END-TO-END RELIABILITY   MISSION CRITICAL FACILITIES

VISION: FROM IDEA TO IMPACT

2012 FALL CONFERENCE

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November 11 - 14, 2012
Arizona Biltmore
Phoenix, AZ

7x24 **XChange**
INTERNATIONAL

The end-to-end reliability forum.

www.7x24exchange.org

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.

9:30 A.M. – 9:00 P.M.
Registration

10:00 A.M. – 1:00 P.M.
Using The Green Grid's Data Center Maturity Model

The Green Grid published the Data Center Maturity Model (DCMM) as a way of discovering and implementing industry best practices today and in the future. In this 3 hour course, experts in DCMM from The Green Grid will help students understand the facilities, IT, sustainability, and business best practices for today and the future, as developed by a panel of data center and IT experts from the largest end user and vendor companies in the industry. In addition, each student will complete a DCMM assessment using the online Assessment Tool, and will return to their management with an initial assessment and plan for future spending through the graphical Equalizer Tool. Each student will complete the assessment, be able to use the assessment once they return to their jobs, and be able to benchmark their data center(s) against other facilities in their industry, geography, and reliability level to see whether they are ahead of the industry, or what areas might be ripe for increased investment.

Harkeeret Singh
Global Head of Energy & Sustainable IT
Thomson Reuters
and
Advisory Council Vice Chair
The Green Grid

Harry Handlin
Director of Critical Power Applications
GE Energy Management Industrial Solutions
and
Technical Committee Chair
The Green Grid

2:30 P.M. – 5:00 P.M.
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.

6:00 P.M. – 9:00 P.M.
Welcome Reception

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CATERPILLAR®   **DIGITAL REALTY**
Data Center Solutions

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.

2012 FALL CONFERENCE
VISION: FROM IDEA TO IMPACT

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
Stress-Testing America's Prosperity: A Post-Election Analysis

For years, America's economy has performed better than the rest of the developed world. Will America remain the global dynamo in 2013 or is today's recovery built on an unsustainable pile of debt? Zanny Minton-Beddoes examines the economic outlook from the American and global perspective. Offering up-to-the minute insight on policymakers' priorities and how the post-election outcome will impact the economy, Minton-Beddoes reveals what direction the country is headed with either an Obama or Romney administration, and what that means for job creation, the deficit's effect on global interest rates, and potential financial regulation.

Zanny Minton-Beddoes
Economic Editor for The Economist and Former IMF Economist

9:30 A.M.
Refreshment Break

10:00 A.M.
Digital Realty Trust: Data Center Efficiency — Where Next? How Far Can We Go?

Our industry is officially mainstream now that we have made it "above the fold" on the cover of the New York Times. But, are we reaching our theoretical limits? Are we reaching our practical physical limits? Although it is clear that the next frontier is software efficiency, the facility component will always be in the equation and we still have multiple levers to pull to drive value for our organizations. But what next? Fuel cells? Inlet temperatures above 30 degrees C? Liquid cooling? Jim Smith, CTO of Digital Realty will offer some opinions on "approaching the limit" based on almost ten years of operating and performance data across the Digital Realty portfolio.

Jim Smith
Chief Technology Officer
Digital Realty Trust

11:00 A.M.
MTechnology: Improving Reliability of Standby Generation

Generators are the most critical element in many mission critical facilities. MTech's quantitative reliability analysis for numerous corporate data centers have demonstrated that improving standby generator reliability and availability has more influence on data center reliability than any other component. This high sensitivity to standby generator performance means that errors in generator fail-to-start and fail-to-run probabilities could skew reliability calculations. A presentation at the 7x24 Spring 2012 conference presented data from an industry survey that suggested similar fail-to-start rates but much lower fail-to-run figures than those used by MTech. Power Secure operates a large fleet of modern generators used in both standby power assurance and load management applications. The fleet is managed from a central location and all performance data for every machine is archived. Power Secure provided MTech with detailed records of over 50,000 generator operations. Power Secure has implemented a number of engineered features, operating policies, and maintenance strategies that are intended to improve the reliability and availability of their generator fleet.

Steve Fairfax of MTechnology and Mark Martyak of Power Secure will discuss the results of this study and its implications for 7x24 Exchange members and mission critical facilities.

Steve Fairfax
President
MTechnology

Mark Martyak, P.E.
President
Power Secure, Inc.

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 Technical Operations
Digital Realty Trust, and
President
7x24 Exchange

1:30 P.M.

Microsoft: DC Capacity Planning — From Rack to Future Market

Capacity Planning for Data Centers is a uniquely challenging adventure, and is not a one size fits all problem. All data center owners, hosting providers and business strategy planners are at some point in time dealing with a capacity planning issue. The complexity of managing capacity is particularly accelerated in the online services industry, due to rapidly changing market requirements.

Amaya Souarez
Director, DC Strategy & Automation
Microsoft

2:30 P.M.

7x24 Exchange Traditional Create Your Own Sundae Break

3:00 P.M.

CONCURRENT BREAKOUT SESSIONS

Breakout A: $4M for Water in an N=2 Data Center, What Do You Do Now?

Already having an established concurrently maintainable, fault tolerant design based on water cooled equipment and chillers, what do you do when presented with an up front cost of $4M for water availability fees? This presentation presents a case study of balancing water availability, data center availability and overall efficiency while including a $4M fee into overall cost of ownership while preserving a low $/kW build cost and a comparison between air cooled chillers, water cooled chillers, water side economizers including dry coolers and air side economization. It also discusses the use of potable industrial, reclaimed (tertiary) and well sources in the design, build and operation of a modern data center.

James Kennedy
Director of Critical Facility Engineering
RagingWire Data Centers

Breakout B: Current Success Model for Conversion of Outdated Manufacturing

Eugene, Oregon is the site of a new project reflecting a watershed evolutionary shift in the data center industry – the conversion of former manufacturing facilities into data centers. This case involves a former Hynix semiconductor manufacturing facility transitioning into a new role as a mega multitenant data center comprising nearly 1 million square feet. This presentation will also provide insights from Simon Tusha, an industry veteran who has developed 100+ MW of data center projects, who will share candid and authoritative observations from his projects as well as the experiences of such prominent firms as JPMorgan Chase, HSBC, Deutsche Bank.

Simon Tusha
Principal
Real Property Investors

Jeff Cross
Vice President & Global Director of Sustainable Solutions
IDC Architects

Sig Anderson
Director of Critical Environments
CH2M Hill

Breakout C: Changing Face of Utility Power and the UPS

The facilities side of the data center is slowly waking from its 50 year slumber and saying, "Hey, we need to start evolving like the IT side of the house." This presentation moves away from the usual conversations about how load profiles are changing in the data center and highlights the increasing transformation of our utility grid. No matter if it's smart grids, islanding, microgrids, fuel cells, or the like, data center infrastructure and in particular the UPS should play a central role in providing not only power quality, but selecting the best power source for the load.

Bernardo Mendez
Product Manager, UPS Systems
Active Power

4:10 P.M.

Vendor Knowledge Exchange

Select Corporate Leadership Program Partners will present informational sessions on various products and services.

Presentations will be given by:

Digital Realty, Active Power, Caterpillar, Siemens, ABB, CA Technologies, Cummins Power Generation, Cyberex, PDI, S&C Electric, Schneider Electric and System Sensor

7:00 A.M.
Breakfast & Registration

8:30 A.M.
Opening Remarks

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

9:00 A.M. Keynote
Google Data Centers: A Behind the Scenes Look at Infrastructure and Innovations

Google's data center practice helped develop the company's competitive edge for online services and products. Now, nearly seven years after the first data center went into production, there is an ever increasing need to be creative in order to drive efficiency and minimize the impact on the planet. This presentation hopes to uncover some of Google's early day decisions, why they were made and how those decisions led to future innovation. Take a virtual tour with us of our facilities and join the discussion of what challenges we all face in the industry.

Joe Kava
Senior Director
Google Data Centers

10:00 A.M.
Refreshment Break

10:30 A.M.
IBM: Big Data, Big Opportunity

Come learn about Big Data – Marketplace, Key Technologies, and End Use Cases and how a Big Data Platform can accelerate your business past your competitors. Solve complex problems and gain insight never thought possible via Big Data exploration and discovery. Enhance your productivity via the performance gains Big Data delivers and see why Big Data is the future of IT.

Bruce D. Weed
Program Director
Worldwide IBM Big Data Business Development

11:30 A.M.
Retrofit, Build, or Go Colo/Cloud: Choosing Your Best Direction

One of the key decisions facing data center owners over the next few years is going to be whether they should retrofit, build, colocate, or move to the cloud. Each certainly has its benefits, but they also come with their own inherent risks and costs. By first understanding the growth plan of your business and data processing needs, you can then determine the right mix of solutions. Since not all processing needs require top security or in-house oversight, many can be sent outside the organization. However, core transactions will most likely remain in-house, which means that right-sizing your data center through a retrofit or new build project will likely remain a necessary part of your data center strategy, even as more data center needs move to colocation and the cloud.

To start this journey, it's important to benchmark the costs, benefits, and risks of each option. It's also critical to understand what needs can or should fall into each bucket so that a true "apples to apples" comparison can be made. For instance, if only a small amount of processing can be moved outside the organization, it may not be beneficial if you already have (or can easily get) the available capacity from existing operations. Also, not all construction costs or colocation/cloud costs are the same, which means regional comparisons must be made. Documenting the average costs and services for colocation and cloud providers is key to making an informed decision. From there, an internal review of data center needs can be conducted along with the associated capital costs to retrofit. At that point, an informed decision can be made as to which options suit the business, both today and tomorrow.

Kevin Brown
Vice President, Data Center Global Offer
Schneider Electric

12:30 P.M.
Lunch and Networking

2:00 P.M.
The University of Utah Data Center: How to Exceed Goals, Not Budgets

In July of 2010, the University of Utah issued an RFP for the design of a 6 MW data center. The basis of design for the Tier 3/Tier 1 facility included raised access flooring and traditional data center cooling strategies. Through a vigorous and collegial design process a team consisting of the owner, contractor, engineers and architect delivered a facility that challenged and changed virtually every aspect of the BOD resulting in a flexible and scalable data center predicted to achieve an annualized PUE of 1.25.

Brent Elieson
Associate Director
University of Utah

Robert Sty
Associate
SmithgroupJRR – Phoenix

Sean Thompson
Senior Associate
VCBO Architects

Tyler Wilson
Director of Mission Critical
Okland Construction

3:00 P.M.
Refreshment Break

3:30 P.M.
CONCURRENT BREAKOUT SESSIONS
Breakout A: Designing and Building a Massively Modular Data Center

While at Yahoo and Microsoft, Kevin Timmons helped build some of the industry's most innovative facilities. Timmons now sees modular concepts entering a new phase that's more about deployment strategy than form factors. In his new post as CTO of CyrusOne, Timmons is advancing a design approach called "Massively Modular." This phrase reflects the ambitions of CyrusOne, which has super-sized its approach to scalable colocation facilities with the development of a one million square foot campus in Chandler, Arizona. This presentation will explain the road from design to build of a massively modular, scalable data center, on a condensed time frame.

Kevin Timmons
Chief Technology Officer
CyrusOne

Ed Downey
Vice President, MEP Division
JE Dunn Construction

Breakout B: Innovations in Data Center Commissioning

Data Center commissioning helps contractors, operators, engineers and facilities managers validate designs, installations, total system performance and even LEED compliance. Innovative new technology now makes it possible to identify potential issues during data center commissioning — before power, generation, power quality and chiller infrastructure become big problems to future tenants that result in downtime, lost revenue, added costs and damaged reputations. This session will lead attendees through the crucial steps of a successful data center commission and explore the innovative new solutions now available to optimize certain steps of the process.

Mark Siira
Director, Business Development
ComRent International

David Mulholland
VP of Marketing and Service
Power Distribution, Inc.

Breakout C: Hot/Cold Aisle Fire Protection — New NFPA Code Requirements

The NFPA has just enacted new fire code regulations addressing all the changes surrounding data center HVAC aisle containment trends... and these new codes will have significant impact on almost every facility across the country. These new fire codes will clarify the confusion around hot/cold aisle design and provide you with specific criteria which must be followed to meet all code requirements. Unfortunately, manufacturers of hot/cold aisle systems tried to come up with what they felt were fire protection designs that address these problems, but they are unaware of NFPA codes and their strict approval process. Dealing with fire protection challenges with aisle containment is not difficult if one first clearly understands fire codes and the potential problems prior to designing a solution. You will leave this session knowing what the real issues are and how to specifically overcome them. You will understand why these code changes are significant and why they must be followed. It's simple... when dealing with aisle containment, if fire protection is not dealt with upfront, it could be very costly to fix later, so deal with it sooner rather than later.

Lee Kaiser
Engineering Manager
Orr Protection Systems

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6:00 P.M.

NATIVE AMERICAN NIGHTS

Get ready to experience the wide-open skies of the Sonoran Desert with your 7x24 Exchange colleagues at this exclusive Native American Night event! Though only minutes from the hustle of the city, this desert location will seem a million miles away from everywhere. As you arrive at this private desert site, you will experience the beautiful colors of an Arizona sunset while listening to the sounds of an award winning Native American trio as you enjoy dinner. Afterward, take in majestic night time desert views on a hot air balloon, make an authentic Native American dream catcher, shoot a bow and arrow, throw a tomahawk, view the stars with a professional astronomer and take your shot at racing a real Armadillo. Open fire pits and authentic Native American Hoop and Fire Dancing will add the perfect touch of warmth to this genuine experience. We look forward to sharing the evening with you!

Special thanks to the partners that made this event possible:

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
Intel: Data Center Energy Efficiency — History and Future

At the 7X24 Exchange 2003 Fall Conference Intel presented a comprehensive vision for power and thermal management to improve overall data center efficiency. Since then, in the intervening decade, we present data showing the industry has realized many of the ideas. These include advances in energy proportional computing, improved data center infrastructure efficiency, and data center power management. These have led to significant improvements in overall data center efficiency. New usages like Cloud computing, Big Data, and the growth of Exascale HPC push the stakes for efficiency even higher. We summarize a look ahead at some opportunities to improve efficiency to meet those challenges. We discuss the need to change the paradigm for efficiency from separated IT and infrastructure metrics to maximizing performance and work output within available energy and power envelopes at the data center level. These conclusions point to a need for better understanding of usage models and their performance requirements.

Deva Bodas
Principal Engineer
Intel

Winston Saunders
Director, Data Center Power and Security Initiative
Intel

9:45 A.M.
Refreshment Break

10:15 A.M.
Facebook OCP: Operation in Humid Climate & DC Reliability Calculations

Facebook has completed the construction of custom greenfield data centers in Prineville, OR and Forest City, NC, and is currently constructing in Lulea, Sweden. Previously, Facebook leased data center capacity, as is typical for Internet startups. As demand continued to grow, it was clear that

Facebook would reach a scale where design and construction of a customized site would be beneficial. Control of the application, the server configurations, and the data center design would allow for customization beyond what is typical industry practice. The following Open Compute Project technologies and topics will be discussed (opencompute.org): quick review of design; operational data in east coast data center humid climate; and review of our reliability calculations.

Paul Hsu, P.E.
Data Center Electrical Engineer
Facebook

Dan Lee. P.E.
Data Center Mechanical Engineer
Facebook

11:15 A.M.
Practical Energy Efficiency Enhancements in the Data Center

This session will be a case study of energy efficiency initiatives taken in order to reduce electrical and cooling costs in our production data centers. Initiatives include air economization, water economization, IT equipment standards changes, UPS modifications, lighting changes and other strategies. Emphasis will also be placed on improving existing investments and architecture where it is not cost effective to replace data center infrastructure. Attention will also be given to lessons learned and caveats of these implementations.

David Filas
Data Center Engineer
Trinity Health

12:15 P.M.
Conference Adjourns

1. Conference Registration

Complete a Conference Registration Form for each participant online or mail or fax a copy of the Conference Registration Form on 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 19th.

2. Official Conference Hotel Reservations

To take advantage of 7x24 Exchange's special rates you can visit the conference website at www.7x24exchange.org to make an online reservation at the Arizona Biltmore or the Embassy Suites Phoenix – Biltmore

Arizona Biltmore

1-800-950-0086

Group code: 7x24

Conference room rate of $209.00/night for a single or double plus tax.

Check in: 4:00 P.M. - Check out: 12:00 P.M.

ARIZONA BILTMORE
A WALDORF ASTORIA® RESORT

Upon arrival and departure a $6 charge will be billed to each guest room for bellman gratuity and a $3 per day charge will be added for the room attendant. The nightly resort fee has been waived for 7x24 Exchange attendees. Your room rate includes guest room internet, entry to the spa & fitness center, unlimited local calls, long distance access fees, no charge for credit card, toll free or collect calls, Biltmore Fashion Park shuttle and newspaper each morning. Parking at the Arizona Biltmore is $12 if you self park and $27 for valet per day.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until October 19, 2012.

Embassy Suites Phoenix – Biltmore

1-800-EMBASSY or 602-955-3992

Group code: 724

Conference room rate of $229.00**/night for a single or double plus taxes.

Check in: 3:00 P.M. - Check out: 1:00 P.M.

EMBASSY SUITES

**Please Note: The room rate for the Embassy Suites Phoenix - Biltmore listed above will be reduced to $199 single or double plus taxes as 7x24 Exchange has agreed to have $30 of the room rate plus taxes for each night booked by any 7x24 Exchange attendee transferred to the 7x24 master account. Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until October 21, 2012. Included in your room rate is a complimentary 2 hour managers reception nightly 5:30-7:30pm. Complimentary fitness and business center. Parking at the Embassy Suites Phoenix - Biltmore is $8 per day. Shuttle transportation will be provided between Embassy Suites Phoenix - Biltmore and Arizona Biltmore for attendees and guests only . Attendees staying at the Embassy Suites Phoenix - Biltmore will receive complimentary parking at the Arizona Biltmore.

Register for the conference and make your hotel reservations early, as these blocks will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once these blocks are 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.
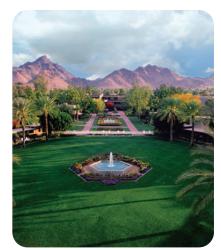
Vendor/Consultant Policies & Procedures
Information Tables

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 12th between the hours of 6:30 P.M. and 10:30 P.M. All hospitality suite hosts must be a Silver Partner of the 7x24 Exchange Corporate Leadership Program (CLP). In order to be recognized by 7x24 Exchange vendors must complete a suite registration form.

As always, hosting a hospitality suite gives vendors direct access to the conference attendees and provides the opportunity to promote products and services in an enjoyable relaxed environment. If you are interested in hosting a suite on Monday, November 12th please contact Brandon Dolci at 646-486-3818 x108 before October 15th.

REGISTRATION FORM

Name:

(Informal name/nickname for badge)

Position/Title

Company

Address

City   State   Zip

Phone   Fax

E-mail

CONFERENCE FEES:

END USERS

	Early Bird Discount through Oct 19	After Oct 19
Member:	$1,200	$1,400
Non-member:	$1,400	$1,700

CONSULTANTS/VENDORS

Member:	$1,500	$1,800
Non-member:	$1,800	$2,100

PAYMENT METHOD:

☐ Check enclosed

Charge (check one)
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Name (as it appears on the card)

Signature

Promotion Code:

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

Do you plan to attend?

SUNDAY 10:00 A.M. – 1:00 P.M.

Data Center Maturity Model ☐ Yes ☐ No

SUNDAY 2:30 P.M. – 5:00 P.M.

Fluid Mechanics ☐ Yes ☐ No

SUNDAY 6:00 P.M. – 9:00 P.M.

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 Morning Keynote, Hospitality Suites, Vendor Sponsored Event and Wednesday Morning Breakfast.

MONDAY 3:00 P.M. – 4:00 P.M.

Breakout A: $4M for Water ☐ Yes ☐ No
Breakout B: Conversion of Outdated Manufacturing ☐ Yes ☐ No
Breakout C: Utility Power and the UPS ☐ Yes ☐ No

TUESDAY 3:30 P.M. – 4:30 P.M.

Breakout A: Massively Modular Data Center ☐ Yes ☐ No
Breakout B: Innovations in Commissioning ☐ Yes ☐ No
Breakout C: Fire Protection ☐ Yes ☐ No

NATIVE AMERICAN NIGHTS ☐ Yes ☐ No

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

Name of guest:

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 October 12th will be refunded, less a $150 handling fee. There will be no refunds after October 12th. However, substitutions of company participants may be made at any time.

END-TOEND RELIABILITY
MISSION CRITICAL FACILITIES

VISION: FROM IDEA TO IMPACT

2012 FALL CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS (AT PRESS TIME)

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