2021 FALL CONFERENCE

IMPACT OF

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

THE EDGE

OCTOBER 24-27, 2021
JW MARRIOTT DESERT RIDGE PHOENIX, AZ

7x24 eXChange
INTERNATIONAL
The end-to-end reliability forum.™
www.7x24exchange.org

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.

2021 FALL CONFERENCE

IMPACT OF

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

THE EDGE

SUNDAY
OCTOBER 24

1:00 P.M. – 9:00 P.M.
Registration

2:00 P.M. – 4:00 P.M.
Certified Mission Critical Operator (CMCO) Exam

The CMCO exam was developed by subject matter experts from the Data Center industry to be used as an agnostic standard for the Industry. The exam is a necessity for anyone that operates a data center, supports the operation of a data center and/or sells into a data center environment.

Proctored by:
BRYAN KAINRATH
President
Global Skills Exchange (GSX)

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

CATERPILLAR®   PowerSecure

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.

MONDAY
OCTOBER 25

7:00 A.M. – 4:00 P.M.
Registration
Check in, pick up your name badge and conference materials.

7:00 A.M. – 8:00 A.M.
Breakfast
Enjoy a hot buffet breakfast.

8:00 A.M. – 8:30 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. – 9:30 A.M.
Conference Keynote:
Bigger Than Oil: Why Data's Impact on Society Is Still Misunderstood (and still in its early days)

"Data is the new oil." First coined 15 years ago, this maxim gained currency in recent years—particularly as the general public became aware of major data-driven stories such as Cambridge Analytica, Wikileaks, and endless Congressional hearings featuring CEOs from "big tech" companies like Facebook, Google, and Amazon. But as this talk will highlight, the "data as oil" metaphor is simply too small to accurately explain the impact of this new resource on society, business, and culture. Touching on economics, policy, and media theory, Battelle's talk lays out a framework for understanding data which reveals a stunning truth: While we're all right to be excited—and perhaps a bit concerned—about the role of data in our lives, we've barely begun to understand its significance. That's good news for anyone building out the infrastructure for data—as long as they're cognizant of the changes coming in both the architecture and the operational realities of a data-driven world.

JOHN BATTELLE
Global Thought Leader on Technology and Business Disruptions, Serial Entrepreneur and Founder of NewCo.

9:30 A.M. – 10:00 A.M.
Refreshment Break

10:00 A.M. – 11:00 A.M.
COVID, Maintenance, and Medium Voltage – Interacting Threats to Data Centers

MTech has been calculating the effects of maintenance on data center reliability for over 20 years. Our analyses have consistently shown that the risk of downtime is significantly increased by most maintenance practices. This message has not been welcomed by many in the industry, but some clients have reduced the frequency of maintenance on systems where our calculations and evidence show that the risks are especially high. Costs are always reduced, while reliability is increased or unchanged. The response to Covid-19 forced many data center operators to severely limit or curtail maintenance. Facilities adopted a "break/fix" strategy, where only failed components were serviced. This is a variant of condition based maintenance. While determining the condition of an operating component is often difficult, it is simple when the unit has failed. Steve will discuss MTech's approach to incorporating maintenance into data center reliability calculations and review the results for key components. Then he will compare the results from incremental reduction in maintenance frequency with the effects of the 2020 shift in maintenance strategy. The inexorable increase in the size and power of data centers has resulted in moving medium voltage distribution systems from the utility interface to deep inside many data centers. Medium voltage has unique risks and requirements that are not widely known. Steve will review case studies of medium voltage failures and discuss the implications for maintenance and downtime.

STEVE FAIRFAX
President
MTechnology

11:00 A.M. – 12:00 P.M.
Edge Computing: Transforming How Last-Mile Edge Computing Infrastructure is Deployed in America

Now more than ever, the need for gigabit capable internet access is imperative to both our business and personal lives. As deployments of IoT, 5G, AI and analytics applications become more frequent, businesses will require IT infrastructure that supports higher speeds and increased reliability to keep pace

with the digital transformation. Bringing fiber and 5G to a town puts them in the fast lane, changing the way a community does business and elevating their economic landscape. However, smaller cities often don't have the fiber & IT infrastructure needed to help them make this transformation. EdgePresence & Schneider Electric joined forces to help level the connectivity playing field for Tier 3 and Tier 4 cities by designing and deploying highly secure multitenant Edge Data Centers to serve all use cases within a city. Together they share how their creative business partnership delivered fast, repeatable, and highly resilient, efficient edge data centers and helping to bridge the nation's digital divide. This joint presentation will explore how their unique partnership has developed unmanned, modular data centers at the edge to give customers in various markets across the U.S. the network access and connectivity they need.

DOUG RECKER
Founder & President
Edge Presence

JOE REELE
Vice President, Solution Architects
Schneider Electric

12:00 P.M. – 1:30 P.M.
Lunch and Networking

1:30 P.M. – 2:30 P.M. Concurrent Breakout Sessions
Breakout A: Sustainability - Driving Change in the Data Center EcoSystem

Data Center investors, customers, clients and host communities are demanding more renewable energy and sustainable design. New and existing data center facilities are moving aggressively beyond renewable energy credits (RECs) and into driving additive renewable development and adoption. Data center designs are increasingly integrating sustainability as a key pillar alongside traditional data center traits of resiliency, cost and scale. The practices and designs are proving effective at reducing carbon and material use. Panelists will discuss the trends that are driving sustainability and practices that are proving successful and where the industry will continue to progress.

Moderator:
KEVIN HESLIN
Partner
RockScar

Panelists:
ROB ALDRICH
Chair
iMason's Sustainability Committee

ADAM EARLY
CEO/President
ED+C Group Inc.

KEITH KLESNER, PE
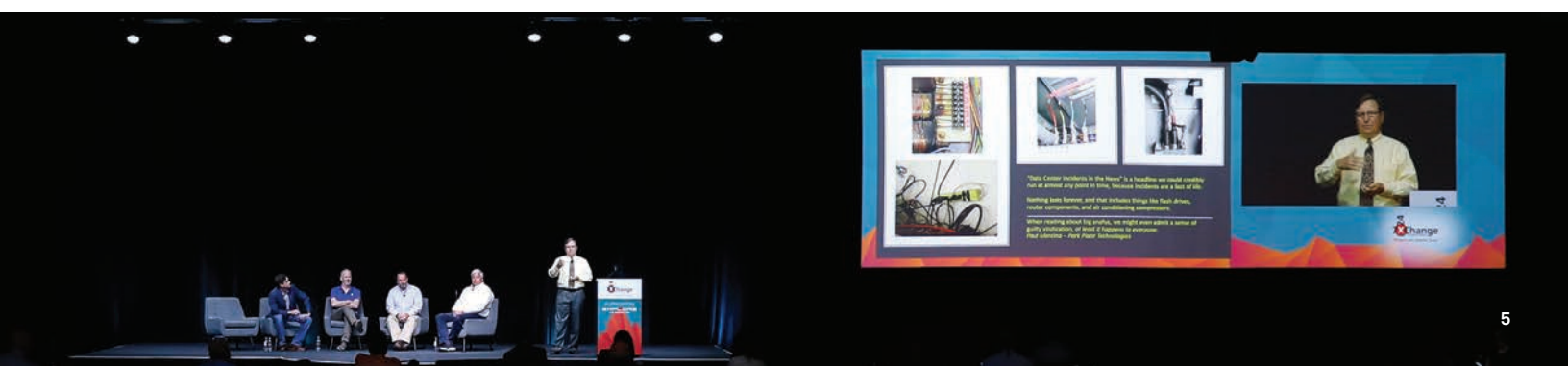*Principal Program Manager*
Azure Global

Breakout B: Energy Storage & the BESSUPS Power System

Data center loads are increasing worldwide, often at a faster rate when compared to other loads on the grid. These loads are often served via renewable energy power purchase agreements (PPAs), with the goal of achieving carbon-neutrality. With this speed of growth, there's a new, forced symbiotic dynamic between the grid and the load that's more nuanced and complicated versus the past. Larger loads are now required to provide grid stability and continuity of operations in several locations in the U.S. This allows data center users to reevaluate their power infrastructure options by mixing traditional and renewable energy systems while achieving both greener power, grid stability and lower system cost. Speakers will present one idea that achieves this goal at a far lower cost and better-than-typical reliability.

STEVEN EMERT, PE
Director of Mission Critical Engineering
Rosendin Electric

BILL MAZZETTI, PE
Senior Vice President, Innovation
Rosendin Electric

7x24 Exchange is pleased to plan the in-person 2021 Fall Conference. All events listed are subject to change due to the current environment.

Breakout C: Live Surgery - Legacy "Edge" Asset Cooling Upgrade

Rapid "edge" growth requirements and global business model transformations are driving increased use of "repurposed" properties, creating unique opportunities and challenges. Presenters will highlight the challenges, best practices and lessons learned from a cooling/chillwater system expansion of an operating repurposed data center, adding capacity and enhancing efficiency with minimal business model impact or safety risk. 1623 Farnam is a rapidly growing carrier hotel provider, providing on-ramps to hyperscalers in central USA. In 2020, market growth drove a need to expand capacity and efficiency of a 9 story data center, requiring upgrade and expansion of the entire cooling system while maintaining continuous mission critical service, amidst the challenges of COVID. In essence, a challenge similar to transforming a 737 to a 767, while flying with masks on. The presenters will review challenges in design, delivery, construction, commissioning, project schedule and budget control.

TODD CUSHING
President
1623 Farnam

MARTIN HERBERT
Associate Principal
HED

DON MITCHELL
Data Center Division Manager
Victaulic

2:30 P.M. – 3:00 P.M.
7x24 Exchange Traditional
Create Your Own Ice Cream Sundae Break

3:00 P.M. – 4:00 P.M.
WiMCO: Demand is Changing the Data Center Workforce — Is Your Organization Ready for the Next Generation?

If it wasn't apparent before, last year taught us that the demand for data consumption is increasing exponentially. And, despite the fact that several facilities adopted building automation systems, remote hands, and other technologies to operate unmanned sites — before, during, and after the pandemic — data centers will never function without the support of people. That's why it's so important for the companies of today to recruit the workforce of tomorrow. Diversity and inclusion is no longer just a goal for the mission critical industry; it's a dire necessity.

Moderator:
AMY AL-KATIB
Editor
Mission Critical Magazine

Panelists:
MELISSA CHAMBAL
US LATAM & Canada Technical Manager
CNET Training

CARRIE GOETZ
Principal/CTO
StrategITcom

JULI IERULLI
Global eCommerce Growth Manager-Electric Power Division
Caterpillar, Inc. and
Vice President, Marketing Director & Vendor Representative
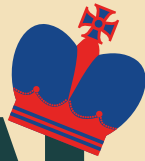*7x24 Exchange International*

NANCY NOVAK
Chief Innovation Officer
Compass Datacenters

6:30 P.M. – 9:30 P.M.
Marquis Plus+ Partner Showcase

MON DAY

OCTOBER 25

COME TOGETHER
with us at the 7x24 Exchange International Fall Conference.

"I read the news today oh-boy" The Marquis Plus+ Partner Showcase is back, so *"Take a sad song (or Data Center) and make it better"*

visit the Marquis Plus+ Partners and network with attendees as we take you back in time across the pond on a trip to Abbey Road!

SPECIAL THANKS TO OUR MARQUIS PLUS+ PARTNERS AS THIS EVENT WOULD NOT BE POSSIBLE WITHOUT THEIR SUPPORT.

ABB

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EASTPENN

E·T·N
Powering Business Worldwide

INNIO JENBACHER Waukesha

mtu — A Rolls-Royce solution

SIEMENS

TUESDAY
OCTOBER 26

7:00 A.M.- 8:30 A.M.
Breakfast & Registration

8:30 A.M. – 9:00 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. – 10:00 A.M.
Keynote:
Phishing, Ransomware and the New World Order

This talk will dive into the new challenges that we all face in the new post-COVID world. From remote workforces to the newly sophisticated phishing, whaling and spear-phishing attacks to the scary phenomenon of ransomware. As we saw from Solar Winds and Colonial Oil, it's increasingly obvious that it's a case of "when, not if" you'll be affected. So what can be done to protect yourselves, and if the worst happens, what can be done? With tales from the trenches, Kevin will explain some of the headline-grabbers from recent months, and as usual, will offer actionable advice and concrete suggestions for work in this new, strange and distributed world. Covering topics from email to Cloud, this talk will take a deep look at Information Security in the new 7x24 environment, and what changes we can expect in the near future.

KEVIN KEALY
Chief Information Security Officer
Scientific Games

10:00 A.M. – 10:30 A.M.
Refreshment Break

10:30 A.M. – 11:30 P.M.
Monetizing the Data: IoT as a Service

The internet of things has redefined everyone's relationship with data as well as the expectations of privacy. We have entered the second generation of IoT solutions where instead of IoT supplementing an operation, it is now becoming the analytical solution of the system. In this presentation Michael Skurla, CPO of Radix and Keith Rutledge, GM of EdgePoint at Compass Datacenters explore where data infrastructure, edge computing, telecommunications advancements, and IoT technology have married to enable offerings from consumer applications to critical infrastructure upkeep. This presentation explains the analytics revolution that is no longer just confined to facility management.

KEITH RUTLEDGE
GM of EdgePoint
Compass Datacenters

MICHAEL SKURLA
Chief Product Officer
Radix IoT

11:30 A.M. – 12:30 P.M.
Urban Data Centers and the Edge

What is driving the growth of urban data centers and the emergence of the edge in the industry? Over the past decade as growth in the cloud has created an enormous remote campus—latency becomes an increasing concern—today, hyperscalers have been coming back to urban environments from the farm fields. This overlap with the urban environment presents challenges and unique design opportunities for today's data centers. You'll hear about emerging trends from thought leaders in real estate, architecture and engineering with recent case stories.

MARK BAUER
Managing Director
JLL

JOSHUA FLUECKE
Principal
Syska Hennessy Group

JACKSON METCALF
Senior Associate, Global Facilities Leader
Gensler

12:30 P.M. – 2:00 P.M.
Lunch & Networking

2:00 P.M. – 3:00 P.M.
Energy Transition & the Path to Sustainably Powered Data Centers

This presentation will deliver solutions supporting data centers in the achievement of decarbonization goals. Leveraging a longstanding relationship investigating renewable fuels in the electric power space, including Hydrogen and HVO, Caterpillar and STACK Infrastructure will outline fuel options available to data centers of all sizes through the short, medium, and long-term highlighting the benefits and challenges that accompany these options. All of this in support of the need to deliver 99.999% uptime.

ANTHONY GOYER
Product Definition Strategy Manager
Caterpillar

TIM HUGHES
VP, Strategy
STACK Infrastructure

MATT SPITZNAGLE
Director of Global Accounts
Caterpillar

3:00 P.M. – 3:30 P.M.
Refreshment Break

3:30 P.M. – 4:30 P.M. Concurrent Breakout Sessions
Breakout A: Trends in Development: The Rise of Data Centers

As cloud-based services have become vital for business growth and profitability, data centers are now among the most valuable uses for real estate. Developers are buying properties and demolishing old structures to accommodate new facilities or to utilize existing infrastructure in new ways. This trend is well-established in the San Francisco Bay Area and is starting to emerge in other areas, such as northern Virginia. There are site and building design factors unique to data centers, and knowing the latest trends is key as businesses look to secure their data and prevent interruptions in daily operations.

RICH KEAGY, PE, LEED AP
Senior Associate & Practice Leader
Woolpert

FARRIS SHAHEEN
Regional Manager/Senior Account Executive
R.G. Vanderweil Engineers, LLP

Breakout B: Forging Data Equity with Integrated Facility Management from the Edge and Back

As digital transformation is boosting demand for data centers and edge facilities, data center operations, maintenance and facility management are growing increasingly complex. Operators must navigate the challenges of achieving 100% uptime while driving down total cost of ownership in a portfolio of diverse data center locations. This dynamic session will explore how leading facility management practices and advanced data analytics can help data center operators/users leverage technology and next-generation maintenance programs to not only drive efficiencies and reliability in their large, centralized data centers, but also in smaller edge locations.

ERIC ADRIAN
Executive Vice President, Director – Critical Environments
JLL

MICHAEL DONGIEUX
Chief Executive Officer
Fulcrum Collaborations (MCIM)

Breakout C: The Fog at the Edge: The Challenges and Opportunities of Managing Dynamic Grid-Connected Edge Infrastructure

Battery energy storage systems (BESS) and data center edge use cases are converging. Operators will have the opportunity to dynamically change and coordinate the behaviors of these platforms, offering new economic models and upending the traditional data center and utility approaches. In this session, we will explore how digital twins and measurement infrastructure are changing to enable the industry's transition to a simulation and test-driven approach to managing edge assets, and how this opens up the opportunity to deliver on the promise of dynamic and grid responsive edge infrastructure.

CHRIS KELLEY
Global Leader, Data Center Cloud Platforms
Eaton

JAMES MCBRYDE
Engineering Director, Critical Power Solutions
Eaton

6:30 P.M. – 9:30 P.M.
Sponsored Event: Mission Critical Circus Royale

Come one come all... step right up and join the fun with 7x24 Exchange International as we turn the resort into our very own Modern Circus! Enjoy a circus-like atmosphere while you network and conduct business with attendees... complete with food and drink, live performers, music and games for all.

Shannon Huffman Polson addresses the 2021 Spring Conference audience

7X24 Change
INTERNATIONAL
The end-to-end reliability forum.™

MISSION CRITICAL
CIRCUS ROYALE

TUESDAY
6:30 P.M. – 9:30 P.M.

COME ONE COME ALL

Step right up and join the fun with 7x24 Exchange International as we turn the resort into our very own Modern Circus! Enjoy a circus-like atmosphere while you network and conduct business with attendees...complete with food and drink, live performers, music and games for all.

WEDNESDAY
OCTOBER 27

8:30 A.M. – 8:45 A.M.
Opening Remarks

Bob Cassiliano will review highlights from day two and address housekeeping items of interest.

8:45 A.M. – 9:45 A.M.
Creating New Paths for Success

Data center demand, technology and labor shortages will combine to drive significant changes in building data centers, and who builds them. In the presentation, Nancy Novak, Chief Innovation Officer for Compass Datacenters will examine the changing nature of data center construction. Among the technology driven innovations that Nancy will discuss is how off-site development of data center components opens new opportunities for the development of a more diverse workforce, how capabilities like on-site robotics will aid in eliminating gender barriers and lengthen the careers of field personnel and drive the need for more vocational changes.

NANCY NOVAK
Chief Innovation Officer
Compass Datacenters

9:45 A.M. – 10:15 A.M.
Refreshment Break

10:15 A.M. – 11:15 A.M.
Essential Elements of Global Water Strategy

As the world's dependence on cloud computing grows unabated, the data center industry must find innovative ways to meet growing demand while achieving ever more stringent sustainability targets. While significant progress has been made on carbon footprint reduction, there's still much to be done on water consumption. With new chip designs, data center re-design, and the ability to run data center equipment hotter, data center operators are often focused on eliminating their water use entirely. However, there are many benefits to using water for cooling, and it's critical that the industry take a balanced approach. Join us for a discussion on how the industry is approaching this challenge and what new developments are on the horizon.

WALTER LECLERC
Director of Environmental Occupational Safety & Health
Digital Realty

MICHAEL LESNIAK
Assistant VP of Global Corporate Accounts
Nalco Water

MICHAEL OBRADOVITCH
Corporate Account Manager
Nalco Water

11:15 A.M. – 12:15 P.M.
Powering the Edge: Sustainable Techniques to Make the Data Center an Active Part of the Energy Landscape

Using sustainable energy is the best way to fuel the growth of the edge data center. We'll look at energy sources, new techniques, and new technologies like new battery chemistry and energy storage systems, fuel cells, renewable integration, microgrids, modular power as well as integrating all these together.

DAVE STERLACE
Head of Technology, Data Center Solutions
ABB, Inc.

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 International

Email: conferences@7x24exchange.org
Fax: 212-645-1147
www.7x24exchange.org

To guarantee early bird rate, registrations must be received by **September 24th, 2021**.

2. Hotel Reservations

JW MARRIOTT®
DESERT RIDGE
RESORT & SPA

**5350 East Marriott Dr.
Phoenix, AZ 85054**

To take advantage of 7x24 Exchange's special rates at the **JW Marriott Desert Ridge Resort & Spa** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **JW Marriott Desert Ridge Resort & Spa Hotel directly at 1-800-835-6206 and ask for the 7x24 Exchange Conference room rate of $289.00/night for a single or double plus tax.**

Please refer to **7x24 Exchange 2021 Fall Conference** when calling.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until September 24th. Register for the conference and make your hotel reservations early, as the block will likely sell out. Previous 7x24 Exchange conference room blocks have sold out. 7x24 Exchange is not responsible for matching rates, finding additional rooms or providing transportation to hotels that have not been contracted by 7x24 Exchange once the block is sold out. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees. In the event of a sellout 7x24 Exchange will recommend nearby accommodations.

Hospitality Events

Due to the success of the Marquis Plus+ Partner Showcase, hospitality events will not be permitted at this conference. All are invited to join us on Monday, October 25th for another spectacular event.

Vendor/Consultant Policies & Procedures

Information Tables

All vendors and consultants are encouraged to participate in 7x24 Exchange.

However, the group is primarily driven by user interest. Tables are provided at the conference for the distribution of product literature, educational material and other useful information at no cost. Display signs are not permitted on literature tables. Overt selling at 7x24 Exchange meetings and the use of 7x24 Exchange membership lists for direct selling are prohibited.

Guest/Spouse Shopping Shuttle

MONDAY, OCTOBER 25TH

10:00 A.M. – 4:00 P.M.

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

2021 FALL CONFERENCE

IMPACT OF THE EDGE

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

REGISTRATION FORM

Name

(Informal Name/Nickname for badge)

Position/Title

Company

Address

City   State   Zip

Phone   Fax

Email

Name of guest

A guest is a spouse/significant other or an adult child (18 and over) who is not in an industry related occupation. Co-workers or associates in the industry may not use the guest registration category and are required to submit a separate registration form. Only one guest is permitted for each paid registration. Guests are invited to attend the Welcome Reception, Monday Morning Keynote, Marquis Plus Showcase, Tuesday Sponsored Event and Wednesday Morning Breakfast.

CONFERENCE FEES:

	Early Bird Discount through Sept. 24th	After Sept. 24th
VENDOR		
Member:	$1,900	$2,200
Non-member:	$2,200	$2,500

An individual that sells or distributes products and/or services.

CONSULTANT		
Member:	$1,700	$2,000
Non-member:	$2,000	$2,300

An individual that provides professional advice or consulting services for a fee.

END USER		
Member:	$1,400	$1,600
Non-member:	$1,600	$1,900

An individual that operates or maintains mission critical technology and enterprise information infrastructures for internal use.

* An individual that can be considered as an End User or a Vendor will be classified as a *Vendor*.

* An individual that can be considered as an End User or a Consultant will be classified as a *Consultant*.

We reserve the right to modify the registration fee without notice if incorrect fee is selected.

CERTIFIED MISSION CRITICAL OPERATOR EXAM

❑ Please charge my card an additional $250 to sit for the CMCO Exam. Conference registration is required.

PAYMENT METHOD:

❑ Check enclosed.

Charge (check one)
❑ American Express   ❑ Visa   ❑ MasterCard   ❑ Discover

Card Number: Exp. Date:

Name (as it appears on the card)

Signature

Promotion Code:

DO YOU PLAN TO ATTEND?

SUNDAY 6:00 P.M. – 9:00 P.M.

Sunday Evening's Welcome Reception	❑ Yes	❑ No
If yes, do you plan to bring a guest?	❑ Yes	❑ No

MONDAY 10:00 A.M. – 4:00 P.M.

Guest/Spouse Shopping Shuttle	❑ Yes	❑ No

MONDAY 1:30 P.M. – 2:30 P.M.
CONCURRENT BREAKOUT SESSIONS

A: Sustainability - Driving Change in the Data Center EcoSystem	❑ Yes	❑ No
B: Energy Storage & the BESSUPS Power System	❑ Yes	❑ No
C: Live Surgery - Legacy "Edge" Asset Cooling Upgrade	❑ Yes	❑ No

MONDAY 6:30 P.M. – 9:30 P.M.

Marquis Plus+ Partner Showcase: Come Together	❑ Yes	❑ No
If yes, do you plan to bring a guest?	❑ Yes	❑ No

TUESDAY 3:30 P.M. – 4:30 P.M.
CONCURRENT BREAKOUT SESSIONS

A: Trends in Development: The Rise of Data Centers	❑ Yes	❑ No
B: Forging Data Equity with Integrated Facility Management from the Edge and Back	❑ Yes	❑ No
C: The Fog at the Edge: The Challenges and Opportunities of Managing Dynamic Grid-Connected Edge Infrastructure	❑ Yes	❑ No

TUESDAY 6:30 P.M. – 9:30 P.M.

Sponsored Event: Mission Critical Circus Royale	❑ Yes	❑ No
If yes, do you plan to bring a guest?	❑ Yes	❑ No

❑ I would like to continue receiving promotional emails from 7x24 Exchange about membership, upcoming events and services.

WHAT'S INCLUDED? Unique to 7x24 Exchange, the conference registration fee covers conference sessions and activities, mobile app, Welcome Reception, Marquis Plus+ Partner Showcase, Tuesday Sponsored Event, breakfast on Monday, Tuesday & Wednesday, lunch on Monday & Tuesday and refreshment breaks all 3 days.

*Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations.

DRESS CODE
A business casual dress code allows attendees to conduct business in a relaxed environment.

CONFERENCE MOBILE APP
7x24 Exchange has transitioned to a paperless conference for sustainability purposes. The conference mobile app will provide attendees with access to everything the conference has to offer right from your mobile device, tablet or laptop.

CANCELLATION POLICY
Cancellations received by September 24th will be refunded, less a $250 handling fee. There will be no refunds after September 24th. However, substitutions of company participants may be made at any time.

By registering I agree that I have read and agree to the **7x24 Exchange COVID-19** health and safety measures located at **https://conferences.7x24exchange.org/fall2021/safety/** and agree to abide by same. Additionally, I agree that any images and videos recorded during the breaks, sessions and evening events can be used without compensation in perpetuity by 7x24 Exchange International in any media on any platform.

All applications for registration are subject to review by 7x24 Exchange for accuracy and completeness prior to being accepted. We may contact you for further information.

Please return this form to: 7x24 Exchange International
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