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2017 SPRING CONFERENCE

THE CHALLENGE_{OF} CHANGE

**END-TO-END RELIABILITY:
MISSION CRITICAL FACILITIES**



The end-to-end reliability forum.™

www.7x24exchange.org

JUNE 11-14 ♦ HILTON ORLANDO BONNET CREEK ♦ ORLANDO ♦ FL

WHAT IS 7x24 EXCHANGE?

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 dialogue 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

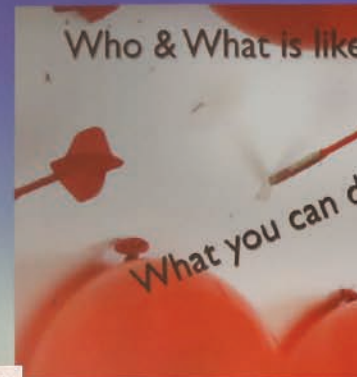
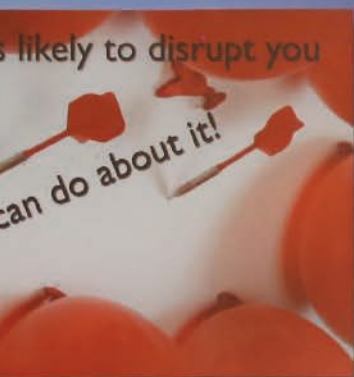
The field of mission critical operations continues to evolve. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with reliability and operational issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement increasingly 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 **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 **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.



Terry Jones, Founder & Former Chairman of Travelocity and Former Chairman of Kayak delivers the Conference Keynote at the 2016 Fall Conference.

SUNDAY / JUNE 11

11:00 A.M. – 9:00 P.M.

Registration

2:30 P.M. – 3:30 P.M.

Protecting Your Cloud with Mist

High pressure water mist is an advanced fire protection alternative. For future data centers data is the "new oil" that keeps businesses running. The already enormous amount of data we produce and consume is growing exponentially every year. Businesses, organizations and individuals have all become dependent on digital data. This has led to an increased demand for large data centers. A large data center contains dozens of server rows with hundreds of miles/kilometers of power and data cables connecting the servers online and to power sources. The energy density per rack has risen, so inevitably the fire risk is more significant.

JASON CHOU

Product Manager

Kidde Fire Systems/Marioff North America

JONATHAN INGRAM

Vertical Market Manager – Mission Critical

Kidde Fire Systems/Marioff North America

4:00 P.M. – 5:00 P.M.

A Discussion on Neutral and Ground Connections and How They Can Affect Mission Critical Power Distribution Systems

An overview of emerging trends in the industry, featuring a deep-dive discussion on the effects of causing a neutral to be ground down stream of a transformer in a power distribution system and how that can cause issues in critical facilities. Attendees will come away with an understanding of: when it is safe to work on a panel; the issues around grounded neutral conditions that are often misunderstood; how difficult it can be to identify the location of a grounded neutral condition in a critical facility that requires high availability; and some techniques that can be deployed to identify where the neutral grounded condition has occurred.

JUAN OROSCO, PE

Chief Technology Officer

TrendPoint Systems, Inc.

6:00 P.M. – 9:00 P.M.

Welcome Reception

SPONSORED IN PART BY:

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Join us for a reception with open bar and buffet dinner 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.

In keeping with its commitment to social responsibility, 7x24 Exchange Chairman & CEO, Bob Cassiliano presented the conference keynote speaker, Terry Jones, with a \$5000 donation on his behalf to the Camping & Education Foundation at the 2016 Fall Conference.



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.

KEYNOTE:

The Right Kind of Crazy: A True Story of Teamwork, Leadership and High Stakes Innovation

With a rock star's presence, a storyteller's gift and a PhD in engineering physics, award-winning rocket scientist, Adam Steltzner is simultaneously recognized as one of NASA's most brilliant engineers and most unique individuals. At 20, he was an aspiring rock star, on his way home from a gig, when he noticed that the constellation of Orion had shifted from where it was hours before. That was all it took to spark his curiosity and desire to know everything about the laws that govern the universe, leading him to return to school, earn a PhD, and by 35, he was an engineer at NASA's Jet Propulsion Laboratories. For 10 years, Steltzner led a team of engineers inventing, designing, testing and retesting the revolutionary "sky crane" landing system that successfully placed the Mars rover, *Curiosity*, on the Martian surface in 2012. Five times heavier than its predecessors, *Curiosity* required an entirely new landing system for the perilous 7-minute phase when the one-ton rover—entering Martian atmosphere at 13,000 mph—must stop fully on the surface. Since then, he's been awarded honors ranging from the Smithsonian's American Ingenuity Award in technology, to *GQ* magazine's Spaceman of the Year. With a unique, exciting and inspiring narrative, Steltzner discusses the power of human curiosity, the importance of fostering a culture of collaborative innovation and proves that with the "Right Kind of Crazy," we can significantly expand boundaries and achieve the impossible.



ADAM STELTZNER

Team Leader & Chief Engineer EDL, NASA Mars Rover Curiosity & Author

9:30 A.M.

Refreshment Break

10:00 A.M.

Rack Scale Design: The Future of the Data Center

Join us as we plot the future data center, diving into the next era of agile infrastructure with Intel Rack Scale Design. We'll clarify its capabilities and faster response to business demands for ROI and performance. We'll explain its dependencies, and how it advances IAAS, PAAS, and SAAS business models by improving transparency

and control of dynamic resource allocation. We'll cover the infrastructure details, automation elements, and finally cover the roadmap's evolutionary goals of glass box visibility, elastic security, policy profiles, and enhanced operations tool sets.

GEORGE CLEMENT

*Senior Solutions Architect
Intel*

JOHN LEUNG

*System Manageability Architect
Intel*

11:00 A.M.

Story of an Urban Collocation Data Center

This presentation will be a case study of a collocation data center built out of an existing former manufacturing plant in downtown Chicago. The owner and engineer will present the challenges and advantages to building out a data center in an urban environment. The discussion will include how to remain flexible in a changing data center market. Topics to include: site selection, phased deployment, mechanical systems, electrical systems, utility availability and others.

SAM BROWN

*VP of Engineering and Construction
Server Farm Realty, Inc.*

WILLIAM C. SCHAUANN, III

*Associate Partner
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 in 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

*President
7x24 Exchange International*

1:30 P.M.

The Data Center Industry's Paradigm Shift

The data center industry is undergoing a decisive evolution. The constructive evolution of the industry can warrant national security, render people safety, offer resilience and bring prosperity to all professionals and stakeholders of this great industry. For this industry

to emerge successfully, avoiding the profit-driven influence of vendors is an essential and important necessary undertaking. Furthermore, capturing a holistic approach to information and application ecosystem design, operation and ownership is the key paradigm shift this industry requires to step up to the modern era's digital transformation environment.

STEVE HAMBRUCH

*VP of Global Technical Operations, TechXact Group, and
Chairman of the Technical Standards Committee
International Data Center Authority (IDCA)*

DIKRAN KECHICHIAN

*Chief Consultant, Auditor and Lecturer, TechXact Group, and
Sr. Member of Standards Committee
International Data Center Authority (IDCA)*

MEHDI PARYAVI

*President, TechXact Group, and
Chairman, International Data Center Authority (IDCA)*

2:30 P.M.

7x24 Exchange Traditional Create Your Own Sundae Break

3:00 P.M.

Avoid Data Center Capital Project Failures and Manage Risks

A new data center involves a multitude of internal stakeholders, vendors, subcontractors and over 50 different construction disciplines are involved in the construction project. The complexity created by this inherently human effort creates systemic risk that must be managed. After reaching over 1000 certifications, Uptime Institute examines failure points and success factors in capital projects during the design, construction and transition to operations of the project lifecycle.

KEITH KLESNER

*SVP, North America
Uptime Institute*

4:05 P.M. Concurrent Breakout Sessions

BREAKOUT A: Silicon Carbide Replaces Silicon in UPS Modules for Higher Efficiency and Smaller Footprint

Decades ago, in the effort to better control electric current, silicon based semiconductors replaced vacuum tubes. Today, we are witnessing the substitution of Silicon Carbide (SiC) for Silicon (Si). Silicon Carbide based Metal-Oxide-Semiconductor Field-Effect Transistors (MOSFETs) are replacing Silicon based Insulated-Gate Bipolar Transistors (IGBTs). Learn how semiconductors work and why SiC makes static UPS modules smaller, lighter, more efficient and more reliable. This presentation demonstrates how SiC effects the control of electrons that produce the flow of mission critical electricity.

ANTHONY PINKEY

*Business Development Manager
Mitsubishi Electric*

MIKE RUHE

*Project Application Engineer
Mitsubishi Electric*

BREAKOUT B: Achieve Sustainability and Certified Cooling Performance through New Technologies and a Proven, Independent Certification Program (AHRI Datacom 1360)

Organizations around the world are mandating sustainability and changing the way they do business by adopting technologies and processes for energy and water efficiency, green energy alternatives to using fossil fuels and lower carbon footprint designs. Thermal management innovations are playing an increasingly important role in achieving these goals. As the world becomes more digitally connected, data centers are at the forefront in the efforts to improve sustainability by consuming less energy, water and real estate. Go-green initiatives for data centers, while demonstrating the social value of sustainability, are also adding business value by improving long-term operating efficiency and reliability.

JOHN PETER VALIULIS

*VP of Marketing
Vertiv*

BREAKOUT C: Doing it the Right Way: A Site Acquisition and Development Case Study

Demand for data center space is at an all-time high, but what do you do when there is no space available in the market where you need to be? In this joint presentation, speakers will present a case study documenting the myriad of tasks that characterize a site development project and how municipalities and data center developers can work together to streamline the processes for development requirements like permitting and approvals to deliver a data center in just six months. Included in this presentation will be discussions on the elements of successful site acquisition, identifying and addressing key municipal "hot issues" and navigating municipal structures to achieve your most aggressive schedule requirements.

DANIEL BOWMAN

*Executive Director/CEO
City of Allen Economic Development Corp.*

CHRIS CURTIS

*SVP of Development
Compass Datacenters*

5:00 P.M. – 6:00 P.M.

7x24 Exchange Women in Mission Critical Operations (WiMCO) Networking Event

As the leading knowledge exchange in the mission critical space, 7x24 Exchange recognized the importance of increasing the engagement and participation of women in the industry which led to the development of WiMCO. The committee focuses on recruiting women into the organization, supporting WiMCO initiatives at a Chapter level and providing leadership opportunities through the community. Join us for an interactive networking session and engage with your peers in the industry.

Moderator:

JULI IERULLI

*Marketing Communications Manager,
Large Power Systems – Industry Solutions, Caterpillar and
Marketing Director, Vendor Representative
7x24 Exchange International*

TUESDAY/JUNE 13

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:

The Future of the Enterprise Data Center

Fortune 500 enterprise CIOs and CFOs have never had more choices to plan their IT data center strategy. As recently as five years ago, more than half would choose to build and own a stand-alone facility on a selected site via an RFP process for design-build or design-bid-build, where construction managers, owner's reps, architects/engineers, and commissioning agents would have been their target partners. In 2017, their strategy choices have expanded to include build-to-suit, build-own-operate, pre-fabricated modular, private cloud, hybrid cloud, and wholesale colocation. CIOs/CFOs now go to the marketplace to compete their IT needs and let differently led teams form to meet their challenge across a wide geography. This presentation will focus on how and why the industry evolved to its present state and the relative costs, merits, pitfalls, and prospects for these and the next wave of data center solutions. Also examined will be how the various consultants, manufacturers, and vendors in the data center eco-system will sell their products and services in this evolving marketplace.



JAMES COE, PE, RCDD

Senior Principal, Director of Critical Facilities
Syska Hennessy Group

10:00 A.M.

Refreshment Break

10:30 A.M.

Hey, There's a Data Center in Here!

While there continues to be an emphasis on cloud computing and the projected impact it has not only on the data center facilities marketplace, but also on traditional business models, many organizations are taking a hybrid approach to their compute portfolio. This approach understands the value of providing optional, integrated, and complimentary solutions to their constituents. The session will take attendees through the decade long evolution of the University of Pennsylvania's data center plans, approach to data center commodity services, and the challenges to support a diverse spectrum of compute requirements with a data center situated on a former industrial site, operating in the nexus of demolition and construction activity. This case study will review the challenges of sustaining availability in a production data center in the midst of construction activities.

DONNA M. JACOBS, MBA

IT Sr. Director
University of Pennsylvania

CHARLES B. KENSKY, PE, LEED AP, CEA

Executive Vice President
Bala Consulting Engineers, Inc.



Speaker Jack Pouchet of Emerson at the 2016 Fall Conference.

11:30 A.M.

Mission Critical Safety Consortium and The Technical Standards

This presentation will provide an overview of the Mission Critical Safety Consortium created specifically to address safety in data center construction and operations while also strengthening and promoting safety standards and best practices through collaboration of industry leaders. The Technical Standards & Training Sub-Committee will deliver a panel discussion centered around our mission of developing a set of recommended prequalification and scope specific training standards to control the hazards associated with data center construction and commissioning. This session will deliver matrices identifying best practices for incorporation into contract language with regard to data center construction.

Introduced by:

MARC HUTSON

SVP

JE Dunn Construction

Moderator:

GREGORY BOTTEON

Vice President Mission Critical/Mechanical-Electrical Services
The Whiting-Turner Contracting Company

Panelists:

JEFF HICKS

East Region Safety Director
JE Dunn Construction

JOHN V. KOVALAN, CSP

President
LP Management Services

RAY SANCHEZ

Corp Safety Manager
Allison-Smith Corporation LLC

ANITA TARAB

Director of Environment, Health, Safety and Sustainability
Google

12:30 P.M.

Lunch and Networking

Questions? Call 646-486-3818

2:00 P.M.

Water Awakening: Water Management for Data Center Reliability

Data centers rely on water to consistently deliver the mass amounts of data the world relies on. With demand for water expected to outpace supply by 40% by 2030, it is essential for data centers to adopt smart water management practices to maintain reliable and resilient performance and meet growing demand. Leading technology companies understand the value of water to their business and are taking proactive actions to reduce water-related risks. Data center sustainability leaders from hyper scale data center companies will discuss how they are rethinking operations and activating aggressive water strategies to optimize operations, reduce costs and enable growth.

JIM HANNA

*Director of Data Center Sustainability
Microsoft*

EMILIO TENUTA

*Vice President, Corporate Sustainability
Ecolab*

3:00 P.M.

Refreshment Break

3:30 P.M. Concurrent Breakout Sessions

BREAKOUT A: Unsinkable, Fast Data Centers: SUBSAFE in Mission Critical

After a pipe system failure resulted in the loss of the USS Thresher in 1963, the SUBSAFE program was developed. It is the definitive standard for design and operation of the highest level of mission critical pipe solutions. Data centers seek similar levels of reliability, but the industry also adds requirements of concurrently maintainable, scalable and adaptable, as well as a concern for environmental impact. In this discussion, we will compare grooved coupling technologies and weld/flange technologies in context of both the "three pillars" that define reliability and the requirements that challenge a data center design and business model.

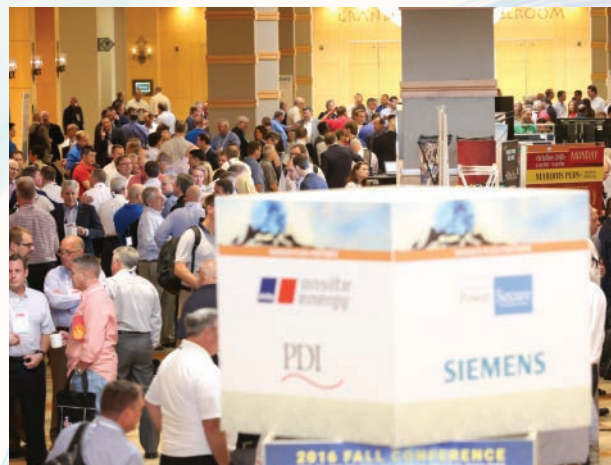
DON MITCHELL

*Data Center Division Manager
Victaulic*

LARRY THAU

*Chief Technology Officer
Victaulic*

Attendees networking at the 2016 Fall Conference.



Speaker Meagan Johnson of Johnson Training Group at the 2016 Fall Conference.

BREAKOUT B: Virtualization of Power for Data Center and Telecom Environments

This presentation explores a vision for virtualizing power in the data center environment. This new concept, unique in the industry, offers the missing link to respond to the many contradictory challenges the industry will be facing in managing power. The concept of a rack mounted powercell sized for average loads, allowing peak shaving, and microgrid utilization will be explained. The combination of renewable power sources and grid connections enables cost savings while increasing the resilience of the overall infrastructure. The uninterruptible power array operates like a decentralized double conversion UPS with all the advantages of centralized architecture.

BILL MATTAS

*National Account Director
CE+T Power*

BREAKOUT C: Stopping Fire Sprinklers from Ruining Your Data Center

Internal pipe corrosion is ruining hundreds of pre-action sprinkler systems in data centers each year. The symptoms of damage are water leaks, reduced water flow, or even the possibility of failure during a fire – none of which are good! There are solutions available that will extend the life of a system, but when do you use them, and how do you know they are working? This session will present a clear program for investigating and repairing ongoing operations for problem-free installation. The program presented was engineered through experience with multiple problem systems in live mission critical and telecom environments.

LEE KAISER

*VP of Engineering
Orr Protection Systems*

AN EVENING AT UNIVERSAL ORLANDO RESORT™

6:30PM – 10:30PM

Get ready to enjoy yourself at Universal CityWalk™. Take a trip to New Orleans at Pat O'Brien's®, explore the home of the king of reggae at Bob Marley—A Tribute to Freedom™, take the stage at CityWalk's Rising Star™ nightclub and that's just the beginning.

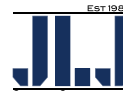
Afterward 7x24 Exchange International will be escorted to a private event in Sound Stage #33 in the heart of Universal Studios Florida™! Explore the incredible New York street sets and the massive soundstages of Production Central. You'll have express access to exciting attractions like the thrilling TRANSFORMERS™: The Ride-3D, Despicable Me Minion Mayhem™, Revenge of the Mummy™, the Hollywood Rip Ride Rockit™ coaster, and more.



*It's an entire evening of
movie-making excitement—and it's all yours!*

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Special Thanks To Our Partners That Made This Event Possible



WEDNESDAY / JUNE 14

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:

Public vs. Private: Managing Compute Infrastructure in a Changing World

Session attendees will gain insight on how partnering with a leading DCIM solution provider, Nlyte, VMware effectively onboarded 20+ sites of varying sizes and complexity without increasing its core DCIM project team size. VMware's operations team faced the challenge of managing an enterprise data center infrastructure with 3,500 cabinets, 70,000 devices, servicing 350 unique tenants and over 4,500 user-accounts. VMware needed to enable operational and data consistency across diverse regional business units, establish DCIM onboarding plans, map assets, and drive continuous operational improvements via automation, metrics reporting, workflows, and systems integration.



MARK GAYDOS

CMO
Nlyte Software



PHIL PENNINGTON

Global DCIM Lead & Solutions Architect
VMware

9:45 A.M.

Refreshment Break

10:15 A.M.

Embracing Change

This presentation is a case study focused on KAIZEN – “Change for the Better” at two enterprise data centers owned by a large insurance company and operated by NGKF. The two legacy data centers had adequate power and cooling capacity but were unable to support higher density IT deployments. Following a brief study, the team embarked upon a multi-year master plan to reconfigure and optimize the infrastructure and operational methodology. The team's foresight



Vello Ehvert of Ehvert Mission Critical asking a question during the 2016 Fall Conference.

and willingness to embrace change are key factors in the ongoing success of this program. The implementation is currently in its fifth year and has proven itself over the test of time.

DAVID DOHERTY

Senior Facilities Manager Data Center Operations
Newmark Grubb Knight Frank

MARC FIGELMAN, RA, NCARB, LEED AP BD+C

Director – Project Management
SIGMA7 Design Group

ROBERT ROULEAU, AIA

Managing Principal
SIGMA7 Design Group

11:15 A.M.

Combating Insider Threats with a New Layer of Security

Insider threats have become a greater concern as our data centers increase in value requiring a change in our security strategy with a new layer of security inside the white space. Data centers have seen an increase in size as well as the number of people who have access. This evolution of our data centers requires the security to evolve as well with a new layer at the enclosure level. This presentation examines the data center enclosure thoroughly as a true layer of security from access control, vulnerabilities, all while maintaining traditional functionality.

JASON HALLENBECK

Data Center Consultant
Great Lakes Case & Cabinet

12:15 P.M.

Conference Adjourns

Data Center Delivery & Operations panel at the 2016 Fall Conference organized by the 7x24 Exchange Women In Mission Critical Operations Committee (WiMCO). From left to right, Jenna Dumke, Mark G. Anderson Consultants; Cindy Joas, Century Link; Heather Dooley, Google; Marisa McGough, DPR Construction; and Anita Tarab, Google.



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 the next page to:

7x24 Exchange

322 Eighth Avenue, Suite 702
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 19.

2. Hotel Reservations



To take advantage of 7x24 Exchange's special rates at the **Hilton Orlando Bonnet Creek** or the **Waldorf Astoria** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **Hilton Reservations directly at 1-888-353-2013 and ask for the 7x24 Exchange Conference room rate. The group rate at the Hilton Orlando Bonnet Creek is \$189/night for a single or double plus tax and an optional \$22 resort fee per day. Please refer to group code HEXC when making reservations at the Hilton Bonnet Creek. The group rate at the Waldorf Astoria is \$219/night for a single or double plus tax and an optional \$30 resort fee per day. Please refer to group code WEXC when making reservations at the Waldorf Astoria.**

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until May 10, 2017. 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 sellout 7x24 Exchange will recommend nearby accommodations.



Hilton Orlando Bonnet Creek



Waldorf Astoria

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 12th between the hours of 6:30PM and 10:30PM. All hospitality suite hosts must be a Silver Partner or above 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 12th please contact Brandon Dolci at 646-486-3818 x108 before May 19th.

GUEST/SPOUSE SHOPPING SHUTTLE MONDAY, JUNE 12, 2017

10:00 A.M. – 4:00 P.M.

Enjoy a day of leisure at some of Orlando's finest indoor and outdoor shopping malls.

Register online at www.7x24exchange.org

2017 SPRING CONFERENCE REGISTRATION FORM

2017 SPRING CONFERENCE

THE CHALLENGE OF CHANGE

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Director, Chapter Representative **MICHAEL SITEMAN** M-Theory Group

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Senior Director of Conferences **BRANDON A. DOLCI, CMP** 646-486-3818 x108

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