

LEVERAGING CHANGE

2010 FALL CONFERENCE **END-TO-END RELIABILITY** MISSION CRITICAL FACILITIES

November 14-17, 2010 JW Marriott Desert Ridge Phoenix, AZ



The end-to-end reliability forum.

www.7x24exchange.org

Register before Oct 15th for a chance to win one of three 27" Apple iMacs

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.

2010 FALL CONFERENCE
MISSION CRITICAL FACILITIES
WWW.7X24EXCHANGE.ORG
QUESTIONS? CALL 646-486-3818

SUNDAY, NOV 14

9:30 A.M. – 9:00 P.M.

REGISTRATION

10:00 A.M. – 12:00 P.M.

MANAGING, MEASURING AND DRIVING DC PERFORMANCE WORKSHOP

Driving data center performance is an increasingly difficult challenge in today's rapidly evolving environment. The amount and type of information that is required to assess performance continues to expand. During this workshop the presenter will review the fundamentals of setting up a performance management structure within your organization. The latest performance management metrics will be reviewed including an in depth review of the recently updated PUE metrics released by the Data Center Metrics Coordination Task Force. The concept of the DC Performance Stack will be introduced along with real-world examples of best practice measurement programs.

David Schirmacher

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



2:30 P.M. – 5:00 P.M.

Tutorial A:

FLUID MECHANICS 101: FUNDAMENTALS OF COOLING AIRFLOW IN A DATA CENTER

This tutorial session will introduce basic concepts of air velocity, airflow rate, pressure, and temperature distribution as applied to raised-floor data centers. You will be shown why the flow distribution through the perforated tiles is usually not uniform. It is governed by the air velocity and pressure variation under the raised floor. By calculating this variation, you can predict the airflow coming out of each perforated tile. Such a calculation allows you to study the effect of variables such as: layout of the CRAC units and the perforated tiles, the height of the raised floor, and the presence of obstructions under the raised floor. Once the flow rates through the perf tiles are determined, the next step is to calculate, in the above-floor space, the air velocity and temperature as the air moves through the server racks and back to the CRAC units. Many examples will be presented to develop an understanding of the physical processes and to draw practical conclusions. The tutorial will show how to create a computational model of a data center layout and calculate the corresponding airflow and temperature distribution.

Suhas V. Patankar, Ph.D.

*Professor of Mechanical Engineering, University of Minnesota
and President, Innovative Research, Inc.*

2:30 P.M. – 5:00 P.M.

FIRE PROTECTION GAME CHANGERS

New fire protection technologies emerge every 3 to 5 years which have the potential to significantly impact the industry trends; these are your "Fire Protection Game Changers." You will learn what these new technologies are and how they may change your organization's approach to fire protection for years to come. We will share with you what the advantages and disadvantages are of these systems compared to more traditional approaches to fire protection. Additionally, we will discuss the new hot/cold aisle containment strategies and how your fire protection systems may be affected.

Steve Carter

*Vice President Engineering
Orr Protection*

6:00 P.M. – 9:00 P.M.

WELCOME RECEPTION

SPONSORED IN PART BY: **CATERPILLAR®**

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

MONDAY, NOV 15

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: GAME PLAN FOR SUCCESS



This dynamic presentation outlines the game plan that brought Joe Theismann success both on and off the football field. Former NFL MVP quarterback and Super Bowl champion, he reveals his Game Plan for Success by drawing parallels between winning in football and in business. Theismann focuses on how to succeed under pressure – when it's "4th and 1" – and how to

adapt quickly to unexpected situations – when you're faced with a "blitz" instead of a "zone." He urges individuals and organizations to set goals and correct errors each step of the way, an approach that builds momentum, which, once on your side, would be hard for even the best "defense" to stop!

Joe Theismann
NFL Legend

9:30 A.M.

REFRESHMENT BREAK



THIS BREAK IS SPONSORED BY: SYSKA HENNESSY GROUP

10:00 A.M.

UPDATE FROM THE DATA CENTER METRICS COORDINATION TASK FORCE

Accurately reporting overall data center efficiency is a high priority for many in the industry. Back in January of this year, leaders from the 7x24 Exchange, ASHRAE, The Green Grid, Silicon Valley Leadership Group, U.S. DOE Save Energy Now Program, U.S. EPA Energy Star Program, U.S. Green Building Council, and Uptime Institute, met in Washington, DC to gain consensus on how to best apply metrics to measure data center performance. A task force was established to provide recommendations for measurement and publishing of data center efficiency using the PUE metric. The task force released version 1 of their recommendations document on July 15th, 2010. Join us as the 7x24 Exchange hosts a discussion with several members of the task force.

Moderator:

David Schirmacher

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

Panelists:

Alexandra Sullivan

*Technical Development Manager
ENERGY STAR for Commercial Buildings
EPA*

Paul A. Matthew, Ph.D.

*Staff Scientist
Lawrence Berkeley National Laboratory*

Dan Azevedo

*S&S Director – Data Center Architecture Strategy and Innovation
Symantec Corporation*

W. Pitt Turner, IV, P.E.

*Executive Director
Uptime Institute*

11:30 A.M.

HP – THE ANATOMY OF A SERVER

In the world of Infrastructure, they are just called servers, or maybe just computers. The fact is, there have been many changes in the makeup of a server since the days of the old 14U behemoths. But what is really inside the deepest reaches of a server today? Given the continued influence Infrastructure has had on the computer world, many new and somewhat surprising things are going on in servers now that did not exist only a handful of years ago. Join Ken Baker for a visual journey through the server of the 21st century, what it is now, and what it may look like in the future.

Ken Baker

*Datacenter Infrastructure Technologist
Hewlett Packard Company*

12:30 P.M.

LUNCH AND NETWORKING

1:45 P.M.

SYRACUSE UNIVERSITY/ABB – THE MODERN ECONOMICS OF DATA CENTERS WITH DIRECT CURRENT

Syracuse University has just completed an extremely efficient data center using direct current. DC current allows efficiency gains in transformation and savings in real estate. Join us to discuss the business case for DC as well as taking a virtual tour of the facility. Finally, we can save operational budgets by turning power monitoring into power management and performing asset management.

Chris Sedore

*Chief Information Officer
Syracuse University*

Dave Sterlace

*Critical Power Segment Manager
ABB*

Rudy Kraus

*Chief Executive Officer
Validus DC*

2:45 P.M.

CREATE YOUR OWN SUNDAE BREAK

3:15 P.M.

Concurrent Breakout Sessions

Breakout A:

BUILDING DAMAGE ASSESSMENT TEAMS

A key component of the disaster avoidance/recovery process is the ability to provide a thorough and quick damage assessment following an initiating incident. We will show you how Quest Diagnostics using the National Incident Management System utilized an ICS structure in developing their cross-functional team. Team used desktop drills to build element checklists. A full exercise was conducted which tested each elements checklist and provides for a written damage assessment and recommendation for declaration within 2 hours of the event.

James K. Staufenberg

*Director of Facilities and Network Operations
Quest Diagnostics*

Breakout B:

LEVERAGING THE CLOUD TO DELIVER AFFORDABLE HIGH-AVAILABILITY

The presentation will focus on understanding how leveraging cloud computing can improve up-time and guarantee performance. Cloud computing that is hosted, private or public can deliver an affordable solution to your disaster recovery or high-availability strategies within a budget that even your company can stomach. This presentation will not only walk you through various cloud strategies but also give the IT manager the tools to sell it to your management team through a defensible ROI analysis.

Shawn Mills

*President
Green House Data*

Breakout C:

IBM – POWER REDUNDANCY IN DATA CENTERS USING DISTRIBUTED GENERATION

Intersecting trends of data center electric load growth and the imperative to use less energy present an opportunity for Mission Critical facilities to apply clean and efficient Distributed Power Generation technologies to reduce their carbon footprint, reduce costs, and increase reliability and redundancy.

The session focuses on comparison of different Distributed Power Generation technologies, proper implementation strategies, and the convergence of National Security Strategy with Corporate Sustainability Strategy vis-à-vis Mission Critical Infrastructure.

Dr. Roger R. Schmidt, P.E.

*Chief Engineer on Data Center Envergy Efficiency
IBM*

David R. Blair, P.E.

*President
BHP Energy LLC*

Sam Brewer

*General Manager
BHP Energy LLC*

4:10 P.M.

VENDOR KNOWLEDGE EXCHANGE

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

**ABB, Active Power, Caterpillar, Cummins,
Cyberex, Eaton, Gigapark, PDI,
S&C Electric, Schneider Electric, Siemens,
Skanska Mission Critical, Syska Hennessy**



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TUESDAY, NOV 16

7:00 A.M.

BREAKFAST & REGISTRATION

8:15 A.M.

OPENING REMARKS

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

8:45 A.M.

KEYNOTE: MTECHNOLOGY – QUANTITATIVE RELIABILITY ANALYSIS OF TIER-LIKE DATA CENTER TOPOLOGIES

The purpose of the Uptime Institute's 4-level Tier Classification system is "for comparing the functionality, capacity, and expected availability (or performance) of a particular site infrastructure design topology against other sites." In the ensuing years the Tier system has been frequently invoked in the design and discussion of mission-critical facilities. Neal Dowling and Dr. Yoonik Kim of MTechnology (MTech) constructed schematic diagrams for 4 "Tier Like" hypothetical data centers, one for each Tier level. We developed Fault Tree models to evaluate the reliability and availability of each design. Fault tree models also identify which components in each system are most likely to participate in system failure. The results of the analysis are interesting and informative. Using both the MTech study and a similar study by HP Critical Facility Services, Steve Fairfax will show that designs reasonable people would agree are the same Tier level can have markedly different performance. Conversely, designs with different Tier classifications may have very similar performance. The presentation should inform the attendees of the best metrics for measurement of data center performance and the various design and operating approaches to achieving high reliability in mission-critical facilities.

Stephen A. Fairfax

*President
MTechnology*

9:45 A.M. **REFRESHMENT BREAK**

10:15 A.M.

CLOUD COMPUTING: AN INFORMATION SECURITY PERSPECTIVE

This presentation is a brief introduction to cloud computing that analyzes the security aspects of the different types of cloud computing services. Information risks associated with cloud computing and some of their countermeasures will be discussed. Cloud computing also has the potential to improve information security in some cases and examples of this will be covered.

Stephen T. Whitlock

*Information Security Chief Strategist
The Boeing Company*

11:15 A.M.

PANEL: DATA CENTER CONTAINERS GIVE END USERS NEW OPTIONS

As manufacturers continue to introduce new data center containers, end users find that the new models fit an increasing array of applications. This panel of experts from Microsoft, HP, CAT, Chil-Pak and PDI explores the case for using data center containers in a number of settings, and examines the costs and reliability issues.

● Moderator:

Kevin Heslin

*Editor
Mission Critical Magazine*

● Panelists:

Kevin Timmons

*GM, Data Center Services
Microsoft Data Centers*

Ken Baker

*Datacenter Infrastructure Technologist
Hewlett Packard Company*

Steve Wetter

*Global Solutions Manager
Electric Power Division
CAT*

Sam Macrane, M.E.

*Chief Product Manager
Chil-Pak®*

Tim Cortes

*Chief Technology Officer
PDI*

FOLLOWING THIS SESSION ATTENDEES WILL BE ABLE TO ENJOY LUNCH AND VIEW AUTHENTIC CONTAINERS PROVIDED BY PDI AND CHIL-PAK.

12:30 P.M.

LUNCH AND NETWORKING

1:45 P.M.

Concurrent Breakout Sessions

Breakout A:

ENHANCING DATA CENTER EFFICIENCY WITH MODULAR CONTAINMENT

This case study will review how a State University with a Tier 3 data center uses the concept of modular containment to run a network that is dedicated to staying green. Mike Mallia will give an overview of the design goals for power distribution, high density cooling via modular containment, innovative distributed structured cabling and environmental monitoring.

Mike Mallia

*Chief Executive Officer
AFCO*

Breakout B:

HPC SUPERCOMPUTING – IS IT IN YOUR FUTURE?

There is an HPC in your future! While super computers are currently used only by government and research universities, they are likely to become much more mainstream in the not too distant future. What is different about HPCs? What will make them more mainstream and how will this affect the 7 x 24 marketplace? An HPC facility represents a dramatic diversion from today's data centers. HPCs use the fastest computers in the world, with massively paralleled networks of servers. The load density for these sites typically is between 700 W/sf and 1600 W/sf. The approach to cooling these loads is daunting and the power distribution requirements equally impressive. It is not unusual to see a 3 phase 480 volt feed into an HPC machine. This session will address the emergence of HPCs, their likely broader use within business and industry, and the forces that will drive these systems into Colo Data Centers – including the 3D Internet. It will also describe in detail the technical requirements for housing HPCs and the types of innovative solutions that can be employed as demand for HPC facilities grows.

Dr. Phil Bording

*Associate Professor & Chairperson
Dept. of Computer Science
Alabama A&M University*

Kevin McCarthy

*Vice President
EDG2*

Breakout C:

CISCO – USING THE NETWORK INFRASTRUCTURE TO MONITOR AND MANAGE ENERGY EFFICIENCY

The session will describe EnergyWise, a new energy control plane embedded in Cisco switches and routers and available for free to customers. It will describe the advantages of managing and monitoring energy, using the network infrastructure, and will include a demo connecting to one of Cisco labs with terminal and video feed.

Amir Raz

*Business Development Manager
Cisco*

Jon Inaba

*Director Power Management Solutions
Raritan*

2:45 P.M.

REFRESHMENT BREAK



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3:15 P.M.

UPTIME INSTITUTE – TIER STANDARD: OPERATIONAL SUSTAINABILITY

Tier Standard: Operational Sustainability defines the risk factors and behaviors beyond Design Topology (Tier) that impact data center uptime. The three major elements of Operational Sustainability are Management & Operations, Building Characteristics, and Site Location. This session will address the industry's need for a standard such as TS:OS and how the Uptime Institute went about developing such a standard to guide owners toward the maximum benefit of their operations budget and staffing resources.

David Humphrey
Senior Consultant
Uptime Institute



6:30 P.M. – 9:30 P.M.

"FAT TUESDAY" IN THE DESERT

WHO SAYS YOU NEED TO GO TO NEW ORLEANS TO EXPERIENCE THE FAMOUS MARDI GRAS FESTIVITIES?

7x24 Exchange and our sponsors will take you and your guest on a short trip to the Venue of Scottsdale where we have planned a Mardi Gras experience like no other. Located in the heart of Old Town Scottsdale, the Venue's 19th century-style facades, cypress trees and wrought iron balconies, uniquely capture the classic style of the vintage French Quarter and the atmosphere of Bourbon Street. We invite you to join us for another one of a kind experience that will include food and beverage, casino games, comedy, live musical entertainment and much more...after all it is Tuesday.

Special thanks to the following sponsors:

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WHITING-TURNER

wright·line
data center containment solutions

WEDNESDAY, NOV 17

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: MICROSOFT – RETHINKING THE TRADITIONAL DATA CENTER

Challenging pre-conceptions of how data centers and IT infrastructure are designed, built and operated in the 70's. A small company (that became FedEx) captured global market share by creating and launching a creative and highly efficient “logistics” business by leveraging their air courier expertise and a vast network of supply chain partners. Today, Microsoft is experiencing an evolution in our data center infrastructure strategy that is driven by economic constraints, business requirements and growing customer demand for cloud services. These requirements can be summed up into a few key drivers: 1) Need to build out in large scale with short time to market. 2) Need for highly efficient designs. 3) The need to substantially drive down our costs. This presentation will provide an overview of traditional data center challenges and share some emerging best practices that present opportunities for our industry to improve Capex and drive down costs by applying lessons learned in production data center environments and from successful logistical and supply chain vendors.

Kevin Timmons

*GM, Data Center Services
Microsoft Data Centers*



9:45 A.M.

REFRESHMENT BREAK

10:15 A.M.

ADOBE BEYOND LEED: FROM COMPACT FLUORESCENTS TO FUEL CELLS!

Adobe, Cushman Wakefield and Bloom Energy will discuss Adobe's progress in energy efficiency as well as recent developments in onsite power generation. What kick started the process? What has the progress been to date? What tools have been developed and used in the process? Why onsite power generation? Incentives? What are the technical aspects and future of fuel cells? Attendees will walk away from this session with answers to all of these questions and more.

Randy H. Knox, III

*Senior Director, Global Workplace Solutions
Adobe Systems*

George Denise, Sr., CFM, CPM, FMA, RPA, LEED AP

*Client Solutions, Cushman+Wakefield
on behalf of Adobe Systems*

John Reuter

*Enterprise Account Executive
Bloom Energy*

11:15 A.M.

EATON: MANAGING THE COMPLEXITY OF YOUR MISSION CRITICAL FACILITY

Identifying stranded capacity, non-working available energy, and proactively managing power distribution systems; your life blood stream can be overwhelming. Ability to obtain energy/kw data from your incoming service, down to your server will not only provide you with a benchmark PUE, but will also provide a tool to capture spare energy at the rack space. When you combine this energy/power data with cooling system info into a single pane it enables you to manage and maximize your facility. This presentation will walk you through the benefits of having a real time monitoring system.

Dave Modos

*Global Client Director
Eaton*

Brandon Ekberg

*Electrical Group Business Unit Manager
Eaton*

12:15 P.M.

CLOSING REMARKS/CONFERENCE ADJOURNS

TWO QUICK STEPS TO REGISTRATION:

1. CONFERENCE REGISTRATION

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

7x24 Exchange

322 Eighth Avenue, Suite 501
New York, NY 10001
Phone: 646-486-3818
Fax: 212-645-1147
www.7x24exchange.org

To guarantee early bird rate, registrations must be received by October 15th.

2. HOTEL RESERVATIONS

To take advantage of *7x24 Exchange's* special rates at the JW Marriott Desert Ridge please call Marriott Central Reservations at 800-266-9432 and ask for the *7x24 Exchange* Conference room rate of \$259/night for a single or double plus an optional resort fee and tax.

Please Note: Room reservations are available on a first-come, space-available basis. Space permitting, this block will be available until October 22, 2010. Register for the conference and make your hotel reservations early, as this block will likely sell out. Previous *7x24 Exchange* conference room blocks have sold out. *7x24 Exchange* is not responsible for matching rates or finding additional rooms once this block is sold out. *7x24 Exchange* makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sell out *7x24 Exchange* will recommend nearby accommodations.



JW Marriott Desert Ridge

5350 East Marriott Drive
Phoenix, AZ 85054

Telephone: 480-293-5000



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, November 15th** between the hours of 6:30PM and 10:30PM. All hospitality suite hosts must be a Key partner of the *7x24 Exchange* Corporate Leadership Program (CLP). In order to be recognized by *7x24 Exchange* vendors must complete a suite registration form. 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, November 15th** please contact Brandon Dolci at 646-486-3818 x108 before **October 15th**.



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2010 FALL CONFERENCE REGISTRATION FORM:

PLEASE PRINT OR TYPE CLEARLY

Name

(Informal name/nickname for badge)

Position/Title

Company

Address

City

State

Zip

Phone

Fax

E-mail

CONFERENCE FEES

END USERS

Member:

Non-member:

CONSULTANTS / VENDORS

Member:

Non-member:

Early Bird Discount
through October 15th

\$1,200

\$1,400

After
October 15th

\$1,400

\$1,700

\$1,500

\$1,800

\$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

10:00 A.M. – 12:00 P.M. • Energy Efficiency Metrics ☐ Yes ☐ No

2:30 P.M. – 5:00 P.M. • Fluid Mechanics ☐ Yes ☐ No

2:30 P.M. – 5:00 P.M. • Fire Protection ☐ Yes ☐ No

Sunday Evening's Buffet Reception ☐ Yes ☐ No

If yes, do you plan to bring a guest? ☐ Yes ☐ No

Name of guest:

A guest is a spouse/significant other, friend or an adult child (18 and over) who is not in an industry related occupation. Co-workers or associates in the industry may not use the guest registration category and are required to submit a separate registration form. Guests are invited to attend the Welcome Reception, Monday Keynote, Hospitality Suites, the Vendor Sponsored Event and Wednesday Morning Breakfast.

MONDAY

3:15 P.M. – 4:00 P.M. • Breakout A: Damage Assessment Teams
☐ Yes ☐ No

3:15 P.M. – 4:00 P.M. • Breakout B: Leveraging the Cloud
☐ Yes ☐ No

3:15 P.M. – 4:00 P.M. • Breakout C: Power Redundancy ☐ Yes ☐ No

TUESDAY

1:45 P.M. – 2:45 P.M. • Breakout A: Modular Containment
☐ Yes ☐ No

1:45 P.M. – 2:45 P.M. • Breakout B: HPC Supercomputing
☐ Yes ☐ No

1:45 P.M. – 2:45 P.M. • Breakout C: Monitoring Energy Efficiency
☐ Yes ☐ No

Vendor Sponsored Evening ☐ Yes ☐ No

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

Name of guest:

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

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

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

The conference registration fee covers conference sessions and activities, handout materials, Sunday's reception, lunches and breakfasts on Monday, Tuesday and Wednesday. Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations. The dress code is business casual. Cancellations received by October 22nd will be refunded, less a \$150 handling fee. There will be no refunds after October 22nd. However, substitutions of company participants may be made at any time. Registration and attendance at, or participation in, *7x24 Exchange* International meetings and other activities constitutes an agreement by the registrant to *7x24 Exchange* International's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities.

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



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