END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

DRIVING PERFORMANCE

2013 SPRING CONFERENCE

Register before May 17th for a chance to win one of 3 iPad Minis

June 2 - 5, 2013
Boca Raton Resort & Club
Boca Raton, FL

7x24 eXchange
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.

PERFORMANCE

JUNE 2ND
SUNDAY

10:00 A.M. – 9:00 P.M.
Registration

10:00 A.M. – 1:00 P.M.
The Green Grid 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.

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

Tim Dueck
Global Practice Executive
Dell, and
Alternate Board Member and Metrics and
Measurement Work Group Chair
The Green Grid

2:30 P.M. – 5:00 P.M.
Fire Protection in the 2015 Data Center

It is time to address the increasing complexity of protecting mission critical spaces from fire. Technologies designed to improve efficiency within data centers are amplifying the difficulty of protecting them from fire. Fire protection system performance must begin to complement the complexity of the space it is trying to protect. This session will help answer some of the questions guiding the data center fire protection industry. What problems are fire protection systems having in today's cutting edge data centers? What are the options for specifying new systems? How do you extend the life of your sprinkler system? Are there alternatives to sprinklers? This session will help you better understand these questions and equip data center owners and designers with the ability to determine the correct level of protection for their facilities. Join other professionals to discuss the future of sustainable clean agent extinguishing systems, the effects of aisle containment, and the importance of early fire detection.

Lee Kaiser
Engineering Manager
Orr Protection Systems

6:00 P.M. – 9:00 P.M.
Welcome Reception
SPONSORED IN PART BY:

CATERPILLAR®

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.

JUNE 3RD
MONDAY

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:
Going for the Gold**

Mike Eruzione shares how to overcome any obstacle and go for the gold. When the 1980 US Olympic Men's hockey team, led by Coach Herb Brooks and captained by Mike Eruzione, defeated the mighty USSR team in the semifinals and went on to beat Finland for the gold medal, it truly shocked the world. This stunning achievement, which was captured in the popular 2004 Disney movie *Miracle*, is considered by many to be the "greatest sports moment of the 20th century." Drawing from his experiences in the 1980 Olympics, Eruzione reveals to audiences how true commitment is at the heart of super achievements.

Mike Eruzione
*Captain of the 1980 Olympic Hockey Team, and Subject of the Hit Film, **Miracle***

9:30 A.M.
Refreshment Break

10:00 A.M.
Driving Data Center Performance

The topic of data center performance is a key topic in any data center discussion. The challenge to the industry is defining the attributes of performance. What makes a data center a good performer? What are the metrics that are used to measure performance? This panel of industry leaders will discuss the attributes of data center performance and how they measure them in their respective organizations to drive continuous improvement into their operations.

Moderator:
David Schirmacher
*Senior Vice President of Operations
Digital Realty, and
President
7x24 Exchange International*

Panelists:
Joe Kava
*Vice President
Google Data Center Operations*

Todd Traver, CDCDP, PMP
*Data Center Strategy and Energy Efficiency Executive
IBM Global Technology Services*

Nicholas Bustamante
*Manager of Global Data Center Operations Engineering
Microsoft*

Michael J. Manos
*Chief Technology Officer
AOL*

11:00 A.M.
The Cleveland Clinic Data Center: Challenges & Solutions

International health care powerhouse Cleveland Clinic faced a daunting challenge embracing Electronic Records Management (EMR) implementation, new healthcare technologies, and the changing regulating environment. They needed 21st century IT infrastructure and availability. Cleveland Clinic turned to a global leader in data center design, Syska Hennessy Group, to develop a unique, cutting edge facility that meets their needs for years to come. This case study will illustrate the challenges, solutions, and successes in the programming,

design and construction of this data center in Brecksville, OH.

Joe Wise
Director ITD Facility Planning & Operations
Cleveland Clinic Data Center

James Coe
Vice President
Syska Hennessy Group

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.
Using the ASHRAE Guidelines for IT Equipment, Thermal Management and Control: A Big Opportunity

The industry has been anxious for more visibility and control of IT hardware. The goal is to use that visibility and control to holistically optimize the operation of the data center and the IT equipment. ASHRAE has published critical insight into the thermal management and control of servers. This combined with equipment classes suitable for inlet air conditions as high as 40 to 45°C creates some great opportunities.

Roger Schmidt
IBM Fellow
IBM, and
Prior ASHRAE TC 9.9 Chair

Don Beaty, PE
President
DLB Associates, and
ASHRAE Fellow, ASHRAE TC 9.9, International Liaison & Publications Chair

2:30 P.M.
Create Your Own Sundae Break

3:00 P.M.
TGG: Global Overview of Energy Efficient IT in Data Centers

The Green Grid will provide a global update on resource efficient IT in data centers based on 4 pillars as follows: Challenges and Opportunities of Big Data, Value of Collaborative Regulatory Activity, Software and IT Hardware Efficiencies, and Financial and Operational Efficiencies. Through the lens of these pillars, The Green Grid will provide a timely update and overview of its major activities and investments for the immediate future.

John Tuccillo
VP of Global Industry & Government Alliances
Schneider Electric, and
President and Chairman of the Board
The Green Grid

4:10 P.M.
Concurrent Breakout Sessions
Breakout A:
Fuel Cell Pioneer – The First National Technology Center

In 1999, in order to provide the highest levels of availability and reliability, First National Bank of Omaha selected fuel cells as the primary source of power for its data center. It was a pioneering application and is possibly the first application of fuel cells for direct power to a data center. This will be a case study that documents the business issues supporting the strategy, the features of the initial installation, the lessons learned from over 12 years of continuous operation, and the view towards the future.

Phil Higgins
Facility Operations Manager
First National Bank of Omaha

Todd Ditoro
Managing Principal
HDR Architecture Associates

Breakout B:
Optical Trends in the Data Center

This presentation will review data center optical trends, benefits of 10G optical connectivity versus copper, emerging Ethernet, Fibre Channel and FCoE standards activities, and discuss the advantages of cabling and hardware solutions that utilize bend-optimized OM3/OM4 fiber.

Doug Coleman
Manager, Technology & Standards
Corning Cable Systems

Breakout C:
Cloud Energy Storage for the Grid

The increasing deployment of renewable energy generation means there is rapidly growing demand from grid operators around the world for grid ancillary services – services that provide fine tuning in real time for the network to match supply and demand. A natural solution to the increasing need for short-term variability management is offered by data center and telecom resources, specifically by their largely idle and underutilized backup infrastructure. Fast-ramping energy storage enables data center and telecom infrastructure to effectively balance the discrepancies between supply and demand on the electricity grid, at the same time as delivering 100% reliable UPS service – and an improved economic model for operating the data center power backup services. We call this 'Dual Purpose' energy storage. Dual purpose energy storage unlocks the opportunity to provide a complete solution for short term variability by linking up the internet support infrastructure with electricity grid support infrastructure.

John Wood
Chief Executive Officer
Ecoult

DRIVING

JUNE 4TH
TUESDAY

7:00 A.M.
Registration & 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.
Tribute to an Industry Leader

7x24 Exchange International will honor Ken Brill, Co-Founder of 7x24 Exchange International, Founder of the Uptime Institute and the Site Uptime Network for his lifelong career and commitment to the mission critical industry. Ken will be recognized for his industry leadership, extraordinary accomplishments and demonstrable impact to the mission critical industry. Colleagues will pay tribute and Bob Cassiliano, Chairman & CEO of 7x24 Exchange International, will formally recognize Ken.

Kenneth G. Brill

9:30 A.M.
Refreshment Break

10:00 A.M.
Keynote: How to Stop Hackers Affecting Your Performance – The Blue Pill for Data Centers

In this talk, Kevin will discuss the various ways in which today's threat landscape affects all aspects of our data center and IT operations, and ways to combat the hackers. In his usual wry style, Kevin will present case studies and afford conference-goers the opportunities to laugh at, mock–and above all-learn from others' misfortunes.

Kevin Kealy
Senior Vice President of Enterprise Networking
FIS Global

11:00 A.M.
Driving Data Center Performance by Minimizing Latency

In telecom networks, "latency" is the term used to describe the amount of time it takes for data to travel round-trip from a point to a destination and back. Extrinsic factors businesses face such as location, competition, compliance or software applications drive the need for latency sensitive networks. For some businesses, latency is a critical requirement in their IT infrastructure planning, and for others lower latency is a "nice to have" element of their network. In general, latency has become an important enough element of network design that companies should at least be aware of the concept of latency and how it affects their IT infrastructure and related applications that drive their business. This presentation will cover the key ideas surrounding connectivity and latency.

Mike Murphy
President & CEO
New England Fiber

PERFORMANCE

12:00 P.M.
Lunch and Networking

1:30 P.M.
**National Science Foundation:
The Digital Utility**

Digital Utility and the Commoditization of Digital Assets aggregates the benefits of recent developments in virtualization, cloud, communications, processor density options, power efficiency, and developments in thermal and fluid dynamics management. The Digital Utility is not just another IT manufacturers latest and greatest feature; it is a transformative way to deliver IT. This presentation will serve as a model or blueprint for Digital Utility for future hardware, application, infrastructure, and service providers to follow. The discussion will feature the necessity of this model as well as its implementation.

Alfonso Ortega, Ph.D.
Associate Professor for Research & Graduate Programs
Villanova University

Dave Crocker
Chief Executive Officer
Steel Orca

Kfir Godrich
Managing Partner
Godrich Consulting

2:30 P.M.
Refreshment Break

3:00 P.M.
Concurrent Breakout Sessions
Breakout A:
Quenching the Thirst for Future Growth

Water is an increasingly urgent dimension of the business strategy for Data Centers. Water stewardship can impact brand, total cost of operations (Water/Energy Nexus) and shareholder return. Water challenges drive location, size, and future expansion plans for global Data Center decision makers. These facts underscore the need to manage water carefully. The challenge is initiating a cascading approach to water use from conservation to reuse to recycling. We will present the facts driving water stewardship practices along with the changing business landscape and critical need to address the future state of water availability.

Emilio Tenuta
Vice President, Corporate Sustainability
Nalco, An Ecolab Company

Steve Spiwak
Senior Industry Development Manager
Nalco, An Ecolab Company

Breakout B:
Network Virtualization and Its Impact on the WLAN

Network virtualization is reaching further than many expected, applying the scale advantages of virtualization to the control plane and defining services in software—an approach called software-defined networking, or SDN. In this session, ADTRAN will focus on the virtualization trend and how it has evolved since first introduced to the market, where it's headed, and how to take advantage of this important innovation now. Attendees will receive a first-hand account of how network virtualization and software-defined networking (SDN) can be applied to a very common networking element in the enterprise—the WLAN.

Chris Koeneman
Vice President
ADTRAN

Breakout C:
Ten Steps to Maximizing Energy Efficiency in the Data Center

When looking to becoming more energy efficient, there are a number of steps you need to take. As many already know, you have to start with commitment from the top, formalize a plan, create a budget, partner with various providers, execute selected projects, and then measure the results. However, what are some of the changes you are actually going to make, besides just an energy efficiency mission statement on the wall? Not every energy efficiency measure makes sense for a data center. Availability still wins the day, as it should, so every decision made should support the ultimate "business" objectives of the mission critical space. Today, a number of improvement options will be presented that, if implemented, would likely address about 80% of the energy waste in a data center.

Lance Bishop
Director, Energy Management Services
Schneider Electric

6:30 P.M. – 9:30 P.M.

7x24 Exchange Key West Dock Party!

We realize that Key West is a long way from Boca Raton... that is why we chose to bring it to you! Join 7x24 Exchange and our Sponsors for this event on the Yacht Club dock for an evening of fun filled networking!

If you travel south on A1A to the very end of the road you will find yourself at the "Southernmost Point" in the United States – the magical town of Key West, Florida. Take in the breathtaking beauty of the blue waters that surround you and walk along tree-lined sidewalks filled with unique architecture from the turn of the century.

At "The Conch Republic" 7x24 Exchange guests can treat themselves to a photo opportunity with Ernest Hemmingway or take a shot at a record catch on "Mile Marker One" in a virtual reality fishing experience set up complete with a first mate, without even getting wet.

The famous sunset ceremony will be re-enacted with the famous Key West Cats. A Key West cigar factory comes alive as the cigar master rolls his favorite blends right before your eyes. Tight rope walkers, both human and feline, will thrill the audience as jugglers and stilt walkers eat fire and blow the conch shell to herald the setting of the sun.

Enjoy the tropical atmosphere, while vendor carts display the vast array of delicacies local to the Island cuisine.

Special thanks to the partners that made this event possible:

ABB • ACTIVE POWER • ASCO • CATERPILLAR® • ComRent® • Cummins Power Generation

DA DATA AIRE INC. • DIGITAL REALTY Data Center Solutions • DPR CONSTRUCTION • Ehvert MISSION CRITICAL • FIAMM Industrial Batteries • FieldView SOLUTIONS • GE Critical Power

IBM • IntelliBatt™ • IOWA economic development • JACOBS • KlingStubbins • KOHLER POWER SYSTEMS

MILLER ELECTRIC COMPANY "Quality Service Since 1928" • mtu onsite energy • NALCO • PDI creating the perfect wave smiths interconnect • Russelectric Power Control People You Can Rely On • S&C

Schneider Electric • SIEMENS • StarLine • STULZ Air Technology Systems, Inc. • SYSKA HENNESSY GROUP • WT WHITING-TURNER

JUNE 5TH
WEDNESDAY

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:
Performance Challenge – Tier IV, PUE 1.2 Modular Build Out

The criteria of the ViaWest Lone Mountain Data Center challenged the design team to not only be Tier IV design certified and achieve a PUE of 1.2, but also to design the facility with a modular infrastructure that would allow capital expenditures for infrastructure to be aligned with the needs of their customers and minimize stranded capacity. Additionally the solution needed to utilize standard components and systems to facilitate rapid deployment of future modules. ViaWest will discuss the business drivers behind their requirement and Swanson Rink will discuss the engineering process and the ultimate solution derived from the process.

Dave Leonard
Senior Vice President
ViaWest

Gary Orazio, PE
President
Swanson Rink

Robert Yester, PE ATD
Executive Vice President
Swanson Rink

9:45 A.M.
Refreshment Break

10:15 A.M.
Intel High Density Data Center: An Operational Review

At the 2005 7x24 Fall Conference Intel presented a case study on their high density (500 w/sqft) JFS1 facility. The JFS1 facility was an early adopter in the data center industry of full hot aisle air containment, elevated supply air and chilled water temperatures, and series waterside economizers. Over the interceding years the facility has undergone modifications in the IT load, IT equipment, and the supporting power and cooling infrastructure to improve performance and increase energy efficiency. This presentation will review IT and facility infrastructure lessons learned including a discussion on operating experience in an enclosed hot aisle environment.

Paul Vaccaro
Data Center Solutions Architect
Intel

Sig Anderson
Director of Mission Critical Facilities
CH2M HILL

David Seger
Senior Mechanical Engineer for Mission Critical Facilities
CH2M HILL

11:15 A.M.
HP: How the Warmest Year Ever Affects Data Centers

With 2012 recorded as the warmest year on record by the National Climatic Data Center, the impact on data centers is exacerbated by their needs. Since the average temperature was 3.2°F higher than the 20th century average, a review of past data center designs reveals the potential for a facility's cooling capacity to be reduced. These changes are carried across to new design comparisons, based on both water and air cooled systems, for a data center in San Antonio, TX.

John Peterson, PE, PMP, CEM, LEED AP BD+C
Senior Associate
HP Critical Facilities Services

12:15 P.M.
Conference Adjourns

1. Conference Registration

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

7x24 Exchange

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 May 17.

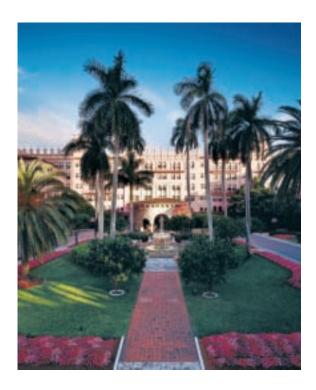## 2. Hotel Reservations

BOCA RATON RESORT & CLUB

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

To take advantage of 7x24 Exchange's special rates at the **Boca Raton Resort & Club** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **Boca Raton directly at 1-888-557-6375 and ask for the 7x24 Exchange Conference room rate of $220/night for a single or double plus tax. Please refer to Group Code A724ER when calling.**

The Daily Resort Fee is $22.20 inclusive of taxes and includes: Local, toll-free, and credit card calls (no access fee); high speed internet access; Bell staff gratuities; golf bag storage; Notary services; Resort shuttle; Royal Palm shopping shuttle.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until May 17, 2013. Register for the conference and make your hotel reservations early, as the blocks will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once the block is sold out. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sellout 7x24 Exchange will recommend nearby accommodations.

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, June 3rd between the hours of 6:30PM and 10:30PM. 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, June 3rd please contact Brandon Dolci at 646-486-3818 x108 before May 3rd.

2013 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 17	After May 17
VENDORS		
Member:	$1,900	$2,200
Non-member:	$2,200	$2,500
CONSULTANTS		
Member:	$1,700	$2,000
Non-member:	$2,000	$2,300
END USERS		
Member:	$1,200	$1,400
Non-member:	$1,400	$1,700

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: _____

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

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.

Fire Protection ☐ 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, the Vendor Sponsored Event and Wednesday Morning Breakfast.

MONDAY 4:10 P.M. – 5:10 P.M.

Breakout A: Fuel Cell Pioneer ☐ Yes ☐ No
Breakout B: Optical Trends in the Data Center ☐ Yes ☐ No
Breakout C: Cloud Energy Storage ☐ Yes ☐ No

TUESDAY 3:00 P.M. – 4:00 P.M.

Breakout A: Quenching the Thirst for Future Growth ☐ Yes ☐ No
Breakout B: Network Virtualization and the WLAN ☐ Yes ☐ No
Breakout C: Maximizing Energy Efficiency ☐ Yes ☐ No

Vendor Sponsored Evening ☐ Yes ☐ No
Do you plan to bring a guest? ☐ Yes ☐ No

Name of guest: _____

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 10th will be refunded, less a $200 handling fee. There will be no refunds after May 10th. However, substitutions of company participants may be made at any time.

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES
DRIVING PERFORMANCE
2013 SPRING CONFERENCE

7x24Change
INTERNATIONAL
The end-to-end reliability forum.™
322 Eighth Avenue, Suite 202
New York, NY 10001
www.7x24exchange.org

2013 Spring Conference Corporate Leadership Program Partners (at press time)

MARQUIS PARTNER
SIEMENS

GOLD PARTNERS
ABB · Cummins Power Generation · Schneider Electric · SYSKA HENNESSY GROUP

SILVER PARTNERS
ACTIVE POWER · ASCO · CATERPILLAR · ComRent
DATA AIRE INC. · DIGITAL REALTY Data Center Solutions · DPR CONSTRUCTION · Ehvert MISSION CRITICAL · FIAMM Industrial Batteries
FieldView SOLUTIONS · GE · GE Critical Power · IBM · IntelliBatt
IOWA economic development · JACOBS · KlingStubbins · KOHLER POWER SYSTEMS
MILLER ELECTRIC COMPANY "Quality Service Since 1928" · mtu onsite energy · NALCO · PDI creating the perfect wave · smiths interconnect
Russelectric POWER CONTROL PEOPLE YOU CAN RELY ON · S&C · StarLine · STULZ Air Technology Systems, Inc. · WT WHITING-TURNER

BRONZE PARTNERS
Alber · BTECH · CHIL-PAK · DAIKIN McQUAY · Deka unigy
EI DYNAMICS · EnerSys Power/Full Solutions · ENVIROGUARD COMPLIANCE, SAFETY & SECURITY SOLUTIONS · GBA architects engineers · HITEC Power Protection
JE DUNN CONSTRUCTION · Marley · Opengate data systems · PILLER Power Systems · PRINCE WILLIAM COUNTY, VIRGINIA
PURKAY LABS · SEL SCHWEITZER ENGINEERING LABORATORIES · Sika · TAS · TOSHIBA Leading Innovation · United Metal Products

MEDIA PARTNERS
The DATACENTER Journal · Mission CRITICAL

DIRECTORS AND OFFICERS

Chairman & CEO
ROBERT J. CASSILIANO
Business Information Services, Inc.

President
DAVID SCHIRMACHER
Digital Realty

Vice President
CYRUS IZZO
Syska Hennessy Group

Director of Marketing –
Vendor Representative
JULI IERULLI
Caterpillar

Director – Chapter Representative
MICHAEL SITEMAN
Jones Lang LaSalle Americas, Inc.

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

Register online today @
www.7x24exchange.org

Questions? Call **646-486-3818** x100
or e-mail **info@7x24exchange.org**