Name

_____
(Informal Name/Nickname for badge)

_____
Position/Title

_____
Company

_____
Address

_____
City   State   Zip

_____
Phone   Fax

_____
E-mail

CONFERENCE FEES:

	Early Bird Discount through MAY 11th	After MAY 11th
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.

CONFERENCE BOOK OR MOBILE APP?

In an effort to become paperless, 7x24 Exchange is offering attendees the option of receiving printed materials in the traditional format of a bound conference book or the use of our mobile app which will be available on all mobile devices and tablets. Due to print deadlines, the mobile app will be the only option for attendees registering after May 11th.

If nothing is selected the Mobile App will be the default choice.
(Please check one)

☐ I would like to receive the traditional conference book

☐ I will use the Mobile App

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 1:30 P.M. – 2:30 P.M.
UL 3223 Data Center Certification Program   ☐ Yes ☐ No

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

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, Spouse/Guest Tour, Tuesday Sponsored Event and Wednesday Morning Breakfast.

MONDAY 10:00 A.M. – 4:00 P.M.
Guest/Spouse Shopping Shuttle   ☐ Yes ☐ No

MONDAY 3:00 P.M. CONCURRENT BREAKOUT SESSIONS
A: Chip-to-Atmosphere – The Future of Data Center Cooling ☐ Yes ☐ No
B: Paradigm Shift in Data Center Designs   ☐ Yes ☐ No
C: Optical Trends in the Data Center   ☐ Yes ☐ No

TUESDAY 3:30 P.M. CONCURRENT BREAKOUT SESSIONS
A: Tomorrow's Edge –
   Supporting Real Time Information at the Edge   ☐ Yes ☐ No
B: Digital Transformation and Modernizing of Data Centers ☐ Yes ☐ No
C: Data Center Cooling – Then, Now, and Future   ☐ Yes ☐ No

TUESDAY 7:00 P.M. – 11:00 P.M.
Sponsored Event: An Evening at Universal Orlando Resort™ ☐ Yes ☐ No
If yes, do you plan to bring a guest?   ☐ Yes ☐ No

Name of guest: *(Please refer to guest policy above)* _____

Do you wish to receive membership information?   ☐ Yes ☐ No

The conference registration fee covers conference sessions and activities, handout materials or mobile app, Welcome Reception, Sponsored Event, 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 11th will be refunded, less a $200 handling fee. There will be no refunds after May 11th. However, substitutions of company participants may be made at any time.

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.

REGISTRATION FORM