2023 SPRING CONFERENCE PANDE LESSONS LEARDED END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

June 4-7, 2023 JW Marriott Orlando Grande Lakes, FL



Register before May 12th for a chance to win one of three Meta - Quest 2 Advanced All-In-One Virtual Reality Headsets

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-theart 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, nontechnical 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.

2023 SPRING CONFERENCE PANDEMIC LESSONS LEARNED END-TO-END RELIABILITY:

Sunday

1:00 P.M. - 9:00 P.M. Registration

2:30 P.M. - 4:30 P.M. Student Session: Data Center 101

MISSION CRITICAL FACILITIES

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.

JAMES COE

Senior Principal Syska Hennessy Group

DENNIS CRONIN

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

RICH GARRISON *Partner Alfa Tech*

MARTIN GOLLWITZER

Director of Operations Perkins & Will

MIKE SWETZ

Vice President, Enterprise Technology Services State Street Bank

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.

Sponsored by

CATERPILLAR[®]





Fall Conference Keynote Speaker Admiral Mike Rogers

Monday

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: Opportunities Earned and Leadership Learned: An American Hero's Journey

A true American hero as humble as he is grateful, Medal of Honor recipient Florent Groberg will share an unforgettable story and equally remarkable lessons on leadership, selflessness, and the importance of setting goals and earning what you wish to achieve. With a palpable passion for sharing his journey to inform and inspire others, Groberg discusses the key stages and people in his life, and how they shaped him to be the leader, advocate and role model he is today, including: growing up abroad and lessons from his mother and adoptive father; his immediate, innate desire to take action as he watched the 9/11 terrorist attacks unfold from his college dorm room; his patient and persistent efforts to enlist in the U.S. Army; and his selfless actions in Afghanistan that earned him the nation's top award for valor in combat.



FLORENT GROBERG

Head of Microsoft Azure's Global Government Mission; Former Captain, U.S. Army; Congressional Medal of Honor Recipient

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

10:00 A.M. - 11:00 A.M. Panel: Future-Proof the Supply Chain

As the demand for data centers continues to grow, how does the industry "future-proof" their supply chain while keeping sustainability top of mind? In this session, panelists will discuss how they address these issues through partnerships that can withstand economic uncertainty while supporting their mission to a sustainable future. Despite economic shifts or a global pandemic, growth and scalability remain key targets. Industry experts will share their experiences and strategies in approaching a project from the frontend design to the materials and handling to certify future success despite continued supply chain constraints.

Moderator:

HARRY HANDLIN

U.S. Data Center Segment Leader ABB

Panelists:

NIC BUSTAMANTE Chief Technology Officer Corscale

GARY RUSSINKO

Principal Engineer kW Mission Critical Engineering

AARON SCHOTT

Director of Product Management of Data Center Solutions ZincFive

11:00 A.M. – 12:00 P.M. Panel: Pandemic Lessons Learned During the Commissioning Phases

This panel discussion is a portfolio case study on commissioning lessons learned during the pandemic. Panelists will discuss construction impacts due to labor, procurement and facility commissioning relative to special precautions required during construction and operations to deal with the pandemic in the data center environment. The case study will revolve around the construction and procurement issues associated with the buildout of a campus colocation environment of over 100MW of critical IT load as well as others.

Moderator:

STEVE SHAPIRO, PE

Partner EYP Mission Critical Facilities, Part of Ramboll

Panelists:

JON GIBBS

Senior Program Manager of Development Cologix

IAN LEVINE

Senior Lead Commissioning Agent and Project Manager EYP Mission Critical Facilities, Part of Ramboll

RAMZI NAMEK

Senior Director of Design Management

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

1:30 P.M. - 2:30 P.M. Concurrent Breakout Sessions Breakout A: CO2 (R744) for Data Centers: The Practical Journey to Sustainability

In this session presenters will discuss the US Government policy and incentives enabling the Industry and Owner/Operators to make the transition to CO2. Speakers will review the AIM Act and Inflation Reduction Act passed by Congress incentivizing CO2 and show how the business practices and societal awareness of corporations has also enabled and incentivized this transition through Environmental, Societal, and Governance (ESG) efforts and commitments and what they ultimately mean. Presenters will debunk any misconceptions of CO2 and show the numerous benefits for your data center. The presentation will close offering tangible real-world product examples of how these technologies have been successfully deployed.

MICHAEL MAY

President & CTO Effecterra

JACOB WOLFE

North American Data Center Representative M&M Carnot

Breakout B: Skills Training and Education ROI

Training and educational dollars are always tight, so how does an organization get the most for its dollars? The first step is to know what your staff knows and doesn't know. As an opener and to set the stage MCGA will provide several examples of what it has uncovered in its Certified Mission Critical Operator (CMCO) exam programs. Surprises are many and not always what you think. Our blue-ribbon panel of leaders representing Operators, Construction and Commissioning will react and respond to these discoveries as well as add in their own surprises in operational staff skills/knowledge and their staff's ability to project Mission Critical thought processes. The group will address the skills and knowledge that is expected of the staff in each of their respective fields of the Data Center Industry. In the end it is all about how we change the old adage of: "We don't know what we don't know"- so let's find out.

Moderator:

DENNIS CRONIN

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

Panelists:

BILL KLEYMAN Board Member, Neu.ro and

Contributing Editor, Data Center Knowledge

LILLIAN RIVERA Director of Marketing Bureau Veritas Primary Integration

MIKE SILLA

SVP Mission Critical Practice Leader, Harvey-Cleary Builders & Education Chair, 7x24 Exchange Carolinas Chapter

Breakout C: The Pandemic Changed Everything Else, Now Let's Change the Delivery Model for Data Center Design and Construction

The future of working together in the data center market has arrived. Everybody in the room has felt the stretch and acceleration of this market all during a worldwide pandemic, supply chain crisis and ongoing professional and skilled labor shortage. Speakers will discuss how we have been teaming to manage and overcome the challenges of our time. While the focus of our conversation is about Design-Build in data centers, the biggest thing we want to get across is that these times require working closer together and that starts with a more trusting and collaborative mindset.

JOHN DUMLER

VP, Data Center Design & Engineering DC Blox

COREY LEMMING VP of Advanced Technology Evans General Contractors

DAVID QUIRK Managing Principal DLB Associates

2:30 P.M. - 3:00 P.M. Refreshment Break



Attendees networking at the Fall Conference

3:00 P.M. - 4:00 P.M. WiMCO[®] Panel: The 21st Century Gold Rush - Will the Education Gap Result in Fools Data?

Data centers are critical hubs for companies and organizations of all sizes in every part of the world. Not only is our industry perceived as economically lucrative, but it is also seen as stable and strong in the face of challenges. This boon is attracting many newcomers in what we are calling the 21st Century Gold Rush. The influx of green companies combined with the challenges posed by community perception underscores the necessity for education on a broader scale. This panel will discuss such complex topics that are both directly and indirectly affected by this lack of knowledge and address questions such as how should our industry face the rising challenges inherent in the globalization of digital transformation; what strategies are being deployed to meet the rapid growth of data; how do concepts such as NIMBY, diversity, and social equality play into the data centers of the future and what are some strategies local chapters can do to address this education gap?

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

Moderator:

LILLIAN RIVERA Director of Marketing Bureau Veritas Primary Integration

Panelists:

Envirotrol

ROBIN DALY *Vice President*

RANDI JOHNSON

Data Center Facility Operations Area Director Meta

KERRY KING

Director, Global Data Center Facility Operations Support Meta

KAREN PETERSBURG

Design Director Digital Realty

4:00 P.M. - 5:00 P.M. WiMCO[®] Networking Reception

Join the 7x24 Exchange International Women in Mission Critical Operations Committee for a networking reception.

Sponsored by **Meta**

Tuesday

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: The Unappreciated Variable

Management theorist Peter Drucker once said, "Culture eats strategy for breakfast." As businesses grapple with the short and long-term impact of COVID on the work environment, 100% remote, 100% office or somewhere in between they can expect real solutions to be few and the associated trade-offs to be many. For many organizations, their on-going ability to grow and thrive will depend on inculcation and strength of a distinct corporate culture. In this presentation, the presenter will explore the importance and impact of a strong company culture. Among the areas addressed will be the definition and elements of a corporate culture, what it is and isn't, and why it's important. Real-life examples will be provided on how cultures originate and are built and why some succeed, and others fail despite the best of intentions.

CHRIS CROSBY

Compass Datacenters

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



Attendees enjoying the WiMCO® Networking Reception at the Fall Conference.

10:30 A.M. – 11:30 A.M. Panel: We are at an Inflection Point-Direct Liquid Cooling

The pandemic provided time to reflect on direct adiabatic cooling of hyperscale and other data centers. The cost to move the high quantities of air are at their highest point. Anecdotal data suggests the high volumes of outside air are contributing to higher server failure rates. A major manufacturer of IT equipment is now offering a complete direct liquid cooling solution. The panel will have a frank discussion of the state of the industry, and open questions from the audience.

Moderator:

ROBERT STEPHEN SPINAZZOLA, PE

Director Shumate Engineering

Panelists:

JOHN KOLAR, ME Principal/CTO Integra Mission Critical

LEONARD RUFF, AIA, NCARB

Critical Facilities Architect Cascade Mission Critical

ROBBIE SOVIE

Executive Vice President T5 Construction Services

11:30 A.M. – 12:30 P.M. Applying Machine Learning to Optimize Data Center Cooling

The presentation will describe the application of Artificial Intelligence (AI) to data center precision cooling. We will explain the technology and go through how it was applied for BMO's two primary data centers. We will detail the various phases of the project and the resources involved. Finally, we will share the actual results in terms of energy savings, cost reductions and improved operations.

SIMONE D'ANGELO

Senior Manager, Engineering Design BMO Financial Group

BERNIE OEGEMA

Data Center Business Development Manager Siemens

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

2:00 P.M. - 3:00 P.M. Real World Transition to On-Condition

For years, the Data Center industry has struggled with practical ways to leverage data to better manage maintenance decision risks and costs. Data infrastructure and process control barriers — as well as the practical application of domain knowledge — result in defaulting to time-based interventions. In 2020, Schneider Electric & Compass Datacenters signed the first true full system level "On-Condition"



Attendees networking during a break at the Fall Conference

service contract for their flagship campuses' power centers. In cases where no silver bullet "AI" exists, On-Condition can serve as a pragmatic risk-driven strategy combining best-in-class machine learning, randomized sampling, and time-based preventative maintenance visits on a subset of assets. A fully connected, On-Condition maintenance contract helps companies reduce risk and human intervention. This was essential during the Pandemic — and continues to be vital as we move into and evolve in the post-Pandemic era. During this session, we discuss the deployed solution and value created with a system level On-Condition service approach.

LUKE DURCAN

Innovation Director Schneider Electric

SUDHIR KALRA EVP of Global Operations Compass Datacenters

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

3:30 P.M. – 4:30 P.M. Concurrent Breakout Sessions Breakout A: Staffing, Supply Chains, and Black Swans, Data Center Risk Factors You Need to be Aware Of

The pandemic compounded challenges to data center operational resiliency, including supply chain delays and staffing shortfalls. Even as pandemic control measures ease, many of these issues will persist. Stressed power grids also represent a slowly growing challenge to operational resiliency — one that a "black swan" EMP event could make exponentially worse. Fortunately, operators have a number of mitigation strategies they can implement now to reduce their exposure.

MARK GUSAKOV

Director Client Resiliency Uptime Institute

Breakout C: Economical, Fast, and Robust: Automated Fleet Management of Critical System Devices

Digitized energy control systems and safety infrastructure improve 7x24 operations but require specific, infrequently used skills. This presentation illustrates a business case for the use of automation and machine learning to improve the safety, reliability, and economy of operational technology systems made of digital devices, while reducing the time and technical expertise required. Improvements to the responsiveness of device management within mission critical systems are paramount, considering recent direct and supply chain attacks. This fleet management system promptly installs firmware updates for performance enhancements and antivirus and cyber defense patches, automates repetitive processes, and uses machine learning to verify the correct operation of modified devices.

JAVIER D'ACOSTA

Global Accounts Manager Schweitzer Engineering Laboratories, Inc.

6:30 P.M. - 10:30 P.M. Join Us for an Evening at Universal Orlando Resort

See details on page 8

Special thanks to the partners that made this event possible:

ABB; Adolfson & Peterson Construction; Aggreko; AKF; AlfaTech; Armstrong Ceiling Solutions; Bohler, Caterpillar Inc.; Clayco, Inc.; Corgan; Cummins Power Generation; Distributed Power Solutions; Duffey SE; East Penn Manufacturing Co.; Eaton; EnerSys; Exertherm; G&W Electric; Gerchamp; Gordon Inc.; Gray; Hitachi; Ideal Building Solutions; JE Dunn Construction Company; Johnson Matthey; Kohler Co.; LANTANA LED; Liberty Mission Critical Services; Maddox Industrial Transformer; Maverick Power, LLC; MMR Group; Mortenson; MTU-A Rolls-Royce Solution; PCL Construction; Performance Contracting, Inc.; Ramboll; Rosendin; RoviSys Building Technologies; Schneider Electric; Schweitzer Engineering Laboratories; SIEMENS; Solar Turbines, Inc.; Soprema; Southwire Company; Starline; Sunbelt Rentals; Syska Hennessy Group; Thermo Systems; Toshiba Power Electronics; Trane Commercial North America; United Rentals; Vertiv; Victaulic; Viking Group; The Whiting-Turner Contracting Company; XNRGY Climate Systems; ZincFive





We're throwing an exclusive party at Universal Studios Florida[™] just for you. Face Jimmy Fallon and all your favorite characters from NBC's *The Tonight Show* in a thrilling race around New York City, and enjoy access to our most popular attractions, including TRANSFORMERS[™]: The Ride-3D, Revenge of the Mummy[™], and more!





JUNE 06. 2023 • 6:30PM TO 10:30PM

Join us for an Evening at Universal Orlando Resort Transportation will be provided from the JW Marriott Orlando Grande Lakes

www.7x24exchange.org



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Wednesday

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: Sustainable Future for Data Center Power

Attendees will learn why today's IT infrastructure and data center power designs/architectures will not meet tomorrow's rapidly changing power requirements. This session will address how the pandemic and aggressive ESG goals have accelerated the need for substantial change to current and future data centers, significantly, IT power architecture, design and delivery. Presenter will explain why organizations will be challenged to develop an approach in response to increasing government regulation, corporate sustainability goals, increasing demand and reduced traditional power availability. Most will be asked to address these challenges while reducing cost and increasing speed without sacrificing reliability.



PETER PANFIL Vice President Global Power Vertiv

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

10:15 A.M. - 11:15 A.M. Public Cloud vs. On-Prem: Comparing Data Center Strategy and Cost on the Road to 400 Gig

The road to 400 Gig has been paved with several options available for both singlemode and multimode fiber, with 800 Gig and Terabit applications on the horizon. With emerging technologies and applications driving increased bandwidth requirements in enterprise data centers, decisions need to be made between outsourcing to the public cloud or adopting a private on-prem strategy. This presentation compares the cost, benefits, and infrastructure considerations as enterprise data centers look to adopt next-generation speeds.

GARY BERNSTEIN

Global Data Center Solutions Specialist The Siemon Company

11:15 A.M. – 12:15 P.M. The Ties that Bind: Service Continuity in the Midst of Chaos

Mission Critical services don't stop during a Pandemic — they change — the customers change, the requirements change, the urgency changes, the technology changes, the delivery changes, and you, the service provider must adapt. But this pandemic centric change isn't just technical, it's personal — and "adapting" just isn't good enough — as we share the lessons we learned.

DAVID J. COHEN

Service Manager, Hosting Services University of Pennsylvania

DONNA M. JACOBS

IT Sr. Director, Infrastructure Operations University of Pennsylvania

12:15 P.M. Conference Adjourns



Attendees attentively listening to Fall Conference sessions.

A panel of experts addressing the audience at the 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 12th, 2023.

2. Hotel Reservations



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 2023 Spring Conference when calling.

Please Note: Room reservations are available on a first come, spaceavailable basis. Space permitting, this block will be available until May 15th. 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 5th 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 5th 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 5th please contact Brandon Dolci at 646-486-3818 x108 before April 28th.



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Name		
(Informal Name/Nickname f	or 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:

VENDOR Member:	Early Bird Discount through May 12th \$2,200	After May 12th \$2,500
Non-member: An individual that sells or distribute	\$2,500 es products and/or services.	\$2,800
CONSULTANT		
Member:	\$1,900	\$2,200
Non-member:	\$2,200	\$2,500
An individual that provides profess	sional advice or consulting service	es 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

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Car	d N	lum	ber	:								Exp.	Date:

Name (as it appears on the card)

Sunday Evening's Welcome Reception
If yes, do you plan to bring a guest?

DO YOU PLAN TO ATTEND?

Guest/Spouse Shopping Shuttle

MONDAY 10:00 A.M. - 4:00 P.M.

SUNDAY 6:00 P.M. - 9:00 P.M.

□ Yes □ No

□ Yes □ No □ Yes □ No

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

A: CO2 (R744) for Data Centers: The Practical Journey to Sustainability	🖵 Yes	🗆 No
B: Skills Training and Education ROI	🖵 Yes	🗖 No
C: The Pandemic Changed Everything Else, Now Let's Change the Delivery Model for Data Center Design and Construction	Yes	🗆 No

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

- A: Staffing, Supply Chains, and Black Swans, Data Center Risk Factors You Need to be Aware Of Data Ves B: The Future of Fire Protection for Critical Infrastructure □ Yes □ No C: Economical, Fast, and Robust: Automated
- Fleet Management of Critical System Devices □ 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 12th will be refunded, less a \$250 handling fee. There will be no refunds after May 12th. However, substitutions of company participants may be made at any time prior to checking in at the conference on June 4th.

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

Signature				
Promotion Code:				

2023 SPRING CONFERENCE PANDE BANDE B

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

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

2023 SPRING CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS (at press time)

