

2018 SPRING CONFERENCE

HILTON ORLANDO BONNET CREEK

ORLANDO, FL

JUNE 3-6, 2018

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

DATA CENTER OF TOMORROW

REGISTER BY MAY 11th FOR A CHANCE TO WIN ONE OF THREE
SONOS ONE WIRELESS SPEAKERS WITH AMAZON ALEXA



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.

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.

DATA CENTER OF TOMORROW

SUNDAY JUNE 3rd

11:00 A.M. – 9:00 P.M.
Registration

1:30 P.M. – 2:30 P.M.
UL 3223 Data Center Certification Program

This will be a panel discussion providing an overview of the new UL 3223 data center certification program launched in Q1, 2018. The panel will discuss unique requirements of UL 3223 and the process for the award. QTS is the first to be awarded UL 3223. Nabon Marisco of QTS will discuss some of the challenges the company went through to achieve the award. Paul Schlattman of ESD Consulting and Neil Lakomiak of UL will discuss the UL 3223 standards, the team and the overall benefits of the program for Cloud and Colocation providers.

NEIL LAKOMIAK

*Business Development and
Director Building Life Safety Technology
UL LLC*

NABON MARISCO

*Regional Vice President, Operations
QTS*

PAUL SCHLATTMAN

*Senior Vice President
Environmental Systems Design*



In keeping with its commitment to social responsibility, Chairman & CEO, Bob Cassiliano presented the Fall Conference keynote speaker, Robbie Bach, with a \$5,000 donation on his behalf to The Boys and Girls Clubs of America.

3:00 P.M. – 5:00 P.M.

Student Session: Data Center 101

In today's data center industry, there's a high demand for qualified, trained professionals. With the ever-changing Internet of Things (IoT), the IT and Facilities functions continue to converge, creating an increasing demand for skilled individuals to operate and maintain data centers. Many companies are currently seeking candidates with multiple skills in electrical, mechanical, computer science, application, cloud and network engineering expertise. Data Center 101 is designed to educate students about the happenings inside a data center and illustrate future opportunities. Students will learn about the various types of data centers, technology trends, networks, data center planning, industry standards, cooling, power, partnership and a sustainable future. Join us to meet data center professionals, become involved in the mentoring program and advance your career in the data center industry!

Data Center 101 is aligned with 7x24 Exchange's commitment to STEM education.

TIM CAMPBELL, P.E.

*Associate Partner
Syska Hennessy Group*

DENNIS CRONIN

*CEO
Resilient Solutions*

RICH GARRISON

*Partner
Alfa Tech*

MARTIN GOLLWITZER

*Regional Practice Leader, Critical Facilities
Gensler*

MICHAEL SWETZ

*Vice President, Enterprise Technology Services
State Street Bank*

6:00 P.M. – 9:00 P.M.

Welcome Reception

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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.

MONDAY JUNE 4th

7:00 A.M. – 8:00 A.M.

Registration & Breakfast

Check in, pick up your name badge, conference materials and 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: Leading the Way, Inspiring Go Getters and Game Changers

In order to lead, you have to inspire people to want to follow. A true leader knows that leadership extends beyond self. From the arenas of professional sports to the boardrooms of major companies, Molly shares what drives top leaders and how they inspire collective success.



MOLLY FLETCHER

Former Sports Agent, Consultant & Author

9:30 A.M. – 10:00 A.M.

Refreshment Break

10:00 A.M. – 10:15 A.M.

2018 Platinum Heart Award Presentation

Leadership Logic Consulting and the Allied Testing & Commissioning Council will present 7x24 Exchange International and its Board of Directors with the prestigious 2018 Platinum Heart Award, specifically for the delivery of innovative national conferences to the Data Center and Mission Critical Operations Industry! The award is given in recognition of individuals and organizations whose contributions, innovations, and passion positively impact and support the information technology and mission critical operations industries.



Fall Conference Technology Advancements Panel

10:15 A.M. – 11:00 A.M.

Four Secrets of Retention – Leadership Techniques to Hold Mindshare in a Transitional World

Today, retention is more a matter of attention, of capturing the mindshare of your leaders for the brief time that they are with you. For however loyal and engaged your leaders are, so too are the 100 or 1,000 or 10,000 people in your organization who are being led by them. Fran will share the techniques that helped him retain highly marketable technology employees throughout a 30 year highly successful technology career.

FRANCIS (FRAN) DRAMIS

CEO

FDRAMIS, LLC

11:00 A.M. – 12:00 P.M.

Twenty Years of Data Center Reliability Analysis

MTech has conducted over 100 studies using Fault Tree Analysis to calculate the reliability of data centers. All studies were performed as described in IEEE Std 3006.7-2013 - IEEE Recommended Practice for Determining the Reliability of 7x24 Continuous Power Systems in Industrial and Commercial Facilities. The presentation will review and summarize the results of those 20 years of studies. The 7x24 industry has evolved rapidly over the past 2 decades. This presentation will identify common questions and weaknesses, trends in technology, design, and customer goals, and recurring problems. The rich output of a fault tree analysis study includes much more than the summary metrics of the probability of failure, reliability, availability, and unavailability of data centers. We will describe the process MTech has developed to perform the studies and present representative results.

STEVE FAIRFAX

President

MTechology

Credit to: NEAL DOWLING

TIM GRIFFIN

YOONIK KIM

KATHERINE POOLE

PAT WEIDKNECHT

12:00 P.M. – 1:30 P.M.

Lunch and Networking

12:00 P.M. – 1:30 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, Reset Advisors, LLC and

President, 7x24 Exchange International

1:30 P.M. – 2:30 P.M.**Panel: Fostering the Next Generation of Talent**

As we look at fostering the next generation of talent, we want to ensure we are harnessing all available resources for greater growth and innovation and that we are diminishing the power of unconscious bias from important business decisions. It is well documented that diversity has a direct and positive impact on an organization's financial performance. According to McKinsey, diversity increases economic performance up to two times for profitability and stock valuation of companies with gender-diverse management teams generate 40% higher operating margins. Further, organizations in the top quartile for racial and ethnic diversity are 35% more likely to have positive financial returns and organizations with the highest rate of racial diversity brought in nearly 15 times more sales revenue. With this in mind let us learn how our panelists are helping their organizations foster the next generation of talent.

Moderator:**JULI IERULLI**

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

Panelists:**TAMARA BUDEC**

*VP, Implementation Services
Digital Realty*

RANDI JOHNSON

*Data Center Facilities Operations Manager
Facebook*

NANCY NOVAK

*VP of Construction
Compass Datacenters*

JAMES SWENSEN

*Global Facilities Operations Director
Facebook*

2:30 P.M. – 3:00 P.M.**7x24 Exchange Traditional Create Your Own Sundae Break****3:00 P.M. – 4:00 P.M. Concurrent Breakout Sessions****Breakout A: Chip-to-Atmosphere – The Future of Data Center Cooling**

Don't just reject heat, put it to use. Discover how to address heat at the source by harnessing its energy and employing it as an integral part of the entire data center cooling infrastructure. The potential of performance enhancements along with the efficiency gains and footprint reductions will be outlined. The presenter will discuss how scalable such solutions can be in a stand-alone configuration, within Micro-DC's, as an element of modular DC structures or fully integrated as part of large-scale deployments.

JOERG DESLER

*President
Stulz Air Technology Systems*

*Fall Conference speakers sharing knowledge with attendees***Breakout B: Paradigm Shift in Data Center Designs**

Today's hyperscale facilities continue to place efforts on design models involving common elements such as diesel engine generators and traditional UPS systems. These elements are often designed to provide extended off-grid runtime, reaching a point of diminishing returns. The presenters will discuss new battery storage technology for data centers and the application of incorporating the technology for backup power and power conditioning into hyperscale facilities. Integration of the battery storage system technology will be discussed on a technical level as well as the associated design challenges and schedule drivers.

RAJAN BATTISH

*VP
CallisonRTKL*

JAKE MILLAN

*Senior Project Development Manager
Tesla*

Breakout C: Optical Trends in the Data Center

This presentation discusses data center optical trends, including updates on emerging technologies, as well as Ethernet and Fibre Channel standards activities. Attendees will understand what is driving transmission electronics and standards to evolve, and what is making optical connectivity the dominant media in the data center. They will also learn more about data that shows why OM3 / OM4 fiber is the primary optical connectivity, and how it supports easy migration to 10G/40G/100G data rates.

DOUG COLEMAN

*Manager, Technology Standards
Corning Optical Communications*

4:00 P.M. – 5:00 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 5th

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.

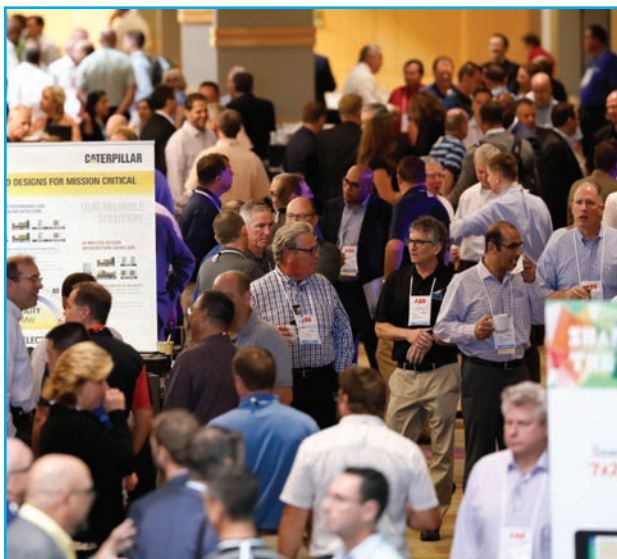
9:00 A.M. – 10:00 A.M. Keynote: #blockchain

Part of what is considered the “programmable economy,” blockchain is the core technology that is used for verification and recording of cryptocurrencies transactions, such as bitcoin and few thousands more “altcoins.” The interest in the blockchain technology is way beyond digital currency, but for its potential to provide the platform for the “next internet,” for applications such as signing contracts, authentication, real estate registries, etc. The distributed ledger, that is blockchain, is able to keep all transactions in blocks linked cryptographically one to the other. The presentation will discuss the directions of the technology, it will present a few use cases and it will debate some related security concerns.



KFIR L. GODRICH
*Managing Director
Global Head of Technology
and Enterprise Services
BlackRock*

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



Fall Conference Attendees Networking

10:30 A.M. – 11:30 A.M.

Delivering at Scale: The Changing Role of Value Chain in the Data Center

Fueled by cloud computing, big data, Internet of Things, video streaming, & mobile applications, the hyperscale data center has become a foundational component in data center network architectures. As the hyperscale market continues its unprecedented growth, the data center construction industry has needed to evolve to meet the deployment needs. This presentation will highlight how the roles of the value chain, including construction managers, electrical contractors, and consulting engineers, have adapted to the new hyperscale landscape. The panelists will explore the historic role of the value chain, the drivers of this role change, and the projected evolution in data center construction.

GREG BOTTEON

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

ADDAM FRIEDL

*Managing Principal
kW Mission Critical Engineering*

NATHAN HAZELWOOD

*Director of Strategic Procurement
QTS*

FRANK NASH

*Senior Director of Sales
Schneider Electric*

JUSTIN TINOCO

*Vice President
Rosendin Electric*

11:30 A.M. – 12:30 P.M.

Designed to Cure: St. Jude's Mission to Change the World

James McMurry will provide an overview of the amazing work of St. Jude, their approach to and the impact of research, statistics, latest technology, and their relentless pursuit of cures. He will talk about the importance and challenges of having their own facility and what he expects this facility to do for the next 50 years. Presenters will discuss the facility design, MEP and Architectural, and its tie-in to the campus and the master plan for the future.

RICH DONALDSON

*Associate Partner
Syska Hennessy Group*

GREG LACOUR

*Principal
Gensler*

JAMES MCMURRY

*Director of Operations and Research Computing
St. Jude Children's Hospital*

12:30 P.M. – 2:00 P.M.

Lunch and Networking



Keynote speaker, Carrie Goetz, delivers a presentation on metrics

2:00 P.M. – 3:00 P.M.

The Importance of the Edge in the Delivery of IT

Edge computing is ready for dramatic growth in 2018. While various types of edge devices have been around for years, they were mostly relegated to ancillary or communications aggregation functions, with the vast majority of ‘real computing’ still being conducted in large centralized data centers. In 2018, that is all changing. Distributed computing and cloud-type services are now being fully deployed at the edge, requiring this new boundary to exhibit the same mission critical characteristics that were previously found only in centralized data centers. IT departments need to expand their definition of a data center to include reliable computing at the edge. This session will explore the ways in which IT Departments will be able to embrace the edge without incurring many of the same traditional risks associated with remote infrastructures.

MATT THOENE

*Senior Vice President of Global Services
Uptime Institute*

3:00 P.M. – 3:30 P.M.

Refreshment Break

3:30 P.M. – 4:30 P.M. Concurrent Breakout Sessions

Breakout A: Tomorrow's Edge – Supporting Real Time Information at the Edge

In this presentation, we'll address the opportunities and challenges of an edge-to-core data center strategy and provide a roadmap for implementing this strategy. We'll review the trends driving the growth at the edge and the implications of this growth to core and edge facilities alike. We'll also provide best practices for edge deployment and management, ranging from single rack locations to freestanding data centers. In addition, we'll review emerging technologies that can be used to remotely monitor and manage edge locations, including using IoT technology to holistically manage infrastructure in remote locations.

PAT QUIRK

*Vice President & General Manager
Vertiv*

Breakout B: Digital Transformation and Modernizing of Data Centers

Data Centers have come a long way from the old mainframe computer rooms of the past. Today's data centers showcase the latest advances in software-defined storage and networking, artificial intelligence, modular and scalable hardware, and virtualized and containerized applications. We will show how today's physical infrastructure has evolved to keep up with these technology advancements. We will highlight what can be done to keep data centers highly available and operating at peak performance by implementing a rigorous process of assessing, “fixing the basics,” optimizing, and driving automation/control. This process will illustrate how traditional data centers of the past can become smart data centers of the future.

RUSSELL SENESAC

*Director of Data Center Strategy Development
Schneider Electric*

Breakout C: Data Center Cooling – Then, Now, and Future

Data center cooling systems have varied widely over the years, yet the goal was always the same: keeping the facility running smoothly by preventing the internal equipment from overheating. Today's data centers are ranked not just on reliability, but also on efficiency and cost effectiveness – and the means of cooling the data center is one of the biggest energy and cost factors. As designs keep moving forward we can see how cooling solutions and strategies have evolved and where they seem to be headed into the future. This discussion will review the iterative design steps that have been taken in the past to see how cooling strategies have improved, and then forecast the next phases we may see in the near and perhaps not-so-near future.

JOHN PETERSON

*Program Manager
AECOM*

SPONSORED EVENT

AN EVENING AT



7:00PM – 11:00PM

Get ready for some movie making fun... Our first stop includes three different locations in **Universal CityWalk™** at **Universal Orlando Resort™**. Enjoy three themed rooms and a huge dance floor at **the groove™** nightclub, strike out your hunger with classic hot dogs from some of the nation's most famous ballparks at the **Hot Dog Hall of Fame®**, and head south of the border for a taste of Mexico City at **Antojitos Authentic Mexican Food™**.

Afterward 7x24 Exchange will be escorted to **Universal's Islands of Adventure™** where we've reserved **Skull Island: Reign of Kong™** and **Jurassic Park™** just for you. All night long, you'll have unlimited access to amazing rides and attractions. You'll escape the jaws of a hungry T. rex, explore the earth's primordial past, embark on a colossal ride for your life, and more.



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It's an entire evening of excitement—and it's all yours!

Special Thanks To Our Partners That Made This Event Possible



WEDNESDAY JUNE 6th

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.

Keynote: The Coming of Age of Data Centers Built Using Stock Components: Intelligent Self-Sensing, Self-Regulating Data Centers

Large data center operators such as Google, eBay, Microsoft and others have the ability and resources to optimize all aspects of their data center, including reliability, availability and energy efficiency. These operators are able to unify control and management aspects at all levels and boundaries in the data center starting with customized server designs to cooling systems to sensing, overall control, and power distribution and to the service classes offered. However, there is a large percentage of data centers that use commercial, off-the-shelf (COTS) components for their data center and come up with specific management techniques that may not be at the leading edge. This panel discussion focuses on emerging techniques for bringing these COTS-implemented data centers up to the agility, reliability and efficiency levels that represent 21st-century practices. The panel also aims to initiate a discussion on enabling technologies, design and operational guidelines for COTS-based data centers. The panelists will have short presentations and will be asked to address the pros and cons of requiring data centers to be run by intrinsically intelligent operating systems utilizing controls, distributed sensing and self-learning algorithms.



Moderator:

BAHGAT SAMMAKIA

Center Director, Center for Energy-Smart Electronic Systems (ES2) and Vice-President for Research, Binghamton University

Panelists:

DEREJE AGONAFER

Jenkins Garrett Professor
Site Director, NSF IUCRC Center in Energy Efficient Systems
Director, Electronics, MEMS & Nanoelectronics Systems Packaging Center
University of Texas, Arlington



KANAD GHOSE

BU Site Director, ES2 and
Professor of Computer Science
Binghamton University



ROGER SCHMIDT

IBM Fellow Emeritus, Traugott Distinguished Professor, Mechanical and Aerospace Engineering Dept., (Retired IBM Chief Engineer for Data Center Energy Efficiency), Syracuse University



MARK SEYMOUR

CTO
Future Facilities



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

10:15 A.M. – 11:15 A.M.

Blockchain for the Data Center AEC Industry

Blockchain oriented technologies have initiated a new digital era, which those who know technology have compared to the very beginnings of the Internet. The Blockchain is being heralded as the second generation of the world web. The first generation collected wisdom and connected information on our planet, and the next, in the use of Blockchain, adds consistency, transparency, and truth. This session explores the impact of legitimacy crises, unknown accountability, erroneous or profit-centric expert opinion, and the need to use intermediaries for the validation of identity, actual value or project performance. Attendees will consider that the end is very near for the wrong thinking and misunderstandings that have arisen from the influential data center tier rating systems, uptime style availability ratings, and the myth of Five 9's infrastructure resiliency. From definitions to analysis of impacts, attendees will gain valuable insight into improved forward-thinking data center strategies, and how design and construction efficiencies will be affected.

JAMES MCCARTHY

Director, Solutions Engineering
M+W Group

11:15 A.M. – 12:15 P.M.

Case Study for Use of Micro Data Centers

This case study examines how self-contained, rack-based, micro data centers have been deployed in lieu of traditional enterprise constructed IT facilities for distributed computing sites. These sites include both single room environments and on-premise DR environments. The presentation will show how the use of micro data centers grew from a custom designed targeted use to a flexible, modular solution that can meet a global standardization and be deployed in various environments. The implications of global provisioning will be explored along with lessons learned and the challenges faced in deploying this non-traditional system.

DANIEL BOYCE

Global Manager, IT Room Support
GlaxoSmithKline

RON MAGEE

Owner
RonM, LLC

12:15 P.M.

Conference Adjourns

TWO QUICK STEPS **TO REGISTRATION**

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 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 11th

2. Hotel Reservations



To take advantage of **7x24 Exchange's special rates** at the **Hilton Orlando Bonnet Creek** or the **Waldorf Astoria**, make a reservation online by visiting www.7x24exchange.org or by calling **Hilton Reservations** directly at **1-888-353-2013**.

The **7x24** group rate at the **Hilton Orlando Bonnet Creek** is **\$199/night** for a single or double plus tax and an **optional \$22/day resort fee**. Please refer to group code **HEXI** when making reservations at the **Hilton**.

The **7x24** group rate at the **Waldorf Astoria** is **\$229/night** for a single or double plus tax and an **optional \$30/day resort fee**. Please refer to group code **WEXI** when making reservations at the **Waldorf**.

Check in is at **4:00pm** and Check out is at **11:00am** (both hotels)

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until May 2nd, 2018. 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 4th 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 4th please contact Brandon Dolci at 646-486-3818 x108 before May 2nd.

GUEST/SPOUSE SHOPPING SHUTTLE

MONDAY *JUNE 4th*

10:00 A.M. – 4:00 P.M.

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

DATA CENTER OF TOMORROW

Name		
(Informal Name/Nickname for badge)		
Position/Title		
Company		
Address		
City	State	Zip
Phone	Fax	
E-mail		

VENDOR	Early Bird Discount through MAY 11th	After MAY 11th
Member:	\$1,900	\$2,200
Non-member:	\$2,200	\$2,500

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

Member:	\$1,400	\$1,600
Non-member:	\$1,600	\$1,900

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

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.

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REGISTRATION FORM

2018 SPRING CONFERENCE
END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES
**DATA CENTER
OF TOMORROW**

Register online today at www.7x24exchange.org
Questions? Call **646-486-3818**



The end-to-end reliability forum.™

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Programs Director & Editor, 7x24 Exchange Magazine
TARA OEHLMANN, ED.M. 646-486-3818 x104

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PLATINUM PARTNER



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



MEDIA PARTNERS

