

2007 SPRING CONFERENCE

Register before May 1st for a chance to win a Samsung 7" tablet PC



End-to-End Reliability: **MISSION CRITICAL STANDARDS**

June 3-6, 2007 • Boca Raton Resort & Club • Boca Raton, FL



The end-to-end reliability forum.

www.7x24exchange.org

WHAT IS 7X24 EXCHANGE?

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, *7x24 Exchange* is a not-for-profit organization seeking to improve end-to-end reliability by promoting dialogue among these groups.

Founded on the assumption that often professionals involved with data center uptime issues work in isolation when dealing with technical, budget, political, and career issues. As a result of expensive, time-consuming, and, sometimes, painful trial and error processes, innovative practitioners evolved unique and creative ways of solving problems and building the organizational support needed for their implementation. However, many have been stymied because they did not have access or know how to communicate potential risks to senior management to avoid a downtime disaster occurrence.

7x24 Exchange members work together to advance the state-of-the-art in infrastructure reliability. By collecting and disseminating data on safeguarding information systems and alerting top management to the importance of proactive measures, members can protect their companies' information lifelines.

THE GOAL OF 7X24 EXCHANGE CONFERENCES

The field of uninterrupted uptime has no textbooks. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with uptime issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement would increasingly restrict the potential productivity of the large, growing investment in computer and communication hardware and systems. It also would interfere with the increasingly critical dependence on information accessible through computers.

With 7x24 operations now common, how much higher will availability requirements be in five years? How can cost-effective, reliable responses be assured? When is a centralized application site requiring ultra-high availability viable? 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 and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from user and supplier/service organizations with formal and informal sessions, the experience is rewarding and enjoyable for all.

WHO SHOULD ATTEND AND WHY

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 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. Team members also were able to cover 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. First-time attendees often discover that many companies face similar, if not identical, technical and organizational problems in their quest for higher availability levels. Those still unaware of this often view their situations as unique. However, they learn there are many common downtime risks and failure modes with solutions clustering around universal ideas and attitudes. *7x24 Exchange* conferences provide insights into what is being planned and done 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 arguments that have been successful elsewhere.

WHAT IS A TUTORIAL SESSION?

7x24Exchange has been offering tutorials for several years now. The purpose of these tutorials is to provide material refreshers for those attendees familiar with the concepts or to provide a foundation to other attendees who want to become more familiar with the subject matter. All conference attendees are encouraged to attend tutorial sessions. Almost all of the *7x24 Exchange* presentations are geared towards those with an advanced understanding of the concepts that will be presented. The tutorials are intended to complement the Monday to Wednesday presentations and help each attendee deepen their level of comprehension.

SUNDAY, JUNE 3RD

10:00 A.M. – 10:00 P.M.

Registration

12:30 P.M. – 2:30 P.M.

Tutorial Session A:

Best Practices for Structured Cabling Systems in the Data Center

Until recently there has been minimal guidance in the best practices for designing, operating and managing what may be considered the circulatory system in the data center, the fiber and copper cabling system. During the past few years, key standards have been developed using a systems approach for robust, yet manageable structured cabling systems interconnecting data center and SAN elements. This presentation presents a detailed standards-based framework for internet application of best practices to data center structured cabling system design. It is focused on the ratified data center standard, the TIA-942 "Telecommunications Infrastructure Standard for Data Centers". John will describe industry standard fiber optic technology developed for application in the high speed Ethernet and Fibre Channel network. This presentation will provide guidance in selection of the proper fiber type to "future-proof" the installed network. Finally, the presentations will provide specific examples of successful data center customer designs based on these best practices.

JOHN M. STRUHAR

*Marketing Manager
Ortronics/Legrand*

3:00 P.M. – 5:00 P.M.

CONCURRENT TUTORIAL SESSIONS

Tutorial Session B:

Fundamentals of UPS Batteries in Data Centers

Stationary batteries are used as the reserve power source for almost all AC and DC back-up power systems employed in data centers, telecommunications facilities, wireless networks and the broadband infrastructure. It is the author's personal experience that batteries can be the Achilles heel of almost all critical back-up power systems, yet the humble battery is often wrongly applied, abused, or ignored and will fail sooner rather than later, compromising the total system end-to-end reliability. This presentation, which will take the form of a lecture with real life examples, will demystify the battery system and provide guidelines to proper battery application and operation, resulting in much more reliable and code compliant back-up power systems.

J. ALLEN BYRNE

*Eastern Area Manager
Interstate PowerCare*

Tutorial Session C:

IBM — Technology Trends and Directions, A Global Outlook and RAS Perspectives

This is an Industry view that is forward looking (2-10 years out) of significant trends that may be disruptive and impact businesses as well as create opportunities. Sub topics include Systems Design, nano technology and digital communities. Reliability measurements today and future requirements will be profiled. Learn how server reliability is measured, details of what contributes to achieving high MTBF and what has IBM found in measuring between different products and teams. Examples of RAS data gathering, up time targets and measurement analysis will include IBM's System z mainframe. A summary of capabilities one should look for in a highly available product and data center includes protection against unplanned and planned outages.

DAVID F. ANDERSON, PE, PMP

*Systems Team Leader
IBM Poughkeepsie Briefing Center*

6:00 P.M. – 10:00 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, JUNE 4TH

7:00 A.M.

Registration & Breakfast

Check in, pick up your name badge, conference materials and enjoy a hot buffet breakfast.

8:15 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.

8:45 A.M.

Conference Keynote: Managing the Virtual Data Center

This session will explore the issues facing CIO's and heads of infrastructure as they manage what is increasingly becoming a virtual "glass house". As servers have multiplied and edge devices have increased the processing and storage capabilities which were once in the data centers have become dispersed. One of the trends will be to bring those devices back in the data center however that carries the risk of power and cooling, etc. Fran will discuss the beginning of a new "operational norm" in running these data centers.



FRAN DRAMIS

*Former Executive Vice President & Chief Information Officer
Bell South Corporation*

9:45 A.M.

Refreshment Break

CONFERENCE BREAKS

HAVE BEEN SPONSORED IN PART BY:



SYSKA HENNESSY
GROUP

10:15 A.M.

Emerson — Strategies For Achieving High Availability

This session will discuss evolving trends in the data center cooling and power infrastructure that leads to higher availability. Flexibility is a key driver to achieving the higher numbers while still maximizing total cost of ownership for the end user.

RANDY MACCLEARY

*VP/GM Power Business Group
Emerson Network Power*

11:15 A.M.

EMC — Virtual Infrastructure: Enabling the always-on business

Virtualization is having and will continue to have a profound impact on the modern production data center. VMware's Virtual Infrastructure has enabled massive server consolidation but is also addressing problems once thought beyond the reach of industry standard server platforms. From zero downtime maintenance to easier and more robust disaster recovery VMware has rewritten the rules for the always-on infrastructure. Join us and learn how VMware is driving these innovations and helping customers build their next generation data centers today.

FRANK NYDAM

*Business Solutions Manager
EMC - VMWare*

12:15 P.M.

Lunch and Networking

1:30 P.M.

APC — How to Achieve the Ultimate in Data Center Efficiency

As cost of energy skyrockets and facility capacities rapidly fall behind demand, the challenge today has become one of achieving the greatest computing throughput per watt of consumed power within the smallest possible footprint. Traditional approaches to data center planning and operations, perpetuated through the use of stand-alone-power, -cooling and -rack components, simply can't deliver the efficiencies demanded today. Operations efficiency relies on interoperability across every function in the data center; from computing, networking and storage to power and cooling. Balancing your computing-demanded power and cooling across your entire operation, supported by the industry's most efficient modular technologies, ensure the highest possible efficiency. Fully integrated, modular systems that scale with your computing demand have become vital to your success!

NEIL RASMUSSEN

*Chief Technical Officer
American Power Conversion*

2:30 P.M.

Make Your Own Sundae Break

Talk about cooling down your system...

Don't miss this *7x24 Exchange* conference tradition complete with all the trimmings.

3:00 P.M.

CONCURRENT SESSIONS

Breakout A: New Practice Standards for Data Center Professionals

In recognition of the demands on data center professionals to consistently deliver high uptime environments, several standards oriented groups have collaborated to create a new data center certification program. Developed with an eye to such international standards as ISO 20000, ITIL, and IEC 61000-4-8, this integrated program offers four levels of expertise and covers topics as diverse as power, cooling, security, cabling, safety and more. This session will introduce this new credential, and provide detailed information on the subject matter covered in each of the three achievement levels.

JAMES I. NELSON, MBCP

*President of Business Continuity Services, Chairman of the Board
The International Consortium for Organizational Resilience (ICOR)*

Breakout B: The "Gotchas" of Backup & Recovery

No matter how well we plan our recovery process, there always seems to be something that bites us when our plans are put into execution. Fortunately these gotchas are usually exposed during DR Testing, but what if one or more of them slip through during a real crisis? Over many years of work assisting clients in DR testing, Rebecca has accumulated a list of gotchas that are often overlooked during planning. In this session, Rebecca reviews some of the more common issues and offers some practical suggestions to deal with the gotchas .

REBECCA LEVESQUE

*Senior Vice President, Sales and Marketing
21st Century Software*

Breakout C: Bridging the IT-Facilities Gap in Today's Data Center

Data Centers today are facing an impending crisis. The increase in high density servers and storage has changed the way data centers need to be managed. Many organizations cannot meet service levels and don't have a clear picture of their space, power and cooling capacity. At the root of these issues are two fundamental challenges; managing high density equipment, and bridging the IT-Facilities gap. How organizations proactively address the issue of high density equipment is critical to meeting the demands of the business in an economically efficient manner. Addressing IT-Facilities issues around people, process and

technology are also a key to ensuring mission critical facilities can meet business demands. IT Service Management Frameworks like the IT Infrastructure Library (ITIL) offer a blueprint for integrating processes and tools in the data center. This session will provide specific recommendations and discuss solutions for successfully overcoming these challenges.

STEVEN YELLEN

*Vice President of Marketing
Aperture Technologies, Inc.*

4:00 P.M.

Pass the Mic Session

This session addresses questions previously submitted on registration forms and those which surfaced during the conference. *7x24 Exchange* encourages all attendees to step up to the microphone and state their case. Attendee participation and open dialogue has made this a valuable session over the years.

DENNIS CRONIN

*Center of Excellence – Mission Critical
Gilbane*

6:30 P.M. – 10:30 P.M.

Hospitality Suites

INDEPENDENT EVENT: 

7x24 Exchange Vendor Advisory Council Common Area:

Voodoo Lounge... A Night in the Big Easy!

Take a stroll on down to the BIG Easy and enter at the sign marked Bourbon Street!

Don't stop there... to enjoy Mardi Gras you must keep pounding the cobblestones... Make some stops along the way and don't forget to visit the vendors at the following local establishments... "Famous Door", "Felix Restaurant & Oyster Bar", "Four Corners Blues Bar", "Desire & Oyster Bar", "Jean Lafitte's Old Absinthe House" and the "Cat's Meow". Inside each location you will experience drink specials meet new vendors and enjoy New Orleans style entertainment all night long. The Big Easy awaits...

Hosted by: **PDI, KLING STUBBINS, WALKER ENGINEERING, SERVER TECHNOLOGY, TOSHIBA, ORTRONICS, UNIVERSAL ELECTRIC/STARLINE, ACTIVE POWER, EATON, SQUARE D**

Interested in participating at this event? Contact Brandon Dolci at 646-486-3818 or brandon@7x24exchange.org

TUESDAY, JUNE 5TH

7:00 A.M.

Breakfast

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:

AT&T — Security in Today's World

We're all use to the telephone. It's ubiquitous, and we all grew up using it. But things are changing. That friendly old telephone is morphing into a multi-function monster, and there are those who are more than willing to abuse it and turn it against you. This critical and irreplaceable piece of infrastructure — whether on your desk or in your pocket — has changed. Kevin will discuss ways in which the phone systems we depend upon can be used for all sorts of nefarious purposes. If you use a cell phone, you want to hear this talk. All this and more will be covered in this discussion about Bluetooth, cell phones, Voice over IP and more.

KEVIN KEALY
Security Architect
AT&T

10:00 A.M.

Refreshment Break

10:30 A.M.

Perot — New High Density Data Center at Perot Systems

In order to meet its growing business needs, Perot Systems of Plano, Texas, decided to convert a prior research facility at its Plano campus to a high-density data center. The data center will provide 35,000 sf of raised floor area. The object is to provide up to 160 watts of redundant computing power at the raised floor in a 2N parallel redundant topology. The cooling will be provided by traditional air-based CRAC (Computer Room Air Conditioning System) units combined with in-row cooling units integrated with the server racks. This presentation will provide a snap shot of Perot Systems'

business continuity model, along with the challenges and lessons-learned from its data center building program.

RON GUPTA, AIA

Principal
SIGMA7 design group

TOMMY LAWRENCE, P.E.

Manager, Facilities Engineering
Perot Systems

CHET LONGENECKER, P.E.

Program Director
Parsons

11:30 A.M.

IBM — Technology Trends and Directions, a Global Technology Outlook

This is an Industry view that is forward looking (2-10 years out) of significant trends that may be disruptive and impact businesses as well as create opportunities. Sub topics include Systems Design, nano technology and digital communities. Reliability measurements today and future requirements will be summarized. This session is a condensed version of the tutorial session offered on Sunday.

DAVID F. ANDERSON, PE, PMP

Systems Team Leader
IBM Poughkeepsie Briefing Center

12:30 P.M.

Lunch and Networking

1:45 P.M.

Effects of UPS Systems on Emergency Generator Sets

UPS Systems with their harmonic filters can produce a leading Power Factor on the Power Source. While this condition is not a problem for the Utility Power Source, leading power factor can cause generator set failures or the failure of certain loads to operate properly while on the genset. This presentation will address that issue and the effects on the Emergency Generator Set and strategies to deal with those issues.

GARY OLSON

Technical Counsel
Cummins Power Generation

2:30 P.M.

Square D — Event Reconstruction Technologies for Modern Data Centers

Reliability principles indicate that, due to component degradation, no power system can operate 100% of the time indefinitely. Back up and recovery procedures are designed to save the critical load in an emergency condition. The key to failure recovery is in the ability to quickly understand what went wrong and implement corrective actions. New power monitoring systems can re-construct the sequence of events such as circuit breaker tripping, static switch transfer, etc., down to 1 ms resolution. This presentation discusses this technology and the necessity of its application to modern data centers.

WILLIAM A. BROWN, P.E.

*Lead Engineer for Critical Power Consulting
Square D/Schneider Electric*

MARK KOZLOWSKI

*Solutions Engineer
Square D/Schneider Electric*

3:15 P.M.

Refreshment Break

3:45 P.M.

CONCURRENT SESSIONS

Breakout A:

“Merger Mania” from an IT Perspective

This presentation will take a look into the last seven (7) years of growth and decline within the Mergers & Acquisitions market. We will review the four types of M & A approaches and identify the start to finish process, as well as the true IT approach to M & A.

Finally, we will review the data center design and implementation process including the full assessment, trends analysis, capacity planning, and the actual data center design process.

MICHAEL KUPPINGER

*Senior Vice President
Environmental Systems Design, Inc.*

PAUL E. SCHLATTMAN

*Technical Program Consultant
Environmental Systems Design, Inc.*

Breakout B:

Managing the Operations of a Remote Data Center

Faced with the ever changing IT landscape, data center managers must constantly adapt to accommodate new

technologies. IT professionals are faced with numerous challenges, including headcount reduction, remote site management, heterogeneous environments and increased service level expectations. This lecture will focus on future technologies in server management, intelligent power control and environmental monitoring. Attendees will review case studies and practical applications of leading-edge technologies, such as lights-out data center management, remote console-based access, out-of-band power control, and real-time monitoring of environmental, intrusion, and power conditions.

CLIFF UNGER

*Sales Engineer
DirectNet, Inc.*

JON INABA

*Director of Sales & Operations
DirectNet, Inc.*

Breakout C:

A Comprehensive Look at Fire Protection Technologies and Codes

This presentation will educate owners and consultants about the detection, control and extinguishing technologies specific to the mission-critical facility. Featured will be a new watermist technology that can effectively extinguish electronics fires without collateral damage.

BRIAN K. FABEL, P.E.

*Director, National Accounts
Orr Protections Systems, Inc.*

6:30 P.M. – 9:30 P.M.

Vendor Sponsored Event

CASINO GRANDE

For the 1st time ever 7x24 Exchange International presents “Casino Grande”. Get ready for an evening of Blackjack, Craps, Roulette, Slots and other casino favorites! What's that?... You say you don't play... come anyway and enjoy other games like pool, darts and more. If dancing is your thing don't forget your dancing shoes as the rip roaring band “3 Grand” plays your favorites all night long.

Special thanks to the following organizations for making this event possible:

ABB, DATA SPACE ADVISORS, APC/MGE, EATON, SIEMENS, RUSELECTRIC, PDI, DANAHER POWER SOLUTIONS, CUMMINS, THE MARKLEY GROUP, STARLINE TRACK BUSWAY, DETROIT DIESEL, KOHLER POWER SYSTEMS, DATA AIRE, MITSUBISHI ELECTRIC. (Partial list at press time)

WEDNESDAY, JUNE 6TH

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 Address:

Intel — Data Center of the Future: Concept Versus Realization

Practical but optimized implementation of Data Center of the Future transitions is a business-critical requirement for the vast number of companies, world-wide, which operate globally dispersed IT assets. Many companies, including Intel, are architecting substantial consolidations in real time, relative to ongoing operations, such that coincident ratification, adoption and deployment of several new technologies and disciplines — high performance/(\$-Watt-cu.ft.) multi-core compute platforms, virtualization, storage, consolidation, migration, networks, service models, billing and metering, power-thermal co-optimization — must be executed flawlessly to ensure continuity of expected net free cash flows. Arguably, the trending and re-distribution of a substantial portion of the \$62+ trillion global 'GDP' hinges directly on the efficiency with which information management infrastructures are, with relative suddenness, being transformed from decades-old configurations to emerging ones. Unrelenting business and competitive uncertainty drives capacity forecast ambiguity, which forces demand for surprisingly novel collaboration, within companies, among real estate, facilities, engineering, IT, R&D and line-of-business executives and thought leaders. In this presentation, we submit a DCOF execution paradigm, for which we present real data, examples and mistakes, whereby harvest of the fundamentally substantial and continuing DCOF implementation benefits to be derived from facilities innovations is enabled.

KARL WYATT, PH.D.

*Senior Technical Advisor
Intel Solution Services*

GARY HOWARD

*Senior Solution Architect
Intel Enterprise Solutions Services*

9:45 A.M.

Refreshment Break

10:15 A.M.

High Density Data Center Power and Cooling Solutions

This session will share how Countrywide Financial Services constructed their highest density data center with initial testing at 150w/sf and expandability to 200w/sf. The electrical systems include generators, UPS and support equipment to ensure operational reliability during power outages, electrical disturbances and load growth scenarios. The key elements of the electrical system creating capacity, reliability, availability and maintainability will be explained. The cooling system was designed anticipating load growth from 45 tons at start-up to a DC floor load close to 900 tons after 12 months. Controlling the return air temperature and under floor pressure with innovative control applications produced a "self adjusting" system. Full capacity load bank testing validated that both the electrical and cooling systems functioned as expected. Using server rack mounted in-row load banks, the capability of cooling over 200w/sf was confirmed with spare cooling available. The conclusion was the high value received in full function integrated system commissioning.

NOEL REEVES

*VP - Corporate Facility Operations: Critical Power
Countrywide Financial Services*

DENNIS KNIERY

*VP - Corporate Facility Operations: HVAC
Countrywide Financial Services*

11:15 A.M.

Mission Critical Standards for Data Centers

This interactive presentation/discussion is a "must attend" event for those who are responsible for any component of building a new Data Center. Attendees will learn and understand the strategies and steps required to ensure their new Data Center is planned and implemented properly and meets all current requirements; with an eye to future technology advances. Using 'real-world' examples from successful client experiences, the presenter will discuss strategies and best practices for the planning, design and implementation of a successful new Data Center.

GENE KERN

*Executive Vice President
WAKE Technology Services, Inc.*

12:00 NOON

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 page 10 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 the early bird rate, registrations must be received by May 1, 2007.



2. Hotel Reservations

To take advantage of *7x24 Exchange's* special rates at the Boca Raton Resort & Club please call Reservations # 800-327-0101 and ask for the *7x24 Exchange* Conference room rate of \$205/night.

Room rates are not inclusive of 11.5% tax and an \$18.00 — taxable at 11.5% — daily Resort fee. The Resort fee covers daily fitness center access, 2 bottles of Mizner water daily, in room high speed internet access, 800 and credit card access, local calls, internal Resort transportation, daily turndown service, newspaper delivery and bellmen for arrival and departure.

Please Note: Room reservations are available on a first-come, space-available basis. Space permitting, this block will be available until May 1, 2007. 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.



Boca Raton Resort & Club
501 East Camino Real
Boca Raton, FL 33432
561- 447-3000



2007 SPRING 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

| | Early Bird Discount Through May 1 st | After May 1 st |
|-------------|---|---------------------------|
| Member: | \$1,400 | \$1,700 |
| Non-member: | \$1,700 | \$2,000 |

Payment Method

Check enclosed

Charge (check one):

American Express Visa MasterCard Discover

Card Number:

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Name (as it appears on the card) _____

Signature _____

Do you plan to attend?

Sunday 12:30 P.M. – 2:30 P.M.

Tutorial Session A: Best Practices for Structured Cabling in the Data Center Yes No

Sunday 3:00 P.M. – 5:00 P.M.

Tutorial Session B: Fundamental of UPS Batteries in Data Centers Yes No

Tutorial Session C: IBM — Technology Trends & Direction 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).

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, Hospitality Suites, Tuesday morning Keynote, the Vendor Sponsored Event and Wednesday morning Breakfast.

Monday: 3:00 P.M. – 4:00 P.M.

Breakout A: New Practice Standards for Data Center

Professionals Yes No

Breakout B: The "Gotchas" of Backup & Recovery Yes No

Breakout C: Bridging the IT-Facilities Gap Yes No

Tuesday: 3:45 P.M. – 4:45 P.M.

Breakout A: "Merger Mania" from an IT Perspective

Yes No

Breakout B: Managing the Operations of a Remote Data Center

Yes No

Breakout C: Comprehensive Look at Fire Protection

Technologies & Codes Yes No

Vendor Sponsored Evening Yes No

Do you plan to bring a guest? Yes No

Name of guest: _____

Company problem/case study

An important part of 7x24 Exchange conferences is the discussion of real world uptime issues, problems and solutions. Each attending organization is requested to provide a short write-up of a recent experience, major question, problem or issue which might be of interest to conference attendees:

(include additional sheets if necessary)

May we identify your company as submitting information?

Yes No

These write ups will be reviewed by the 7x24 Exchange Board of Directors and provided to appropriate moderators for possible inclusion in their sessions.

Other comments, suggestions:

Do you wish to receive membership information? Yes No

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

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

The conference registration fee covers conference sessions and activities, handout materials, Sunday's reception, lunches and breakfasts on Monday, Tuesday and Wednesday. Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations. The dress code is business casual. Cancellations received by May 18th will be refunded, less a \$75 handling fee. There will be no refunds after May 18th. However, substitutions of company participants may be made at any time.

RETURN THIS FORM TO:

7x24 Exchange

322 Eighth Avenue, Suite 501, New York, NY 10001

Phone 646-486-3818 • Fax: 212-645-1147

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



WHAT MEMBERS ARE SAYING

“7x24 is a well focused, valuable organization with great educational benefit”

“Double thumbs up, hard act to follow”

“Can’t wait to return and learn more”

“Fantastic – 5 Star conference”

VENDOR/CONSULTANT POLICIES & PROCEDURES

Information Tables and Pop-Up Displays

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.

Conference sponsors at the Key level or higher will be permitted to occupy one full six foot table for literature and/or a pop up display at no cost. Non sponsoring companies can set up pop up displays for a fee.

If you wish to coordinate a display please contact Brandon Dolci at 646-486-3818. All displays **MUST** be registered with *7x24 Exchange* by May 14th and accompanied by one full conference registration by a representative of the company.

Hospitality Suites

Hospitality suites/demo rooms are permitted on Monday, June 4, 2007 between the hours of 6:30PM and 10:30PM. All hospitality suite hosts must be a Key member of the *7x24 Exchange* Corporate Leadership Program (CLP). In order to be recognized by *7x24 Exchange* vendors must complete a suite registration form.

As always, hosting a hospitality suite gives vendors, direct access to the conference attendees and provides the opportunity to promote products and services in an enjoyable relaxed environment.

If you are interested in hosting a suite on Monday, June 4, 2007, please contact Brandon Dolci at 646-486-3818 x 108 before May 14th.

2007 SPRING CONFERENCE CORPORATE LEADERSHIP PROGRAM MEMBERS (AT PRESS TIME)

Silver Members



Key Members



Directors and Officers

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