

THE POSSIBILITIES

## 2021 SPRING CONFERENCE END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

**JUNE 13-16, 2021** 

JW MARRIOTT SAN ANTONIO HILL COUNTRY SAN ANTONIO, TX



### 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 SPRING CONFERENCE

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

# EXPLORE

THE POSSIBILITIES

## **SUNDAY** JUNE 13

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 tool to validate an individual's skills against industry best practices. The audience for the exam is anyone that operates a data center, supports data center operations and/or sells into a data center environment.

#### Proctored by:

#### **BRYAN KAINRATH**

President
Mission Critical Global Alliance (MCGA)

## 6:00 P.M. - 9:00 P.M. Outdoor Welcome Reception

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 14

## 7:00 A.M. - 4:00 P.M. **Registration**

Check in and pick up your name badge.

#### 7:00 A.M. – 8:00A.M. Outdoor 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 Leading From Any Seat: Stories from the Cockpit and Lessons from The Grit Factor

Tenacity, determination, grit and an innate ability to lead has defined Shannon Huffman Polson. An adventurous young woman, she summited Mount McKinley (now Denali) and, at the time, was the youngest woman to complete the attempt. From there, she was commissioned in the Army and was one of the first women to fly the Apache attack helicopter. Through her leadership and aviation skills she earned the right to lead two flight platoons and was the first woman to command an Apache flight company in the 2<sup>nd</sup> Infantry Division. With real-world stories and insights from in and out of the cockpit, she offers tangible leadership lessons for audience members to seek out their own targets and, where passion and purpose intersect, incorporate them into their own professional lives.



#### SHANNON HUFFMAN POLSON

One of the first U.S. Army Women Apache Helicopter Captains and Pilots, Author of North of Hope and The Grit Factor.

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

## 10:00 A.M. - 11:00 A.M. Panel: Crisis Construction!

Cloud regions are declared, data center campuses continue to expand, new technology is forcing unprecedented schedules, we need the fabric of data center delivery to respond in kind... and full stop. A global pandemic hits and threatens the growth and operations of the most essential and efficient communications networks on Earth, and attempts to stifle the most innovative minds by separating their teams. We refuse to be defined by all the negative. We find ways to adapt, and create a fabric for safety, inclusion and success. We create, educate and learn, and take the best ideas and adaptations to shape a better data center ecosystem.

#### Moderator:

#### **CHRIS MCLEAN**

Director of Mission Critical Services MC Dean

#### Panelists:

#### **ERIC ZUHLKE**

EHS Manager Google Data Center Construction

#### **EANNA MURPHY**

Senior Vice President Yondr Americas

#### LANE ANDERSON, M.E.

Executive Vice President, Global Data Center Development QTS Data Centers

#### 11:00 A.M. – 12:00 P.M. Applying What We've Learned in 2020 to Strategic Operational Planning

The pandemic of 2020 created a new set of realities that each of us had to embrace in our personal and professional lives. In the digital infrastructure industry, it showed each of us just how prepared our production environments were for stress, and how much stress these plans could accommodate. Looking back on what we saw, we have the opportunity to create much stronger operational plans, which account for much deeper and wider types of stress. And while another global pandemic of the magnitude of COVID-19 is less likely in the coming years, there are a wide range of other stresses that each of us must embrace in our strategic thinking and operational planning for complex digital infrastructures – which are now at the heart of each of our organizations.

#### MATT STANSBERRY

Vice President North America Uptime Institute

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

#### 1:30 P.M. - 2:30 P.M.

## Panel: Connectedness 2.0 - How the Convergence of 5G, IoT, and Edge Computing Will Alter the Data Center Ecosystem

The data center industry has been evolving since its inception. Today's advances are just the next step in that evolutionary path. In many ways the distributed processing model being adopted today is really a full circle from where the industry first started in IT closets 45 years ago. As this next step comes into focus for the industry, we all need to better understand where it is going. The edge systems, in many ways, are just starting to take hold in the industry in a meaningful way. From cloud proliferation, to monetization of apps, to autonomous vehicle response and control, edge systems and the data centers they are and will be requiring will eventually dominate our landscape. With all of the potential uses these sites will take on many forms and land in many places. Our panel will explore the implications of how these systems and sites will affect the industry and what effect that will have on us all.

#### Moderator:

#### **JASON SANDERS**

Division Manager Turner Construction

#### Panelists:

#### **BILL RADFORD**

CIO

*EdgePresence* 

#### TOM WIDAWSKY

East Region Tech Principal HDR Inc.

#### RICHARD BRALLEY

Director Vertiv

#### **RON MANN**

*VP of Engineering TAS* 

#### 2:30 P.M. – 3:00 P.M. Refreshment Break

#### 3:00 P.M. – 4:00 P.M. Concurrent Breakout Sessions Breakout A: Bridging the Talent Gap

Both 7x24 Exchange International and iMasons have long recognized the challenge our industry faces in filling the talent pipeline, and both organizations have initiatives intended to address it. And, the challenge persists. Join the presenters in an open discussion about the industry initiatives in-place, what's working, what's not, and how we can work together better to solve this problem.

#### **DENNIS CRONIN**

Chair, iMasons Education Committee and Founding Member, 7x24 Exchange International

#### JEFF OMELCHUCK

Executive Director Infrastructure Masons

## Breakout B: Is the Department of Defense a Hyperscaler?

Hosting data in a Multicloud environment has become an increasingly prevalent industry strategy, and federal agencies are no exception to realizing the benefits. But what happens when mission requirements limit the benefits of cloud deployments? Enterprise data centers remain an integral component of the Department of Defense and Intelligence Community's infrastructure. From greenfield site selection to supporting legacy facilities, this session will discuss the stakeholders and decision drivers behind growth of the USG's critical mission infrastructure.

#### SAMUEL GOODMAN

Engineer United States Department of Defense

## Breakout C: Medium Voltage in Data Centers: What You Don't Know CAN Hurt You

To address the ever-increasing power requirements, data center design engineers are turning to medium voltage power distribution. The traditional approach of using multiple, large conductors to distribute low voltage power throughout the facility has evolved into using medium voltage (MV) distribution throughout large data centers. While this new method allows for stepping down to low voltage close to the load, improper installation and testing procedures can lead to immediate or premature failures. Most electrical contractors do not have extensive experience installing MV equipment, and are often unaware of MV-related "gotchas" that do not exist at lower voltages. Inexperience with MV best practices from a testing standpoint and failure to follow manufacturer installation instructions are common causes of electrical events and unplanned outages.

#### **BRANDON SEDGWICK, PE**

President

Hood Patterson & Dewar

#### 4:00 P.M. - 5:00 P.M.

## WiMCO<sup>®</sup>: Attracting and Retaining Diverse Talent – How Google Is Leading the Way

Google is succeeding in attracting and retaining diverse talent. Be part of the ongoing conversation as Brenda shares her perspective and experiences with concrete examples you'll be able to utilize at your own organizations and reap the benefits of a more diverse team.

Organized by the Women in Mission Critical Operations (WiMCO) Committee

#### **BRENDA STANDRIDGE**

US West/Central Regional Data Center Operations Director Google



## **TUESDAY** JUNE 15

7:00 A.M.- 8:30 A.M. Outdoor Breakfast

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 7x24 Exchange and International Data Center Day updates.

9:00 A.M. - 10:00 A.M.

**Keynote: Bridging the Digital Divide** 

An estimated 18% of US students do not have broadband access and one in four teenagers living in households with incomes below \$30,000 do not have a computer at home. In this session, Chris Crosby, CEO of Compass Datacenters, will examine how the COVID pandemic has exposed substantial disparities in the abilities of many of this nation's school age children to receiving the education they need to compete and thrive in our knowledge-based economy. The piece will explore how the continued expansion of the "digital divide" has long-term implications for these students and our nation as a whole.



CHRIS CROSBY CEO Compass Datacenters



NANCY NOVAK
Chief Innovation Officer
Compass Datacenters

10:00 A.M. - 10:30 A.M. **Refreshment Break** 

10:30 A.M. - 11:30 A.M.

DCIRN - Building a Global Knowledge Database

Is it not ironic that the industry collecting performance data on all the world's industries, shares very little real performance

data about its own operations? Year after year we read reports on data center incidents, anomalies and outright crashes with statements that X % of incidents are caused by this and Y % are caused by that. We keep hearing about the human factor in all these incidents but no details. How much of the human factor is due to inexperience, lack of supervision or poor security controls? Likewise, on equipment incidents, how much is infant mortality, overload, lack of maintenance or old age? The reports we read are based largely on interpreted events with much extrapolation on frequencies. It is DCIRN's charter to create a statistically significant knowledge database of global data center incidents, their causes and the solutions effected to prevent their reoccurrence.

#### Moderator:

**DENNIS CRONIN, DMCO** 

CEO Americas DCIRN

Panelists:

JEFF OMELCHUCK

Executive Director Infrastructure Masons

**VALI SORELL** 

Principal Hardware Engineer, Datacenter Integration Services Microsoft

SCOTT MACINTIRE

Vice President of Client Services Salute Mission Critical

**BEN STEWART** 

Senior Vice President of Operations NTT Global Data Centers Americas

11:30 A.M. - 12:30 P.M.

Predictive Analytics: Creating Actionable
Intelligence through Swarms of Data

The data center market has long had experience with capturing data and interpreting that data into actionable intelligence. Still, most available systems are not easily integrated across domains and various equipment communications protocols make creating an integrated predictive analytics platform challenging. However, Compass Datacenters and Schneider Electric are working together to learn how they can better leverage IoT data streams from the critical infrastructure to better manage long term service and operational costs while reducing downtime risk. This joint





presentation will look at how Compass and Schneider are piloting a system that unifies all the data streams into a single gateway and feeds to the cloud through a cyber-secure portal where subject matter experts develop and train a rules-based predictive analytics platform. This presentation will review the current use of analytics in the data center, while demonstrating the potential evolution of predictive analytics through Compass and Schneider's case study.

#### WENDI RUNYON

VP of Strategy & Business Development Schneider Electric

#### ADIL ATTLASSY

Chief Technical Officer Compass Datacenters

## 12:30 P.M. - 2:00 P.M. Outdoor Lunch & Networking

#### 2:00 P.M. - 3:00 P.M. Mixing Liquids Into Your Data Center - Global Recipe for Success

This panel discussion by OCP Advanced Cooling Facility leaders will look at key issues and solution evolution associated with adding liquid cooled IT as standard practice in the life cycle of data centers. Discussion will include review of case study and deployed designs, including trade-off discussions - temperatures, dew point operation, heat rejection paths. Optimized use of liquid cooled IT maximizes efficiency, sustainability and enables reuse of heat/energy.

#### Moderator:

#### DON MITCHELL

Data Center Division Manager Victaulic and Co-Project leader for OCP Advanced Cooling Facilities

#### Panelists:

#### JOHN GROSS

Owner and Mechanical Engineering Lead JM Gross Engineers

#### JOHN MUSILLI, PMP, CDCE

Solutions Architect Critical Project Services

#### VALI SORELL

Principal Hardware Engineer, Datacenter Integration Services Microsoft

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

## 3:30 P.M. - 4:30 P.M. Concurrent Breakout Sessions Breakout A: Open Collaboration and Vendor Agnosticism in Data Centers

When it comes to building a data center, organizations need to balance timelines and costs with their unique geographical and technological requirements. To this end, supply chains play a critical role in the success of every data center project. When supply chains are optimal and reliable, projects stay on schedule. But this is often easier said than done. During the COVID-19 pandemic in particular, many organizations saw firsthand just how fragile supply chains can quickly become—and what happens when they fall apart or run into unforeseen delays .

#### **ROB COYLE**

Data Center Facilities Lead Open Compute Project

#### BRET LEHMAN, PE

Data Center Facilities Project Lead Open Compute Project

## Breakout B: Methods of Heat Rejection: A Tool for Making an Informed Decision

There are multiple ways for dissipating the heat generated in a data center. System types available are all evaporative cooling; wet/dry cooling; non-evaporative cooling and hybrid. The following criteria can be used to make an informed decision: location; IT load by year; climate data; cost of electricity and cost of water/sewer. With these criteria, a variety of simulations can be used to determine the best method of IT load heat rejection. The presentation will explore ways to determine what system or choice of systems is best based on total cost of ownership.

#### R. STEPHEN SPINAZZOLA, PE, LEE AP, ASHRAE BEAP

Director Shumate Engineering

## Breakout C: Creating a Sustainability Vision for Data Centers: Where to Start

There is no denying the challenges ahead in addressing sustainability. But what does that mean for data centers? To achieve sustainability we must balance economic, environmental and social factors in equal harmony. We must live within the means of our natural resources. We must consume our natural resources, natural resources such as energy, in a sustainable manner. Yet, our data centers are continuing to consume more and more energy as the demand for data processing and data storage grows and this will have a significant impact on the environment and cannot be ignored. So what do we do and how do we do it?

## MELISSA CHAMBAL, CDCDP, CDCMP, CDCEP, CDCAP, CNIDP, CTPM, ATS, RCDD

US LATAM & Canada Technical Manager CNet Training

## WEDNESDAY JUNE 16

7:00 A.M.- 8:30 A.M. Outdoor Breakfast

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: High Density Compute is Here: The Challenges, Opportunities and Roadmap to Success

Once the domain of HPC users only, high density compute, networking, and storage solutions are creating infrastructure challenges for IT and facilities ecosystems. High density is going mainstream! Businesses across verticals are rapidly accelerating the adoption of AI, IoT and 5G technologies, requiring new data center designs and infrastructure changes. In this panel discussion, experts from Cyxtera, University of Texas Arlington, and Vertiv will discuss drivers, challenges, lessons learned and solutions to enable legacy data centers, edge sites and greenfield builds to successfully manage the transition to high density air and liquid cooling solutions.



Moderator **GREG STOVER** *Global Director, Hi-Tech Development Vertiv* 



Panelists **DEREJE AGONAFER**Site Director, NSF IUCRC Center in Energy Efficient Systems

University of Texas at Arlington



FRED REBARBER Technical Business Development Manager, North America Thermal Management Vertiv



**KELLY SULLIVAN**Senior Vice President, Data Center Operations
Cyxtera Technologies

9:45 A.M. - 10:15 A.M. **Refreshment Break** 

#### 10:15 A.M. – 11:15 A.M. Critical Facilities Redefined

Beyond enhancing the convenience in homes with devices such as smart thermostats and doorbells, the Internet of Things (IoT) has redefined our relationship with data. The first generation of IoT deployments transitioned SCADA-style solutions to IoT Platforms, offering advanced insight and more comprehensive integration, increasing the capabilities and flexibility in managing facilities, machinery, and infrastructure, often at a global level. We are now entering the second generation of IoT enablement where instead of IoT supplementing an operation, it is now becoming the integral solution within itself. Aided by the marriage of analytics, telecommunications advances, and edge computing, IoT ecosystems are becoming the key to solving some of the world's most challenging problems, both big and small. This seminar explains the evolution underway for IoT from supplementary technology to being the answer within itself, using several real-world examples to show this natural progression and how this is intrinsically tied to edge computing.

**LUKE DALSKE** 

COO

Radix, IoT, LLC

MICHAEL SKURLA

CPO

Radix IoT, LLC

#### 11:15 A.M. - 12:15 P.M. A Glimpse into the Future - The Urban 5G Project

Ultimately, 5G networks will permeate cities to support a wealth of applications via antenna networks. In this presentation, Keith Rutledge, GM, EdgePoint for Compass Datacenters will present an overview of the live "test lab" being developed in concert with the Autonomy Institute and the University of Texas, that will exemplify the structure of future urban 5G networks, and how it will be used to answer critical questions surrounding the combination of technologies comprising these configurations including: defining coverage areas, antenna densities and the ratio of edge/micro facilities to antennas as well as considerations regarding bandwidth, latency and processing power.

#### **KEITH RUTLEDGE**

GM, EdgePoint Compass Datacenters

**NIGHT KEYES** 

COO ATRIUS

12:15 P.M. Conference Adjourns



## **CONFERENCE GUIDANCE**

7x24 Exchange is conducting a live, in-person 2021 Spring Conference to be held June 13-16, 2021, at the JW Marriott San Antonio Hill Country. The 7x24 Exchange Board of Directors and Staff are working to ensure the event is successful and safe. We are preparing as we would for any other Conference and then some. 7x24 Exchange and its' members, conference attendees and sponsors are in a unique position, unlike any other year. We don't underestimate the amount of time, dedication, and work everyone is putting in to open the doors. The Spring Conference will play a key role in propelling the industry forward through the unique circumstances the world has faced this past year. We are excited to play a part in facilitating the emergence of the mission critical industry again.

### IN-PERSON - WHAT YOU NEED TO KNOW

We recognize the strong desire of our members and industry to engage together. In addition, networking is a particularly important element of the conference. 7x24 Exchange International is working closely with the JW Marriott, state agencies and local officials to ensure that the in-person event adheres to safety protocols related to COVID-19 pertaining to live conferences and events.

7x24 Exchange is committed to the health and safety for our conference attendees and staff amid the COVID-19 pandemic as we prepare for the 2021 Spring Conference in San Antonio, June 13-16, 2021. We continue to monitor recommendations from local health authorities, the World Health Organization (WHO) and Centers for Disease Control and Prevention (CDC) for group meetings and events. In compliance with the health and safety recommendations, we will provide updates on PPE & wearing face coverings, social distancing, cleaning protocols and provide access to other important information. We are committed to a 2021 Spring Conference that will provide education, information sharing, networking and a memorable experience and look forward to seeing you in June.

<sup>\*</sup> This information will change based on local, state, and federal guidelines. Always check the conference website https://conferences.7x24exchange.org/spring2021 for the latest information. Information is subject to change without notice. Last Updated: May 26, 2021

### WHAT IS 7X24 EXCHANGE REQUIRING?



#### **KEEP YOUR DISTANCE**

Social distancing is suggested when and where possible.

• Sponsors may regulate the number of individuals they accommodate in front of their tabletop.



#### **WASH YOUR HANDS**

- Regular hand washing with soap and water will be encouraged with signage throughout the hotel.
- If you cannot wash your hands, please use the hand sanitizer provided to you.
- Individuals with allergies to sanitizing solutions are encouraged to bring their own sanitizing solutions appropriate for their health.



#### **NOT FEELING WELL**

- Complete a health self-assessment. Are you experiencing any symptoms? The most common symptoms of COVID-19 are fever, cough and shortness of breath. If you feel sick, please stay home and if warranted, seek medical attention.
- Refer to the CDC website for information about COVID-19 related symptoms.
- We know you want to be at the conference, but if you don't feel well please stay home and get better. We will see you in the Fall!



#### WEAR A FACE COVERING

**Fully vaccinated** guests are no longer required to wear face coverings or social distance in indoor and outdoor areas at all Marriott International U.S. properties unless required by local law.

**Unvaccinated** guests must still wear face coverings and practice social distancing when they are in indoor public spaces.

The U.S. government's leading medical expert has acknowledged that the CDC's new guidance will rely on the honor system, with everyone having a mutual commitment to the health of our communities

All face coverings should fully cover the nose and mouth.



#### **TRAVEL**

Before traveling, we encourage you to check travel guidelines and requirements for your country. As of February 9, 2021, the CDC issued new travel requirements:

- All air passengers coming to the United States, including U.S. citizens, are required to have a negative COVID-19 test result or documentation of recovery from COVID-19 before they board a flight to the United States. See the Frequently Asked Questions for more information.
- Masks are required on planes, buses, trains, and other forms of public transportation traveling into, within, or out of the United States and in U.S. transportation hubs such as airports and stations.

7x24 Exchange International is not responsible for publishing updated travel restrictions or guidelines.



#### MARRIOTT INTERNATIONAL'S COMMITMENT TO CLEAN

Marriott's Cleanliness Council has redefined its standards to ensure guests feel safe in a clean, flexible and socially responsible space. Learn more about what to expect at the JW Marriott San Antonio Hill Country here.

https://whattoexpect.marriott.com/satjw | https://www.youtube.com/watch?v=-dhFrikm4lo

## **CONFERENCE PARTICIPANT GUIDE**

Will attendees, sponsors and exhibitors be required to make any special adjustments?

Yes, 7x24 Exchange International is taking several steps to ensure safety and we are asking all conference participants to adhere to federal, state, local and hotel regulations. We understand many corporations have employee guidelines and we respect those guidelines. We ask those attending with corporate guidelines, read the following and make the determination to participate at the 2021 7x24 Exchange Spring Conference with approval from your company.

#### **GENERAL**

- We recommend that all participants supply their own face covering and adhere to the CDC guidelines, https://www.cdc.gov at the time of the conference. Although 7x24 Exchange International will have a limited supply of face coverings on hand should you need one, not all coverings fit individuals in the same manner and are not guaranteed to stop or reduce the exposure to COVID-19.
- Social distancing is suggested when and where possible.
- Frequent hand washing and the use of hand sanitizer is encouraged.
- Food service will be provided outdoors, weather permitting, either through hotel-staffed food stations or self-serve buffets with a barrier if required by local law, pre-packaged grab-n-go items, or plated meals served by hotel staff. Self-serve buffets will require each individual to use hotel provided hand sanitizer prior to serving themselves.

#### PRIOR TO ARRIVING AT THE CONFERENCE

- Pre-registration by using the online registration system is highly recommended. This will reduce your time in the registration area and help to eliminate congestion.
- Please pack a face covering.
- Complete a health self-assessment. Are you experiencing any symptoms? If you feel sick, please stay home. Refer to the CDC website for information about COVID-19 related symptoms.

#### WHILE AT THE CONFERENCE

- Wash your hands often. Cover your cough or sneeze.
- Hand sanitizer stations are located throughout the public spaces of the hotel. Should you be allergic to hand sanitizer, we recommend bringing your own sanitizing solution to meet your health needs.
- Please refrain from handshakes and hugs. We know the 7x24 Exchange community is a family and we care about you. Show it by fist or elbow bumping or an air hug.

<sup>\*</sup> This information will change based on local, state, and federal guidelines. Always check the conference website https://conferences.7x24exchange.org/spring2021 for the latest information. Information is subject to change without notice. Last Updated: May 26, 2021

#### **REGISTRATION AREA**

· We ask that you do not loiter at the desk. Collect your badge and please exit the registration area.

#### **GENERAL SESSION AND BREAKOUT ROOMS**

• Meeting rooms will be cleaned in accordance with the Marriott Commitment to Clean program. Please refrain from loitering in the rooms during scheduled refreshment breaks and meal functions. Optimize the Mobile App to engage with individuals at the conference and continue your discussions.

#### SUGGESTED GUIDELINES FOR SPONSORS

- Disinfect products and displays on a frequent basis. Sponsors should maintain the cleaning of their assigned space, products and high-touch points.
- Consider eliminating contact where possible (e.g. avoid enticement candy).
- Place signage to notify attendees of your social distancing requirements in your assigned space.
- Sponsors are responsible for adhering to their corporate guidelines. 7x24 Exchange will not monitor or enforce corporate guidelines of participants.

#### STATE AND LOCAL

#### San Antonio Health -Travel

https://covid19.sanantonio.gov/Assistance/Travelers/ Guidelines-for-Travelers

#### **CITY OF SAN ANTONIO**

https://www.sanantonio.gov/

#### **TESTING SITES IN SAN ANTONIO**

https://covid19.sanantonio.gov/What-YOU-Can-Do/Testing

#### **BEXAR COUNTY**

https://www.bexar.org/3234/COVID-19

#### FEDERAL AND INTERNATIONAL

#### CDC - Centers for Disease Control and Prevention https://www.cdc.gov

#### **CDC Travel**

https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html

#### Requirement for Proof of Negative COVID-19 Test or Recovery from COVID-19 for All Passengers Arriving in the United States

https://www.cdc.gov/coronavirus/2019-ncov/travelers/testing-international-air-travelers.html

#### TSA - Transportation Security Administration

https://www.tsa.gov

#### U.S. Department of State

https://travel.state.gov/content/travel/en/international-travel.html

#### **Update on Passport Operations**

https://travel.state.gov/content/travel/en/traveladvis ories/ea/passport-covid-19.html

#### **COVID-19 Travel Information**

https://travel.state.gov/content/travel/en/traveladvisories/ea/covid-19-information.html

#### **COVID-19 Testing Required**

https://travel.state.gov/content/travel/en/traveladvis ories/ea/covid-testing-required-us-entry.html

#### FOR SOCIAL MEDIA UPDATES

CDC: @CDCgov City of San Antonio: @COSAGOV 7x24 Exchange: @7x24Exchange

State of Texas: @texasgov Bexar County: @Bexar County

## TWO QUICK STEPS TO REGISTRATION

### 1. Conference Registration

Complete a Conference Registration Form for each participant online or email 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 April 30th.

### 2. Hotel Reservations



23808 Resort Parkway, San Antonio, TX 78261

To take advantage of 7x24 Exchange's special rates at the JW Marriott San Antonio Hill Country you can visit the conference website at www.7x24exchange.org to make an online reservation, or call JW Marriott San Antonio Hill Country directly at 1-877-622-3140 and ask for the 7x24 Exchange Conference room rate of \$209.00/night for a single or double, plus applicable state and local taxes.

#### Please refer to 7x24 Exchange 2021 Spring Conference when calling.

Please Note: Room reservations are available on a first come, space-available basis. Space permitting, this block will be available until April 30th. 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.



## VENDOR/CONSULTANT POLICIES & PROCEDURES

## **Hospitality Suites**

Hospitality suites/demo rooms are permitted on Monday, June 14th between the hours of 6:30 P.M. and 10:30 P.M. All hospitality suite hosts must be a Silver Partner of the 7x24 Exchange Corporate Leadership Program (CLP). In order to be recognized by 7x24 Exchange vendors must complete a suite registration form.

As always, hosting a hospitality suite gives vendors direct access to the conference attendees and provides the opportunity to promote products and services in an enjoyable relaxed environment.

If you are interested in hosting a suite on Monday, June 14th please contact Brandon Dolci at 646-486-3818 x108 before April 30th.



#### 2021 SPRING CONFERENCE

ID-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

## EXPLORE

THE POSSIBILITIES

## **REGISTRATION FORM**

Name

(Informal Name/Nicknam	e for badge)		
Position/Title			
Company			
Address			
City	State	Z	ip
Phone	Fax		
Email			
Name of guest A guest is a spouse/significant oth industry related occupation. Co-wo guest registration category and ar Only one guest is permitted for eac Welcome Reception, Monday Morn	orkers or associates i re required to submi rh paid registration. (	in the industry it a separate i Guests are inv	may not use the registration form. ited to attend the
CONFERENCE FEES:	Fault Dinal Dia		A 64 a 11
VENDOR Member: Non-member: An individual that sells or distribute	\$	II 30th \$1,900 \$2,200	After April 30th \$2,200 \$2,500
CONSULTANT Member: Non-member: An individual that provides profess	\$	\$1,700 2,000 ulting services	\$2,000 \$2,300 s for a fee.
END USER Member: Non-member: An individual that operates or ma information infrastructures for inter An individual that can be consider a Vendor. An individual that can be consider as a Consultant. We reserve the right to modify the regenerations.	intains mission criti rnal use. red as an End User o red as an End User o	or a Vendor w	ill be classified as t will be classified
CERTIFIED MISSION CRITI	CAL OPERATO	R EXAM	
Please charge my card a CMCO Exam. Conference			
PAYMENT METHOD:			
<ul><li>□ Check enclosed.</li><li>Charge (check one)</li><li>□ American Express</li><li>□</li></ul>	Visa 🖵 Mast	terCard	☐ Discover
Card Number:			Exp. Date:
Name (as it appears on th	ne card)		
Signature Promotion Code:			

DO YOU PLAN TO ATTEND?				
<b>SUNDAY</b> 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 3:00 P.M. – 4:00 P.M. CONCURRENT BREAKOUT SESSIONS				
A: Bridging the Talent Gap	☐ Yes	☐ No		
B: Is the Department of Defense a Hyperscaler?	☐ Yes	☐ No		
C: Medium Voltage in Data Centers: What You Don't Know CAN Hurt You	☐ Yes	□ No		
<b>TUESDAY</b> 3:30 P.M 4:30 P.M.				
CONCURRENT BREAKOUT SESSIONS				
A: Open Collaboration and Vendor Agnosticism in Data Centers	☐ Yes	□ No		
B: Methods of Heat Rejection: A Tool for Making an Informed Decision	☐ Yes	□ No		
C: Creating a Sustainability Vision for Data Centers: Where to Start	☐ 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, 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 April 30th will be refunded, less a \$200 handling fee. There will be no refunds after April 30th. 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/spring2021/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 P.O. Box 61360, Staten Island, NY 10306

Email conferences@7x24exchange.org

Phone 646-486-3818 | Fax 212-645-1147

Register online at www.7x24exchange.org

#### 2021 SPRING CONFERENCE END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

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

#### **DIRECTORS AND OFFICERS**

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

President CYRUS J. IZZO, PE Syska Hennessy Group

Vice President, Marketing Director,

Vendor Representative JULI IERULLI Caterpillar

Director, Chapter Representative MICHAEL SITEMAN INAP

#### **STAFF**

Director, Chapter & Member Relations **KATHLEEN A. DOLCI** 646-486-3818 x103

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

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

## 2021 SPRING CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS (at press time)

#### **PLATINUM PARTNERS**





#### **GOLD PARTNERS**



















#### **SILVER PARTNERS**































































**MEDIA PARTNERS** 







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