2022 SPRING CONFERENCE

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

IMPACT OF COVID

June 12-15, 2022
JW Marriott Orlando Grande Lakes, FL

7x24Change
INTERNATIONAL
The end-to-end reliability forum.™
www.7x24exchange.org

Register before May 20th for a Chance to Win One of 3 Microsoft - Surface Laptop Go - 12.4" Touch-Screen

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.

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END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

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SUNDAY

▌▌▌▌▌ **JUNE 12th**

1:00 P.M. – 9:00 P.M.
Registration

6:00 P.M. – 9:00 P.M.
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.

Keith Rutledge of Compass Datacenters delivers a presentation at the 2021 Fall Conference

MONDAY
IIIII JUNE 13th

7:00 A.M. – 4:00 P.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
Confronting Reality – Leading Ahead of Disruption

Every day can bring harsh new surprises, economic and policy change, the competitor or new business model you never saw coming or game-changing technology. Competing in the friction-free economy has leaders worrying most about what they don't know. In his talk, Geoff Colvin leverages nearly 40 years at Fortune to arm audiences with valuable perspective on the trends driving business disruption, revealing how top leaders are confronting them right now. Economic growth, consumer demand, interest rates, taxes, employment costs – these issues are transforming the business environment daily, and Geoff provides unparalleled insights in terms you won't hear elsewhere. And while political winds may blow toward protectionism, the market trends powering the friction-free economy are technological and going strong, requiring swift and full attention. As a result, winning in business today demands extraordinary leadership acting on the best intelligence it can find. Geoff's message is optimistic and energizing: opportunity is more widely available than ever and there will be winners – why shouldn't it be you?

GEOFF COLVIN
Senior Editor-at-Large, Fortune and New York Times Best Selling Author

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

10:00 A.M. – 11:00 A.M.
Less Talk, More Doing: Sustainable Data Centers by 2030

During 2021, sustainability topics have reached new heights in the data center industry. Driven by bold statements and commitments from multiple hyperscalers, the "sustainability train" has clearly left the station. Pressure comes from data center tenants and investors who now demand clean and sustainable assets, and fast. Yet, for many data center operators, measuring sustainability and transitioning from existing, well understood architecture to a potentially new way of designing and operating their facilities is both risky and full of uncertainty. After all, they're still on the hook for uptime. Join Compass Datacenters and Schneider Electric to learn practical steps for today, tomorrow, and the future.

CARSTEN BAUMANN
Director, Strategic Initiatives & Solution Architect
Schneider Electric

NANCY NOVAK
Chief Innovation Officer
Compass Datacenters

11:00 A.M. – 12:00 P.M.
COVID and Its Impact on Data Center Construction and Equipment Procurement

This presentation is a portfolio case study of the construction impacts due to labor (shortages/on-site procedures required), procurement (supply chain issues as well as manufacturing) and facility design relative to special precautions required during construction and operations to deal with COVID in the data center environment. The case study will revolve around the construction and procurement issues associated with the build out of a campus collocation environment of over 150MW of critical IT load as well as others.

Moderator:
STEVEN SHAPIRO, PE
Partner
EYP Mission Critical Facilities, Part of Ramboll

Panelists:
CHAD BAXTER
Procurement Manager, North America
Vantage Data Centers

JOHN DUMLER, PE
VP, Data Center Design & Engineering
DC Blox

BRENDAN MCCARTHY
Senior Construction Manager
Vantage Data Centers

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

1:30 P.M. – 2:30 P.M. Concurrent Breakout Sessions

Breakout A: Lithium-Ion Battery Fire Safety in the Data Center

Data centers have been rapidly installing lithium ion batteries in their UPS systems to replace lead acid. Are you aware of what can happen when they fail? Are you aware of the fire and explosion risks? Do you know there is a fire code which can help keep your data center safe if there is a problem? This session will discuss the current state of fire safety of li-ion batteries as they are installed in data centers.

LEE KAISER
VP of Engineering and Training
ORR Protection

Breakout B: Sustainable Digital Supply Chain Strategies to Limit the Impact of Uncertain Times

Join Hitachi Energy and Skybox for a discussion on how to effectively manage projects during the time of COVID. We'll talk about supply chain strategies to ensure on-time delivery, overcome labor shortages and meet the speed of deployment required using new techniques like virtual factory acceptance testing to meet growing demand.

BRIAN DAVIS
Head of Data Center Solutions – Americas
ABB

DAVE STERLACE
Strategic Account Manager
Hitachi Energy

HAYNES STRADER
Chief Development Officer
Skybox Datacenters

Breakout C: The Talent SWOT

Hiring qualified talent has always been difficult. With COVID and the great resignation of 2021 it is not getting easier. With hundreds of standardized CMCO tests taken, Bryan Kainrath and Dennis Cronin will be presenting aggregated analytics of exams, and how well the industry's talent understands the fundamentals of Mission Critical operations. The session will present graphics and stats on specific areas of expertise leading to recommendations as to where future education and training will have the greatest return.

DENNIS CRONIN
Board Member
Mission Critical Global Alliance and
Founding Member
7x24 Exchange International

BRYAN KAINRATH
President
Mission Critical Global Alliance

Attendees networking during a 2021 Fall Conference Evening Reception

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

3:00 P.M. – 4:00 P.M.
Intentional Recruiting & Development: Building the Future of Data Centers Today

This panel discussion is designed to address how to intentionally recruit and retain our industry's most valuable assets, our people, when the talent pool seems shallower than ever. Panelists will speak about their personal experiences navigating careers and growth in the data center construction and services industry and their experiences leaning into core values of stewardship and community to bring data centers to the next generation of workforce. Join our industry leaders at Miller Electric as they discuss how relationships between end users, contractors, and vendor partners are the key to our future, propelling potential and accelerating professional development.

Organized by the 7x24 Exchange International Women in Mission Critical Operations (WiMCO®) Committee

Moderator:
JULI IERULLI
Global eCommerce Growth Manager-Electric Power Division Caterpillar, Inc. and
Vice President, Marketing Director, Vendor Representative, WiMCO® Chair
7×24 Exchange International

Panelists:
MARISSA DANIEL
Project Manager
Miller Electric Company

DONNIE SMITH
Chief Commercial Officer
Miller Electric Company

4:00 P.M. – 5:00 P.M.
WiMCO® Networking Reception

Join the National Women in Mission Critical Operations Committee for a networking reception.

Sponsored by ∞ Meta

TUESDAY
▌▌▌▌ JUNE 14th

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.
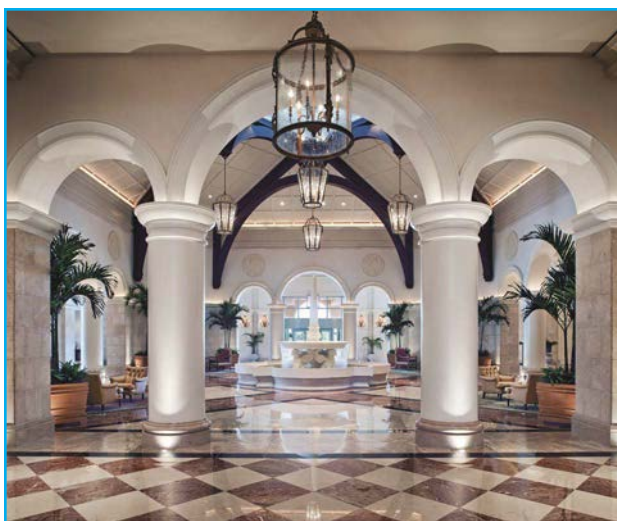
9:00 A.M. – 10:00 A.M.
Tuesday Keynote: How to Build to Scale with Sustainability in Mind

A reliable supply chain—especially one solid enough to build data centers at the unprecedented pace with the ability to scale quickly—is the key to success. However, sustainability still needs to be considered. Large enterprises and hyperscalers need data center partners to handle their influx of data, build to scale and most importantly align with their sustainability goals. This session will cover how an optimized, standardized supply chain can handle demand; sustainable agility as the key in addressing changing application, storage, compute and communications needs; and the importance of providing density quickly, cost-effectively and sustainably without exotic systems and materials.

PHILL LAWSON-SHANKS
Chief Innovation Officer
Aligned Data Centers

JW Marriott Orlando Grande Lakes

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

10:30 A.M. – 11:30 A.M.
Pandemic Continued Impact on Data Center Costs: How to Apply Learnings to Strategic Operation Planning into the Future

Uptime Institute data shows that while the pandemic may begin to subside during 2022, the spending increase is likely to be sustained. Spending on protective equipment and extra staff may fall back, but capital technology investments, whether in increased automation/monitoring or in site resiliency, may take years to peak, and would then require ongoing operational support. As a result, data centers should be more resilient in the years ahead, and a little less susceptible to problems with a critical component—humans. But operational costs are unlikely to fall. Implementing adaptive strategies is key to adopting new practices while our own worldviews have changed and new policies have been forged. What does it mean for us moving forward?

MATT STANSBERRY
Vice President, North America
Uptime Institute

11:30 A.M. – 12:30 P.M.
Sustainability and Reliability: Operating Lessons Learned for Unordinary Times

This panel will highlight challenges and opportunities in creating resilient and sustainable operations. We will explore Evoque's journey in transforming its portfolio. The panelists will discuss supply chain partnership strategies that drive best practices and where the industry is heading; how capital planning and operational planning dovetail together in a converged approach to sustainability; and how sustainable operations enable operators to navigate through challenging times.

Moderator:
MIKE JONES
Senior Vice President, Operations
Salute Mission Critical

Panelists:
ANDY STEWART
President and CEO
Evoque Data Centers

MARK THIELE
Co-Founder and CEO
Edgevana

WiMCO® Panel on the changing data center workforce at the 2021 Fall Conference

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

2:00 P.M. – 3:00 P.M.
ASHRAE: Hardware Evolution: Most Radical TC9.9 Change Yet

TC9.9 Thermal Guidelines opened the doors for data center economizers resulting in major PUE improvements. Hardware evolution is complicating cooling and potential increase in PUE! Learn cost effective cooling strategies to meet data center business needs and achieve good PUEs.

DON BEATY
Retired Founder
DLB Associates

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

3:30 P.M. – 4:30 P.M. Concurrent Breakout Sessions
Breakout A: Effects of COVID on Mission Critical Construction

This panel discussion will focus on three specific topics: Ongoing supply chain issues, technician availability in an industry already facing historic shortages, and a living strategy to overcome these challenges. Woven into all three of the topics is an underlying yet critical consideration: How do you keep the people working for you safe during a pandemic? This issue affects everyone from construction workers to operations and maintenance personnel. Solving this problem will take the combined efforts of all involved in the mission critical field.

Moderator:
JOHN MAJOR, AIA
Principal
Page

Panelists:
JASON HALTOM
Senior Project Manager
ERMCO

MIKE MEYER
Project Manager
Continental Electric

ELOY RAMIREZ
Director of Special Projects
Alterman Electric

Breakout B: Live Data Center Floor Replacement: Live Lift

COVID cancelled and/or postponed many construction projects and made many companies reconsider their data center options. Some customers with legacy data centers decided to upgrade and/or remodel existing facilities instead. One of the many considerations when doing so is the legacy raised floor; many of which are failing or not able to hold the weight of today's server cabinets. This presentation addresses that concern and the options available.

KEVIN BECK
Business Development/Project Manager
Jerry L. Johnson & Associates

PETER MATTE
Chief Executive Officer
Critical Facilities Solutions

Breakout C: Modular Data Centers: Maximizing Scale and Speed to Market through Integrated Design

The presentation includes a case study featuring innovation in action during the final months of design and construction of SoFi Stadium, the NFL's newest stadium and home to two professional football teams. This case study is hosted by the lead architect and MEP designer and includes a discussion and graphic presentation following the design, manufacturing and assembly of the data center, which was fabricated off-site in Houston, TX, including all MEP systems in place, and delivered to Inglewood, CA for final assembly. The project was successfully executed between September 2019 and May 2020, during the Covid-19 pandemic.

JON BENSON
Director of Engineered Solutions
TAS Energy, Inc.

MATT LAMONT, AIA, LEED, AP
Mission Critical Team Leader, North America
HKS, Inc.

6:30 P.M. – 10:30 P.M.
An Evening at Universal Orlando Resort

UNIVERSAL ORLANDO RESORT

An Evening at Universal Orlando Resort!
Tuesday June 14, 2022 - 6:30 PM – 10:30 PM

Get ready for one of the most incredible events 7x24 Exchange International has ever produced, an evening that fills four different clubs in Universal CityWalk at Universal Orlando Resort. Take a trip to New Orleans at Pat O'Brien's® and explore the home of the king of reggae at Bob Marley–A Tribute to Freedom℠. Next door you can take the stage at CityWalk's Rising Star or relax in the trendy and tropical atmosphere of the Red Coconut Club.

Then, head to The Bourne Stuntacular to see a stunning blend of stagecraft and film that follows the legendary Jason Bourne around the globe as he's pursued by sinister characters.

Last, we've reserved The Wizarding World of Harry Potter™ - Diagon Alley™, Springfield, U.S.A.™, and the World Expo areas at Universal Studios Florida just for you! You'll have unlimited access to experience the magic and excitement of Diagon Alley™, including the multi-dimensional thrill ride, Harry Potter and the Escape from Gringotts™. In Springfield, U.S.A.™, you'll enter the world of The Simpsons™ and the hilarious The Simpsons Ride™. And, in the World Expo area you'll zap aliens to save the galaxy on MEN IN BLACK™ Alien Attack™.

It's a night of unforgettable fun and excitement—and it's all yours!

Before visiting Universal Orlando, review the safety guidelines at UniversalOrlando.com/SafetyInfo
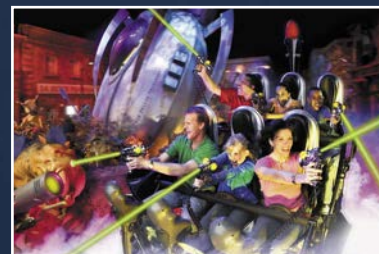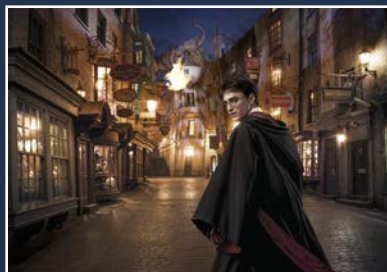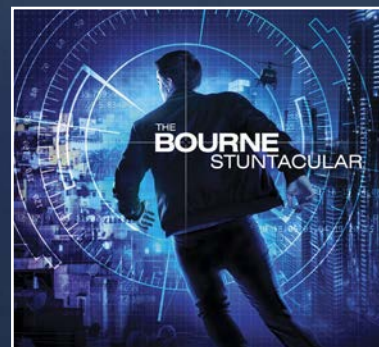
SPECIAL THANKS TO THE 7x24 EXCHANGE PARTNERS THAT MADE THIS EVENT POSSIBLE.

WEDNESDAY

▌▌▌▌▌ **JUNE 15th**

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: Power Resiliency for Data Centers: Breaking Old Myths and Power Paradigms

As more demands are placed on our power grid, how can we best prepare to address reliability and sustainability challenges in today's business climate of rising costs, ongoing supply chain issues, and explosive growth? Going beyond generators and traditional backup solutions, modern microgrids are breaking old myths and power paradigms, becoming the intelligent bridge between legacy power equipment and emerging power architectures by leveraging smarter data-driven technologies and solutions. In this session, our panel will discuss the state of the grid and why microgrids are the new highly reliable, carbon-neutral, power resiliency solution for the world's largest technology ecosystems.

BILL KLEYMAN
Executive Vice President of Digital Solutions
Switch

ALLAN SCHURR
Chief Commercial Officer
Enchanted Rock

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

10:15 A.M. – 11:15 A.M.
Why Adversaries are Focusing on Control Systems Networks to Create the Impact of their Choosing

All infrastructure and technology depends on control system networks and devices. They have to be used by governmental and commercial organizations for success in operational needs and mission assurance. However, they typically fall into organizational stovepipes, where there is little understanding of how they relate to an organization's risks. Control systems typically have increased connectivity and lack cybersecurity focus or maturity, making them easy targets for adversaries desiring to cause immediate and far-reaching impacts. This case study follows how

select defense agencies are investigating options to increase defense posture for these systems and why doing so is important for similar organizations.

DARYL HAEGLEY
Director, Mission Assurance and Cyber Deterrence
United States Department of Defense

TIM WATKINS
Business Development Manager
Schweitzer Engineering Laboratories, Inc.

11:15 A.M. – 12:15 P.M.
COVID + Climate Crises = Better Data Centers

Crises accelerate innovation. COVID and climate change have both impacted data center design and delivery, accelerating the adoption of more sustainable designs and more efficient delivery processes. Open Compute Project is a global, collaborative forum addressing industry needs via reference design, standardization and best practice guidance. Panelists have actively contributed to OCP recommendations for industry advancements in sustainability and delivery practices. This case study reviews the advancements in data center sustainability, design and delivery that were spurred by COVID and climate change urgency and implemented in Wyoming HyperScale Whitebox.

Moderator:
DON MITCHELL
Project Co-Lead
Open Compute Project and
Mission Critical Division Manager
Victaulic

Panelists:
SAM ALLEN, PE, LEED AP
Director, Mission Critical, Global Facilities Services
Burns McDonnell

JOHN GROSS
Owner
J.M. Gross Engineering

TRENTON THORNOCK
Founder
Wyoming Hyperscale White Box

12:15 P.M.
Conference Adjourns

Attendees networking during a break at the 2021 Fall Conference

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 International

P.O. Box 61360, Staten Island, NY 10306
Email: conferences@7x24exchange.org
Fax: 212-645-1147
www.7x24exchange.org

To guarantee early bird rate, registrations must be received by **May 20th, 2022**.

2. Hotel Reservations

JW MARRIOTT
ORLANDO
GRANDE LAKES®

4040 Central Florida Parkway, Orlando, FL 32837

To take advantage of 7x24 Exchange's special rates at the **JW Marriott Orlando Grande Lakes** you can visit the conference website at www.7x24exchange.org to make an online reservation, or call **JW Marriott Orlando Grande Lakes directly at 1-800-433-5402 and ask for the 7x24 Exchange Conference room rate of $225.00/night for a single or double plus tax.**

Please refer to 7x24 Exchange 2022 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 May 23rd. 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.

Guest/Spouse Shopping Shuttle
MONDAY, JUNE 13th
10:00 A.M. – 4:00 P.M.

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

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 Events

Hospitality suites/demo rooms are permitted on Monday, June 13th 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) to participate.

Hosting a hospitality suite gives Official 7x24 Exchange Partners added benefit and direct access to 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 13th please contact Brandon Dolci at 646-486-3818 x108 before May 6th.

IMPACT OF COVID

2022 SPRING CONFERENCE
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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, Spouse/Guest Shuttle, Tuesday Sponsored Event and Wednesday Morning Breakfast.

CONFERENCE FEES:

	Early Bird Discount through May 20th	After May 20th
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.

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: Lithium-Ion Battery Fire Safety in the Data Center	❑ Yes	❑ No
B: Sustainable Digital Supply Chain Strategies to Limit the Impact of Uncertain Times	❑ Yes	❑ No
C: The Talent SWOT	❑ Yes	❑ No

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

A: Effects of COVID on Mission Critical Construction	❑ Yes	❑ No
B: Live Data Center Floor Replacement: Live Lift	❑ Yes	❑ No
C: Modular Data Centers: Maximizing Scale and Speed to Market through Integrated Design	❑ Yes	❑ No

TUESDAY 6:30 P.M. – 10:30 P.M.

Sponsored Event: An Evening at Universal Orlando®	❑ 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, 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 May 20th will be refunded, less a $200 handling fee. There will be no refunds after May 20th. However, substitutions of company participants may be made at any time.

By registering I agree that 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

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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, Inc.

Director, Chapter Representative
MICHAEL SITEMAN Prodigious Proclivities

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

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