

End-To-End Reliability: Mission Critical Facilities

SCALING TO THE FUTURE

2014 FALL CONFERENCE

October 26-29, 2014

JW Marriott Desert Ridge | Phoenix, AZ

REGISTER BEFORE OCTOBER 3RD FOR A CHANCE TO WIN ONE OF THREE **Apple iPad minis**

SCALING TO THE FUTURE

2014 FALL CONFERENCE

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

OCTOBER 26

11:30 A.M. – 9:00 P.M.

Registration

2:30 P.M. – 5:00 P.M.

DCD Intelligence Census Workshop: Global Investment, Technology Adoption, Competition and Gateway City Hub Trends

Based on results from the largest global study of data centers, this Workshop offers insight into data center market dynamics and trends on a local, regional, and global level. Discover the latest developments including growth in white space, outsourcing, power demand, and the implementation of new technologies, and what these trends mean for future data center strategy. This Workshop will also evaluate and compare the current trends in technology adoption and investment in the Global Gateway City Hubs.

Stephen Worn

Chief Technology Officer and Board Director
DatacenterDynamics

6:00 P.M. – 9:00 P.M.

Welcome Reception

SPONSORED IN PART BY:



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.

MONDAY

OCTOBER 27

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:

IBM – Making the Extraordinary Possible

The opportunity for progress is everywhere. The digital age provides extraordinary possibilities for those who look beyond what is possible now and toward what could be – to transform, innovate and advance their business with disruptive technologies, lead their industry through differentiation, and ultimately improve society and the world we all live in. Digital enterprises of the future are pursuing these visionary endeavors, innovating continuously and bringing the extraordinary to life today. They're taking leaps driven by technology that create possibilities that were never before thought possible. They're continuously adapting, reinventing and transforming to succeed and create new growth curves. They're building trust – the foundation for success in an increasingly complex world of cloud, big data, mobile and social. Leaders must continue to look to the future. The question is no longer why, but how. Mike Desens will address the question industry leaders are asking: "How can we make the extraordinary possible?"



Mike Desens

Vice President & Business Line Executive, System z
IBM

9:30 A.M.

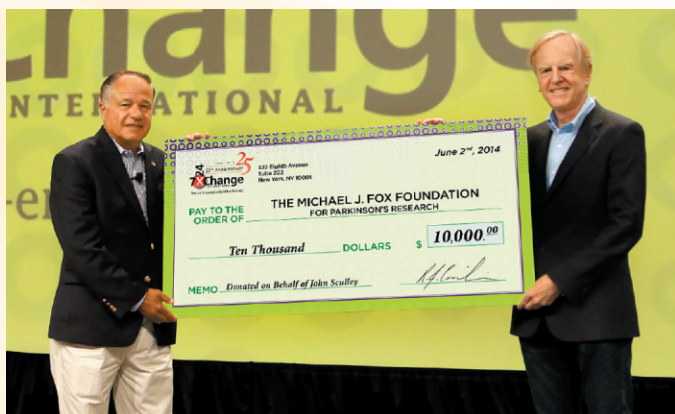
Refreshment Break

10:00 A.M.

Total Cost of Ownership of Cold-Plate Liquid-Cooling Hybrid Solutions for Data Centers

Liquid cooling at the processor level has received the attention of the major IT equipment manufacturers. These manufacturers need to know whether the market is at a crossroads – if liquid-cooled IT thermal designs are becoming economically feasible, they will need to work with their clients through a period of transition while the industry learns how to account for the changes in IT equipment configuration.

This study looks specifically at one type of liquid cooling that uses water pumped through a cold plate placed in contact with the IT system processor. The baseline for this study is a 2 MW facility using conventional air-cooling at the processor level coupled with conventional high-efficiency infrastructure (mechanical and



Chairman Bob Cassiliano presents 2014 Spring Conference Keynote Speaker, John Sculley, with a donation to the Michael J. Fox Foundation on behalf of 7x24 Exchange.

electrical) equipment. The test case is the same 2 MW facility using hybrid liquid-cooling/air-cooling at the IT equipment level, coupled with a combined infrastructure to support both the air and the water cooling. Recurring costs (energy, maintenance, etc.) and capital costs (mechanical and electrical infrastructure, IT equipment) are inserted into a TCO model to determine whether the liquid-cooled solutions have a more favorable life cycle cost. These costs are calculated for several cities to account for climatic differences as well as local differences in utility and capital costs. The intent is to allow end users to scale these results to inform them in their decision making process for future IT equipment selection as well as their respective data center designs.

Henry Coles

High Tech and Industrial Systems Group
Lawrence Berkeley National Laboratory

Roy Zeighami

Power and Cooling Architect
Cisco

Bill Carter

Sr. Data Center Architect
Intel Corporation

Vali Sorell, PE

Vice President
Syska Hennessy Group

11:00 A.M.

The Data Center Kaleidoscope: Balancing the Needs and Perspectives of Constituencies Weighing in on Data Center Projects

In assessing potential data center alternatives corporate evaluations are performed using a "multi-lens" approach. What is important to one portion of the organization may have little resonance with another but these different perspectives must all be satiated for a company to get the data center they require. In this presentation, Chris Crosby will examine each evaluative "lens" and describe the elements that are critical to each and why. He will also discuss how many data center projects suffer from their failure to deliver the effective balance between all of a company's constituencies.

Chris Crosby

CEO
Compass Datacenters



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 Operations, Digital Realty and
President, 7x24 Exchange International

1:30 P.M.

ASHRAE: Valuable Insight from Operators and IT Manufacturers

TC 9.9 has technical members from the major IT manufacturers. These manufacturers continuously receive feedback about their equipment such as failures, performance, issues, etc. This valuable feedback source combined with end user feedback directly provides TC 9.9 with valuable data. In some cases this can even be unintended consequences.

This presentation shares the results of that feedback as well as other insight from the IT manufacturers. This includes server power management features, operational issues with closed coupled cooling of servers, and ASHRAE's new research on RH and its effects on data center operation.

Don Beaty, PE

President
DLB Associates Consulting Engineers

Roger Schmidt

IBM Fellow and Chief Engineer for Data Center Energy Efficiency
IBM

2:30 P.M.

Create Your Own Sundae Break

3:00 P.M.

Choosing a Cabling System for Fat-Tree Designed Data Centers

Data Center cabling architecture is dynamic and keeping abreast is essential. This presentation incorporates the latest trends in data center network architecture and examines the impact of various cabling configurations on applications, manageability, cooling, scalability, and total cost of ownership (TCO). The goal is to help facilities and data center managers make an informed decision as they move from traditional three-tier switch architectures to newer fat-tree switch fabrics. In a fat-tree switch fabric, access switches can reside in

traditional centralized network distribution areas, middle of row (MoR) positions or end of row (EoR) positions – all of which use structured cabling to connect to servers. Alternatively, servers can be placed in a top of rack (ToR) position using point-to-point cabling for connectivity. There is no single ideal configuration for every data center, and real-world implementation of newer fat-tree switch fabric architectures warrants CIOs, data center professionals and IT managers to take a closer look at the pros and cons of each, based on their specific needs within the data center ecosystem.

Todd Harpel, RCDD

Director of Strategic Alliances, Berk-Tek, LLC
and Communications Committee Chair, CCA

4:00 P.M.

CONCURRENT BREAKOUT SESSIONS

**Breakout A:
Effectively Managing the BYOD Revolution**

BYOD – or Bring Your Own Device – is a growing phenomenon across all segments of business and education due to many advantages, but also creates some fundamental issues for the enterprise's network. During this session, ADTRAN will address four key issues IT Managers face as they look to address the BYOD opportunity, and attendees will learn how to better prepare for and manage their network as they scale to accommodate the rise in devices and higher-bandwidth applications that are being accessed.

Mads Lillelund

GM, Bluesocket Business Division
ADTRAN

**Breakout B:
Data Center Emergency Power Systems**

If you have ever wanted to compare and understand the differences between emergency power topologies, now is your chance to hear a specialist on this topic. Three recent data center projects will be discussed, delving into the benefits and limitations of each arrangement. Current technology makes paralleling easy. Many new considerations and opportunities exist, and this presentation will cover the fundamentals of what is available and how it can help you increase reliability and lower your costs.

Curt Gibson, PE, ATD

Data Center Design Engineer
Generac Industrial Power

**Breakout C:
Not All Low Voltage Switchgear is Created Equal**

Reliable power cannot be compromised in mission critical facilities such as data centers. This session provides a forum to understand, discuss and evaluate the practices when using Arc Resistant Low Voltage Switchgear. Simulation cases and results will be presented demonstrating the significant differences between Bare Bus (Non-Insulated) and Insulated/Isolated Bus configurations for data center switchgear. Audience may participate in discussion of findings and conclusions gained from simulation cases.

Tom Hawkins

Consulting Product Engineer
SIEMENS

Rahul Rajvanshi

Senior Product Engineer
SIEMENS

QUESTIONS? 646.486.3818 WWW.7X24EXCHANGE.ORG

Vegas Meets the
WILD WEST
C★A★S★I★N★O N★I★G★H★T



Monday, October 27

6:30 – 9:30 P.M.

Marquis Plus+ Partner Showcase

7x24 Exchange is proud to present the 2nd Annual Marquis Plus+ Partner Showcase. This premier exposition will resemble the Hospitality Events of the past where ALL attendees can gather around food, beverage and entertainment, to network and enjoy themselves thanks to our Marquis Plus+ Partners. Each of our partners will display their latest and greatest equipment, products and services available to assist you in your day to day data center operational needs.



TUESDAY

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. On this 25th Anniversary, 7x24 Exchange will honor its founders for their vision and contribution to the organization.

9:00 A.M.

KEYNOTE:

Google – Beyond the PUE Plateau

In a white paper released earlier this year, Google presented a revised operations model for maximizing data center performance while minimizing energy use across the data center fleet. "Machine Learning Applications for Data Center Optimization" describes Google's progress with moving beyond the PUE plateau. During this session Joe Kava will briefly introduce the adoption of Predictive PUE across Google's Data Centers and provide an update on how the sites are reaching this goal.



Joe Kava
Vice President
Google Data Centers

10:00 A.M.

Refreshment Break

10:30 A.M.

The Impact of Data in the Modern Age of Healthcare: A Case Study in the Design Build of the Newest State of the Art Data Center for HCA

As the nation's largest provider of Hospital Infrastructure, the increased demands of digital media and IT infrastructure created new challenges for HCA for present and future business management. With the cooperation of their partners at Page Southerland Page, Echo Power Engineering, and DPR Construction, the team set out to build a state of the art facility preparing HCA for the advancements within the healthcare data industry. Together the team will present on the industry demands, philosophy of design, construction, and commissioning success.

Danny Alexander

Facility Manager
Hospital Corporation of America

Freddy Padilla

VP Engineering
Page Southerland Page

Wayne Fontenot

Project Executive Healthcare
DPR Construction

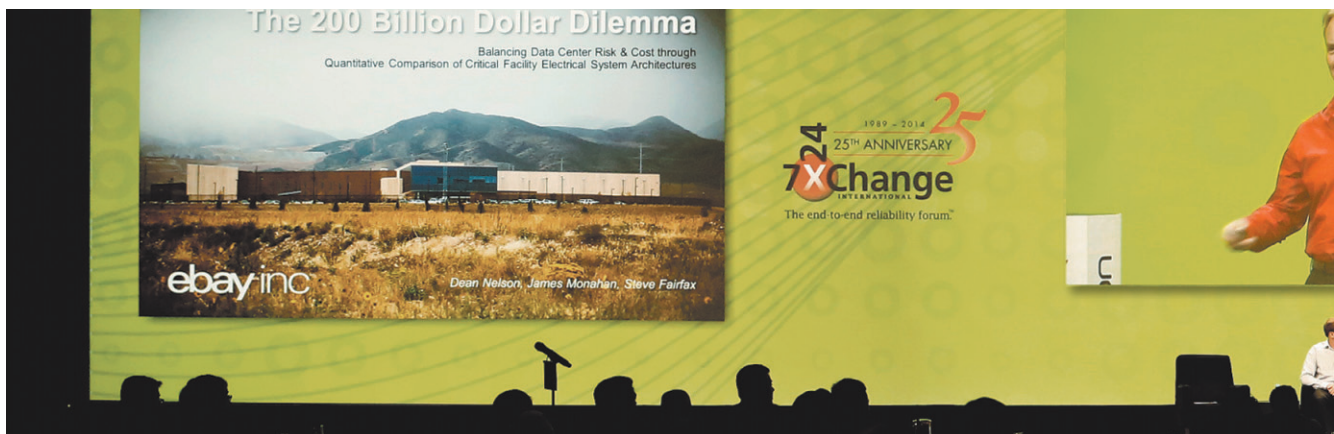
Joe Maynard

Co-Owner, General Manager
ECHO Power Engineering, Inc.

11:30 A.M.

After a Breach

Many of you have heard Kevin speak about hacking activities, and the preventative measures that can be taken to spot and deflect miscreants and evildoers. In this timely talk, you'll hear Kevin talk about the aftermath. What happens if all the work isn't enough, and folks break in? When all is chaos, what do you do first? What lessons can be learned from others' experiences? In Kevin's usual



Dean Nelson of eBay delivers a keynote address at the 2014 Spring Conference.

OCTOBER 28

wry style, and with plenty of “war stories”, you’ll hear about how to detect hacker activity in the first place, how to kick them out, how to assess the damage and how to clean up afterward. You’ll also learn about the real costs of a breach – extending far beyond the simple dollar amount of money stolen.

Kevin Kealy

Chief Information Security Officer
FIS Global

12:30 P.M.

Lunch and Networking

2:00 P.M.

Google – Renewable Energy: Keeping Pace with Data Center Growth

Increasingly, customers are expecting their data center service providers to share their sustainability goals, including ensuring that the energy supply serving those data centers consists of as much renewable energy as possible. This will likely become increasingly important as major corporations move more of their IT needs onto third party infrastructure. As a carbon neutral company, Google has been a pioneer in this area. This session will focus on innovative ways that Google has used to source renewable energy for operations; trends in sourcing renewables; why this is important to Google; principal challenges moving forward; and Google’s plans for the future.

Gary Demasi

Director of Operations, Global Infrastructure
Google Inc.

3:00 P.M.

Refreshment Break

3:30 P.M.

CONCURRENT BREAKOUT SESSIONS

Breakout A:

Curbing the CRAC Addition in Cooling Data Centers

Turning up the cooling capacity for IT loads may be ignoring the root problem of airflow management. In fact some estimates suggest that data centers can be over-cooled by as much as 2.5 times with ever more investment in computer room air conditioning (CRAC). How can the data center manager right-size cooling infrastructure to the IT load? What techniques can be applied in airflow management to improve cooling utilization? How successful have other companies been in implementing innovative cooling strategies? Find out in this session.

Mark Monroe

Chief Technology Officer & Vice President
DLB Associates Consulting Engineers

Breakout B:

Hackers Attack, Anatomy & Security Trends

Studies show that as many as 89% of CIOs express confidence in the effectiveness of their security practices, yet those practices often fail to account for evolved, modern adversaries. Malicious hackers advance their techniques at a staggering pace, often rendering current defense tactics obsolete. Presented by the elite organization of white hat hackers most widely known for being first to break the iPhone, Android and Ford Motors Immobilizer Keys, this session will analyze the anatomies of real world attacks, ranging from the well known Target breach to lesser known but equally devastating compromises. It will provide a framework of paradigm shifts to account for these modern attackers, articulate industry context, and supply attendees with key takeaways, including immediately actionable guidance.

Geoff Gentry

Regional Director
Independent Security Evaluators



SPONSORED EVENT
TUESDAY, OCTOBER 28
6:30 - 9:30 PM

Rock n Roll BBQ

It's Official! 7x24 Exchange has been the leader in the
Mission Critical Industry for the past 25 Years.
Come celebrate our Silver Anniversary with us as we produce

THE GREATEST HITS ON EARTH LIVE! by the Artists who made them Famous

starring

JOHN CAFFERTY / MICHAEL "TUNES" ANTUNES

of The Beaver Brown Band™ (Eddie And The Cruisers™)

<On The Dark Side> / <Tender Years>

JOHN ELEFANTE

formerly of Kansas™

<Dust In The Wind> / <Carry On My Wayward Son>

SKIP MARTIN

of The Dazz Band™ and formerly Kool & the Gang™

<Let It Whip> / <Celebration> / <Ladies Night>

featuring

CHARLIE MORGAN – drums – formerly of The Elton John Band

BRAD COLE – keys – formerly of The Phil Collins Band

JOHN HOWARD – bass – of The Richard Marx Band

JON CONLEY – guitar – of The Kenny Chesney Band

The event will start with a 2 hour Barbecue
in the traditional 7x24 Exchange style and
will conclude with a show **you won't want to miss!**



JOHN CAFFERTY



MICHAEL "TUNES" ANTUNES



JOHN ELEFANTE



SKIP MARTIN



SPECIAL THANKS TO THE PARTNERS THAT MADE THIS EVENT POSSIBLE:



WEDNESDAY

OCTOBER 29

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:

Schneider Electric – Stop Predicting the Future! Plan for It...

Time and again, businesses predict data center physical infrastructure needs with a “foggy view” of the future. This approach often leads to costly errors, such as over-sizing infrastructure to future-proof against uncertainty. This session will demonstrate why the data center is more predictable than you may think. It will also introduce a methodology for planning a data center design that avoids uncertainty and maximizes capital utilization.



Kevin Brown

VP Global Data Center Strategy and Technology
Schneider Electric

9:45 A.M.

Refreshment Break

10:15 A.M.

How Skincare Giant Nu Skin Gave Its Data Center a Makeover

Learn how skincare giant Nu Skin Enterprises gave its data center operations a makeover with a new smart and future-proofed data center. Hear how Nu Skin Enterprises, Inc., the premier anti-aging

skincare product company, designed and optimized a new data center to keep pace with company's growth. Operating in 54 countries, Nu Skin has more than one million independent distributors, and has achieved record revenues and profits in recent years. The data center team recently built a new 4,200-square-foot data center with 10,000-square-foot of expansion capabilities. The data center was designed using N+ 1 criterion to accommodate future growth, and supports today's higher densities – including blade servers – and LEEDs requirements for decreased energy use. The team also added intelligent monitoring capabilities in the data center cabinets to keep tabs on power, cooling, and network, telecom, and server equipment health. Learn how the new data center design and monitoring tools help Nu Skin meet SLAs and reduce operating costs.

Jim Bolinder

Senior Manager of Technical Operations
Nu Skin

Jon Inaba

Director, Power Management Solutions
Raritan

11:15 A.M.

High Performance Controls Architecture Enables Advanced Energy Management Strategy at Vantage Data Centers

The prevalent HVAC controls solution in data centers and other mission critical facilities is typically a DDC (direct digital control). Some owners and operators have specified and implemented PLCs (programmable logic controllers) to take advantage of the performance and reliability a PLC based control system can offer. As we continue to push the limits to become more efficient, the control algorithms become more complex, a high performance PLC can be a better solution. Vantage Data Centers has implemented a state of the art facility wide PLC based building management system at their Santa Clara campus. During this session Vantage Data Centers will discuss the benefits in energy efficiency and performance they have realized from implementing PLCs for their HVAC controls. We will also review the pros and cons of implementing a DDC vs. PLC in data center BMS systems.

Justin Harp

Director of Operations Engineering
Vantage Data Centers

Warren Jackson

Mission Critical Industry Manager
GE Intelligent Platforms

12:15 P.M.

Conference Adjourns



General Motors panel at the 2014 Spring Conference.

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 **October 3rd**.

2. Hotel Reservations



5350 East Marriott Drive, Phoenix, AZ 85054

To take advantage of 7x24 Exchange's special rates at the **JW Marriott Desert Ridge Resort & Spa** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **JW Marriott Desert Ridge Resort & Spa Hotel directly at 1-800-835-6206 and ask for the 7x24 Exchange Conference room rate of \$269/night for a single or double plus tax.**

Please refer to 7x24 Exchange 2014 Fall Conference when calling.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until October 3rd. 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.

Hospitality Events

Due to the success of the Marquis Plus+ Partner Showcase, hospitality events will not be permitted at this conference. All are invited to join us on Monday, October 27th for another spectacular event.

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.



Guest/Spouse Shopping Shuttle

MONDAY, OCTOBER 27TH

10:00 A.M. – 4:00 P.M.

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



Name: _____

(Informal Name/nickname for badge) _____

Position/Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

CONFERENCE FEES:

	Early Bird Discount through October 3rd	After October 3rd
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 October 3rd.

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. – 5:00 P.M.

DCD Intelligence Census Workshop ☐ 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, Marquis Plus+ Partner Showcase, Tuesday Sponsored Event and Wednesday Morning Breakfast.

Monday 10:00 A.M. – 4:00 P.M.

Guest/Spouse Shopping Shuttle ☐ Yes ☐ No

Monday 4:00 P.M. Concurrent Breakout Sessions

A: Effectively Managing the BYOD Revolution ☐ Yes ☐ No

B: Data Center Emergency Power Systems ☐ Yes ☐ No

C: Not All Low Voltage Switchgear is Created Equal ☐ Yes ☐ No

Monday 6:30 P.M. – 9:30 P.M.

Marquis Plus+ Partner Showcase: Vegas Meets the Wild West ☐ Yes ☐ No

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

Name of guest: _____

Tuesday 3:30 P.M. Concurrent Breakout Sessions

A: Curbing the CRAC Addition in Cooling Data Centers ☐ Yes ☐ No

B: Hackers Attack, Anatomy & Security Trends ☐ Yes ☐ No

Tuesday 6:30 P.M. – 9:30 P.M.

SPONSORED EVENT: 25th Anniversary "Rock n Roll BBQ" ☐ 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, Marquis Plus+ Partner Showcase, 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 September 26th will be refunded, less a \$200 handling fee. There will be no refunds after September 26th. 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



End-To-End Reliability: Mission Critical Facilities

SCALING TO THE FUTURE

2014 FALL CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS (AT PRESS TIME)

MARQUIS PLUS+ PARTNERS



PLATINUM PARTNER



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



MEDIA PARTNERS



REGISTER

online today at

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, PE

Syska Hennessy Group

Director of Marketing –
Vendor Representative

JULI IERULLI

Caterpillar

Director – Chapter Representative

MICHAEL SITEMAN

M-Theory Group

Administrative Director

KATHLEEN A. DOLCI

646-486-3818 x103

Membership & Education

TARA OEHLMANN, ED.M.

646-486-3818 x104

Conferences

BRANDON A. DOLCI, CMP

646-486-3818 x108

QUESTIONS?

CALL 646.486.3818

www.7x24exchange.org