices and tablets. Due to print deadlines, the mobile app will be the only option for attendees registering after MAY 20th.

If nothing is selected the Mobile App will be the default choice.
(Please check one)

☐ I would like to receive the traditional conference book

☐ I will use the Mobile App

PAYMENT METHOD:

☐ Check enclosed

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

Card Number: Exp. Date:

Name (as it appears on the card)

Signature

Promotion Code:

DO YOU PLAN TO ATTEND?

SUNDAY 2:30 P.M. – 4:00 P.M.
NFPA 70E – Financial Implications for Non-compliance   ☐ 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 3:00 P.M. CONCURRENT BREAKOUT SESSIONS
A: SICS ICE – A Data Center Research Facility in the Nordics   ☐ Yes ☐ No
B: Laying the Foundation for Hybrid IT   ☐ Yes ☐ No
C: 7 Practical Steps to Approaching Cyber & Physical Security ☐ Yes ☐ No

TUESDAY 3:30 P.M. CONCURRENT BREAKOUT SESSIONS
A: Forget DCIM – Data Center Lifecycle Management   ☐ Yes ☐ No
B: The Value Engineered Colocation Strategy   ☐ Yes ☐ No
C: Smoke Detection in High Airflow Data Centers   ☐ Yes ☐ No

TUESDAY 6:00 P.M. – 9:00 P.M.
Sponsored Event: A NIGHT IN OLD HAVANA   ☐ Yes ☐ No
If yes, do you plan to bring a guest?   ☐ Yes ☐ No

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

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

The conference registration fee covers conference sessions and activities, handout materials or mobile app, Welcome Reception, 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 20th will be refunded, less a $200 handling fee. There will be no refunds after May 20th. 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.

2016 SPRING CONFERENCE
REGISTRATION FORM

2016 SPRING CONFERENCE
END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

NAVIGATING THE FUTURE

Register online today at **www.7x24exchange.org**
Questions? Call **646-486-3818**

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

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