

Register by May 17th for a chance to win one of three Apple AirPods Max

INDUSTRY CHALLENGES AND TRENDS

2024

SPRING CONFERENCE

END-TO-END RELIABILITY:
MISSION CRITICAL FACILITIES



JUNE 9-12, 2024

JW MARRIOTT GRANDE LAKES
ORLANDO, FL

1989 - 2024 **35**
35TH ANNIVERSARY
7x24 Change[®]
INTERNATIONAL
The end-to-end reliability forum.™
www.7x24exchange.org

INDUSTRY CHALLENGES AND TRENDS

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.

2024 SPRING CONFERENCE

INDUSTRY CHALLENGES AND TRENDS

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

SUNDAY JUNE 9

1:00 P.M. – 9:00 P.M.
Registration

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

In today's data center industry, there's a high demand for qualified, trained professionals. With the ever-changing Internet of Things (IoT), the IT and facilities functions continue to converge, creating an increasing demand for skilled individuals to operate and maintain data centers. Many companies are currently seeking candidates with multiple skills in electrical, mechanical, computer science, application, cloud and network engineering expertise. Data Center 101 is designed to educate students about the happenings inside a data center and illustrate future opportunities. Students will learn about the various types of data centers, technology trends, networks, data center planning, industry standards, cooling, power, partnership and a sustainable future. Join us to meet data center professionals, become involved in the mentoring program and advance your career in the data center industry! Data Center 101 is aligned with 7x24 Exchange's commitment to STEM education.

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

Keith Rosdahl
Vice President
ArchKey Solutions

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 in part by:  VERTIV.  CATERPILLAR®



Attendees learning at the 2023 Fall Conference

INDUSTRY CHALLENGES AND TRENDS

MONDAY JUNE 10

7:00 A.M. – 4:00 P.M.

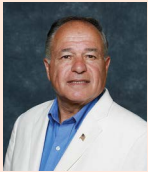
Registration & Breakfast

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

7x24 Exchange Chairman & CEO, will open the conference, provide an overview, review meeting logistics and address general housekeeping items.

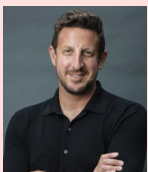


Bob Cassiliano
Chairman & CEO
7x24 Exchange International

8:30 A.M. – 9:30 A.M.

Conference Keynote: Leveraging AI for Good: AI's Potential to Redefine Productivity and Reinvent Employee Satisfaction

Zack explores the intersection of cutting-edge AI advancements and their practical applications in the business landscape. Delve into the current state of AI, its trajectory, and discover how different industries are harnessing this technology to revolutionize efficiency, liberate employees from burnout inducing tasks, and transform work as we know it. Drawing on his years of expertise linking AI advancements to solve bottlenecks at work, Zack presents an inspiring vision of an AI-enhanced future and offers practical, actionable strategies to ensure your organization is equipped to leverage AI for the benefit of your people.



Zack Kass
Former Head of Go-to-Market at OpenAI
Futurist and Visionary

9:30 A.M. – 10:00 A.M.

Refreshment Break

10:00 A.M. – 11:00 A.M.

WiMCO: Developing and Utilizing Physics-Based Models to Mitigate Ever-Changing Environmental Risk

Step into the future of data center management with Meta's groundbreaking physics-based modeling. This pivotal session will unveil how advanced models are reshaping decision-

making, elevating thermal management, and transforming environmental risk strategies. From conception to real-world impact, learn how Meta is not just predicting but revolutionizing the approach to data center reliability, sustainability, and efficiency.

James Monahan
Senior Solutions Engineer
Meta

Laura Nofziger
Data Center Campus Facility Director
Meta

Lisa Rivalin
Research Scientist
Meta

11:00 A.M. – 12:00 P.M.

Panel: Mega-Powers Unite

Batteries are always an electric topic at 7x24 Exchange. Join our panel of leading battery company representatives as they take a deep dive on lead, lithium, and nickel-zinc technologies, specific to their market successes and challenges.

MODERATOR:

Steve Shapiro
Senior Technical Manager, Electrical Engineering
EYP Mission Critical Facilities, Part of Ramboll

PANELISTS:

Bruce Cole
Senior Vice President – Sales
East Penn Manufacturing Co.

James Li
General Manager of UPS, Datacenters & telecom
Ampac Lithium Batteries

Aaron Schott
Director of Product Management
ZincFive

Jay Shipman
Product Manager
Vertiv

12:00 P.M. – 1:30 P.M.

Lunch and Networking

1:30 P.M. – 2:30 P.M.

Data Center Trends Shaping the Industry

While the data center industry continues to recover from post-pandemic supply chain constraints, it is also going through one of the biggest technology revolutions ever. During this presentation we will explore some of the most significant trends such as: AI, Power Generation, Sustainability, etc and how those may determine the future of data centers.

Angie Garza
Director, Data Center & Advanced Technology Sourcing
Google

Angad Sandhu

Director of Data Center Infrastructure Design
Google

2:30 P.M. – 3:00 P.M.

Refreshment Break

3:00 P.M. – 4:00 P.M.

Concurrent Breakout sessions

**Breakout A:
Energy Independence and the BYOP Strategy**

Join this session to learn about the bring-your-own-power (BYOP) strategy for data center operators. BYOP adopters deploy low- or zero-carbon distributed energy resources (DERs) on site, reducing or eliminating scope 1 and scope 2 emissions, while also reducing dependence on utility power and the friction that currently exists between operators and utilities.

Peter Panfil

Vice President Global Power
Vertiv

**Breakout B:
The Exigent Data Center Industry Construct**

The panel will discuss their projected industry challenges and trends for the five-to-ten-year horizon for critical industry topics such as labor, resilience, recovery, etc. In addition, we will delve into categories that tie to individual areas of expertise for the same time horizon – data center builds, recovery and sustainability, healthcare trends, and multi-industry innovation trends that may influence data centers of the future.

MODERATOR:

Donna Jacobs

IT Senior Director, Infrastructure Operations
University of Pennsylvania

PANELISTS:

Vince Albanese

Managing Partner
Programma

Mark Evanko

Principal/CEO
Bruns-Pak

Greg Hartley

IT Senior Manager Hosting Services
University of Pennsylvania

Mark Jacobs

CIO Emeritus
Delaware Health Information Network, and
Principal
M&I Consulting Services, LLC

**Breakout C:
Innovation in Data Center Development and
Construction: Leveraging Technology for
Sustainability and Efficiency**

Data centers have quickly emerged as a critical pillar of digital. Their construction and maintenance, however, demand a balance between technological advancement and environmental sustainability. Developers today require advanced technologies and more sustainable equipment options to save time, maximize returns, and support evolving goals. In this presentation, we'll discuss ways equipment, solutions, and data can help drive efficiencies and streamline construction—all while considering the cornerstones of a thorough, yet practical, sustainability strategy. Panelists will discuss how they have used new applications, emerging alternative equipment solutions, and ways their team has used data and tech innovations to create a more sustainable and connected worksite over the last 12 months.

Doug Cooper

Vice President, Integrated Operations Manager
Turner Construction Company

Chris Hann

Data Center Development
United Rentals

Bill Hassel

Advanced Technology Group Sustainability Manager
Turner Construction Company

Tony Leopold

Senior Vice President, Strategy & Digital
United Rentals

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: **Kimley»Horn**



Closing keynote speakers presenting at the 2023 Fall Conference



Attendees networking at the 2023 Fall Conference

INDUSTRY CHALLENGES AND TRENDS

TUESDAY JUNE 11

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: Going Clean – A Look at the Future of Data Center Power

The data center industry has made great strides in containing energy usage. Still, data centers need consistently reliable, high-availability power, and renewable energy sources are increasingly seen not only as the answer to creating a climate-secure world but as the solution to building a power-secure industry too. However, a facility's renewable energy supply, outside of those that generate power on site, is to a large degree a function of where it's located, daylight hours available, and weather conditions. Local grids supply the power needed, but the intermittency of some renewable energy sources presents challenges.



Phill Lawson-Shanks
Chief Innovation and Technology Officer
Aligned Data Centers

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

10:30 A.M. – 11:30 A.M. Panel: Future of the Enterprise Data Center

This panel discussion will include owner, colocation provider, and consultant perspectives on data center sustainability strategy, various approaches to aging facilities and critical infrastructure assets, current and future regulatory challenges, and balancing of enterprise versus colocation critical infrastructure solutions for business needs. We will explore these topics to understand their influence, constraints, and business drivers from the point of view of this diverse group of stakeholders.

MODERATOR

Joshua Fluecke
Senior Principal – Critical Facilities
Syska Hennessy Group

PANELISTS

Rhett Bailey
Sr. Vice President, Mission Critical
Truist Financial

Haynes Strader
Chief Development Officer
Skybox Datacenters

Herb Tracy
Global Head of Critical Site Operations
Blackrock

Dutch Wickes
Principal, Global Practice Director of Mission Critical
Ci

11:30 A.M. – 12:30 P.M. Demonstrating the Value of Resilience in the Design of the Next Generation of Data Centers

Critical information infrastructure developers are responding to user demands for 24/7 resilience by strengthening building design criteria to limit damage and downtime following a catastrophic climate or earthquake event. Buehler Engineers and Clark Pacific recently completed the design of a Phoenix data center for EdgeCore. It is the first to obtain a US Resiliency Council Platinum Rating for earthquake and wind perils, signifying that in worst-case events, downtime is expected to be less than a week. We will present the decision-making and design processes that were used by the developer, builder, and USRC to ensure that the data center achieved maximum resilience.

MODERATOR:

Evan Reis
Executive Director
US Resiliency Council

PANELISTS:

Jon Mohle
Senior Product and Market Manager
Clark Pacific

Tony Polusny
Regional Director
Buehler Engineering

Dave Rezash
Vice President of Design and Construction
EdgeCore Digital Infrastructure

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

2:00 P.M. – 3:00 P.M.

Operating in a Hybrid HPC Environment Using All CDU Topologies

Operating in a hybrid HPC environment, encompassing Cooling Distribution Unit (CDU) topologies, presents a unique set of challenges and considerations compared to traditional homogeneous environments. Diverse CDU topologies demand a more nuanced approach to management, requiring a deeper understanding of various cooling systems, their interactions, and the implementation of intelligent controls and standardized procedures to ensure efficient, reliable, and cost-effective operation of the HPC infrastructure.

We'll discuss commissioning a CDU infrastructure which involves a more refined and comprehensive approach compared to legacy systems. The focus shifts towards verifying complex functionalities, optimizing efficiency, utilizing automation, and adapting to a broader skillset requirement. In this session, we'll also discuss the importance of a well-organized playbook that covers all stages of the HPC lifecycle, from planning and procurement to deployment, operation, and decommissioning. Training programs for HPC environments should equip staff with the necessary skills and knowledge to deliver the services outlined in the playbook.

Mike Jones

*EVP of Product Development & Chief Technology Officer
Salute Mission Critical*

Michael Nimeth

*Senior Vice President of Solutions Engineering
Salute Mission Critical*

Chris Schager

*Mission Critical MEP SME Skipper
Salute Mission Critical*

3:00 P.M. – 3:30 P.M.

Refreshment Break

3:30 P.M. – 4:30 P.M.

Concurrent Breakout sessions

Breakout A: Hydrogen Data Center Demonstration

Caterpillar Inc. received a Department of Energy award (DE-EE0009252) to develop and demonstrate a 1.5 MW polymer electrolyte membrane fuel cell (PEMFC) running on hydrogen to provide backup power for a data center. One key outcome is a first-of-its kind demonstration of a 1.5 MW fuel cell that can also respond dynamically to support the grid. A successful 48-hour simulated backup power event was proven with the use of liquid hydrogen as a fuel supply. The major development work involved systems integration and controls to allow power management of the fuel cell batteries and the grid. This presentation will cover the three-year project, from concept development to the evaluation of the performance of a prototype fuel cell and battery microgrid powered by hydrogen located at a data center.

Paul Wang

*Senior Engineering Project Team Lead
Caterpillar, Inc.*

Breakout B:

Elevating Efficiency – UPS Design Considerations for Containerized Applications

Uninterruptible Power Supplies (UPS) design is trending towards higher power ratings and a smaller footprint as power density continues to increase to meet growing energy demands. This panel of experts will delve into applications and strategies to address thermal challenges and ways to optimize UPS performance in containerized environments. Panelists will outline key considerations around containerized solutions highlighting challenges and successes to achieve sustainable solutions for efficient data center operations.

Harry Handlin

*U.S. Data Center Segment Leader
ABB*

Zane Heigele

*Project Engineer
Telios*

Greg MacNeill

*Director of Engineering
Integra Mission Critical*

Breakout C:

Fire Protection for Rack-Mounted UPS Systems

Many data centers are choosing lithium-ion batteries to work with their UPS systems, which brings with it fire safety concerns and new code requirements. But what changes when the batteries are now on the rack? This presentation will discuss the fire protection considerations for data centers built with rack-mounted UPS equipment.

Lee Kaiser

*VP Engineering and Training
Orr Protection*

6:00 P.M. – 10:30 P.M.

Join Us for an Evening at Universal Orlando Resort

See details on page 8



Céline Cousteau delivering the 2023 Fall Conference Keynote



An Evening at Universal Orlando Resort

Tuesday, June 11, 2024 – 6:00PM – 10:30PM

Get ready for a night of fun at **Universal Islands of Adventure** theme park just for you. All night long, you'll explore the streets of a comic book city patrolled by the world's greatest superheroes. It's an entire evening of action and thrills—and it's all yours!

Event Location: Marvel Super Hero Island® at Universal Islands of Adventure
Transportation will be provided from the JW Marriott Grande Lakes. Private vehicles not permitted.

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SPECIAL THANKS TO THE 7X24 EXCHANGE PARTNERS THAT MADE THIS EVENT POSSIBLE.



WEDNESDAY JUNE 12

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: Prioritizing Highly Evolved Infrastructure and Full Optimized Operations, Are You Ready?

State-of-the-art infrastructure design and construction must be seamlessly integrated with operational excellence to support reliable, secure, and effective data center operations. A well-located, purpose-built facility, designed and built to include reliable, efficient, and high-performance infrastructure, provides the foundation for a fully functional Data Center, while a top-tier data center operations program facilitates its optimal utilization. This holistic approach maximizes the potential of advanced equipment and technologies but also mitigates risks, minimizes downtime, manages change, and enhances overall resilience. The synergy that occurs when you prioritize highly evolved infrastructure and fully optimized operations is a critical factor in supporting a growing, yet increasingly competitive industry.



Ron Davis
Vice President, Digital Infrastructure Operations
Uptime Institute

9:45 A.M. – 10:15 A.M.

Refreshment Break

10:15 A.M. – 11:15 A.M.

The Power of Partnership: Enhancing Performance through Effective Communication in Data Center Commissioning

This presentation will explore the challenges faced by both contractors and commissioning providers throughout the data center commissioning process and emphasize the critical role effective communication plays in overcoming these challenges. With construction delays and equipment supply chain issues,

contractors encounter issues related to coordination of the critical systems serving data centers. Contractors and commissioning providers face challenges in obtaining essential information that cause additional delays and failure of the infrastructure. Drawing from successful project experiences, the presentation will highlight effective strategies to streamline communication, ensuring accountability across all stakeholders. Topics covered will include coordination mechanisms, communication pathways, scheduling optimization, and the exchange of critical documentation.

Tony DiLeonardo

President
Wick Fisher White

Adam Leavitt

Senior Project Manager
DPR Construction

11:15 A.M. – 12:15 P.M.

Solving Data Center Sustainability and AI Density Challenges with Adaptive Reuse

From 350 Cermak to 1 Wilshire to 60 Hudson, the industry has proven its skill in repurposing buildings for digital infrastructure use. But in recent years, as facility sizes grow larger and larger, the trend has been to tear down, pave over, and stick build. And although the benefits of new construction are apparent, there's a downside: carbon impact. For new builds, steel and concrete consume massive amounts of embodied carbon. Fortunately, there is a potential solution for the 30 billion square feet of corporate real estate in the US alone. This presentation will assess the history and future of adaptive reuse in the industry and inform the audience how reusing real estate can solve the challenges that super-dense AI deployments pose.

Sean Farney

Vice President, Data Center Strategy
JLL

12:15 P.M.

Conference Adjourns

Speakers address the attendees at the 2023 Fall Conference



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 May 17th.

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 (407)206-2300 or Central Reservations at 1(800)228-9290 and ask for the 7x24 Exchange Conference room rate of \$255.00/night for a single or double plus tax.

Please refer to 7x24 Exchange 2024 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 17th. 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

INFORMATION TABLES

All vendors and consultants are encouraged to participate in 7x24 Exchange.

However, the group is primarily driven by user interest. Tables are provided at the conference for the distribution of product literature, educational material and other useful information at no cost. Display signs are not permitted on literature tables. Overt selling at 7x24 Exchange meetings and the use of 7x24 Exchange membership lists for direct selling are prohibited.

HOSPITALITY SUITES

Hospitality suites/demo rooms are permitted on Monday, June 10th 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 10th please contact Brandon Dolci at 646-486-3818 x108 before April 26th.

GUEST/SPOUSE SHOPPING SHUTTLE

Monday, June 10th

10:00 A.M. – 4:00 P.M.

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

2024 SPRING CONFERENCE

INDUSTRY CHALLENGES AND TRENDS

END-TO-END RELIABILITY: MISSION CRITICAL FACILITIES

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, Tuesday Sponsored Event and Wednesday Morning Breakfast.

CONFERENCE FEES:

	Early Bird Discount through May 17th	After May 17th
VENDOR		
Member:	\$2,200	\$2,500
Non-member:	\$2,500	\$2,800

An individual that sells or distributes products and/or services.

CONSULTANT

Member:	\$1,900	\$2,200
Non-member:	\$2,200	\$2,500

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:

Card number and expiration date input fields.

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 3:00 P.M. – 4:00 P.M. CONCURRENT BREAKOUT SESSIONS

A: Energy Independence and the BYOP Strategy Yes No

B: The Exigent Data Center Industry Construct Yes No

C: Innovation in Data Center Development and Construction: Leveraging Technology for Sustainability and Efficiency Yes No

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

A: Hydrogen Data Center Demonstration Yes No

B: Elevating Efficiency - UPS Design Considerations for Containerized Applications Yes No

C: Fire Protection for Rack-Mounted UPS Systems Yes No

TUESDAY 6:00 P.M. – 10:30 P.M.

Sponsored Event: An Evening at Universal Orlando® Yes No

If yes, do you plan to bring your registered conference 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.

GOVERNMENT ID REQUIRED

Government Issued ID is required for attendees and guests to pick up nametags onsite.

CANCELLATION POLICY

Cancellations received by May 17th will be refunded, less a \$250 handling fee. There will be no refunds after May 17th. However, substitutions of company participants may be made at any time before onsite check-in.

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

2024 SPRING CONFERENCE

INDUSTRY CHALLENGES AND TRENDS

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.

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Prodigious Proclivities

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Program Director & Editor, 7x24 Exchange Magazine
Tara Oehlmann, Ed.M.
646-486-3818 x104

2024 SPRING CONFERENCE CORPORATE LEADERSHIP PROGRAM PARTNERS *(at press time)*

MARQUIS



GOLD



SILVER



BRONZE



MEDIA

