2004 Fall Conference

Register before September 20th
for a chance to win a Garmin iQue 3600
Handheld with Built-In GPS Receiver

October 17-20, 2004 • Hyatt Regency Scottsdale at Gainey Ranch • Scottsdale, AZ

www.7x24exchange.org
What is 7x24 Exchange?

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, 7x24 Exchange is a not-for-profit organization seeking to improve end-to-end reliability by promoting dialogue among these groups.

Founded on the assumption that often professionals involved with data center uptime issues work in isolation when dealing with technical, budget, political, and career issues. As a result of expensive, time-consuming, and, sometimes, painful trial and error processes, innovative practitioners evolved unique and creative ways of solving problems and building the organizational support needed for their implementation. However, many have been stymied because they did not have access or know how to communicate potential risks to senior management to avoid a downtime disaster occurrence.

7x24 Exchange members work together to advance the state-of-the-art in infrastructure reliability. By collecting and disseminating data on safeguarding information systems and alerting top management to the importance of proactive measures, members can protect their companies’ information lifelines.

The Goal of 7x24 Exchange Conferences

The field of uninterrupted uptime has no textbooks. Before its founding in 1989 as the Uninterruptible Uptime Users Group, learning how to deal with uptime issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement would increasingly restrict the potential productivity of the large, growing investment in computer and communication hardware and systems. It also would interfere with the increasingly critical dependence on information accessible through computers.

With 7x24 operations now common, how much higher will availability requirements be in five years? How can cost-effective, reliable responses be assured? When is a centralized application site requiring ultra-high availability viable? 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 and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many specialists from user and supplier/service organizations with formal and informal sessions, the experience is rewarding and enjoyable for all.

Who Should Attend and Why

This conference is designed for anyone involved with 7x24 infrastructures — IS, 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 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. Team members also were able to cover 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. First-time attendees often discover that many companies face similar, if not identical, technical and organizational problems in their quest for higher availability levels. Those still unaware of this often view their situations as unique. However, they learn there are many common downtime risks and failure modes with solutions clustering around universal ideas and attitudes. 7x24 Exchange conferences provide insights into what is being planned and done 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 arguments that have been successful elsewhere.
Sunday, October 17

8:00 A.M. – 5:00 P.M.  
Pre-Conference Workshop – Real Availability

Did you ever want to learn about reliability and availability, but were put off by the mathematics of probability density functions, Venn diagrams and Boolean algebra? Few senior managers want to learn how to perform reliability and availability calculations themselves, but many want to know how to understand, critique, and use the results.

Steve Fairfax of MTechnology and Mike Golay of MIT have developed a new version of their popular Real Availability short course specifically for members of the 7x24 Exchange. Offered for the first time at the Spring, 2004 conference, Real Availability was a great success and will be updated and revised for the Fall 2004 conference. Real Availability distills the key lessons and principles of quantitative risk management into just 8 hours.

Participants will learn to learn how to think about risk, how to estimate it, how to read and understand quantitative risk analyses, and how to spot errors and omissions in studies and sales literature. They will come away from this course with a new way of looking at risk, one that will enable better control of the risks of downtime to their organization. The course is based MTechnology’s detailed Probabilistic Risk Assessment (PRA) of a hypothetical data center’s electrical and cooling systems. The results of the study will be presented with details on how to interpret the numbers and develop plans of action based on the results.

Stephen A. Fairfax  
President  
MTechnology, Inc.

Michael Golay, Ph.D.  
Professor of Nuclear Engineering  
Massachusetts Institute of Technology

There is an additional fee for this full-day, pre-conference workshop. Please register for this session and the conference using the Conference Registration Form on page 10. If you are interested in providing a pre-conference workshop for 7x24 Exchange please e-mail a proposal to tara@dolcimanagement.com.

10:30 A.M. – 10:00 P.M.  Registration

11:00 A.M. – 1:00 P.M.  
Tutorial Session A: Datacom Cooling Planning 101

Today’s Datacom Facility requires a holistic approach balancing the tradeoffs between datacom equipment and facility cooling infrastructure. It is important for both corporate facilities and IT groups to have a general understanding of areas NOT directly their responsibility but impact their budgets, operation, or performance. This same general understanding is important for equipment manufacturers, architects/engineers, contractors, and service technicians. This course emphasizes ASHRAE Technical Committee TC 9.9 material. For datacom equipment, it includes lead trends, environmental specifications/measurements, and nameplate data versus ASHRAE’s thermal report. For the facility cooling infrastructure it includes load and capacity planning.

Donald L. Beaty  
President  
DLB Associates Consulting Engineers and  
ASHRAE Technical Committee - TC 9.9 Chair

Roger R. Schmidt  
Distinguished Engineer  
IBM Corporation

2:00 P.M. – 4:30 P.M.  
Tutorial Session B: Fluid Mechanics 101: Fundamentals of Data Center Airflow

This tutorial session will introduce basic concepts of air velocity, flow rate, pressure, flow resistance, and momentum balance as applied to raised-floor data centers. You will be shown why the flow distribution through the perforated tiles is usually not uniform. It is governed by the air velocity and pressure variation under the raised floor. By calculating this variation, you can predict the airflow coming out of each perforated tile. Such a calculation allows you to study the effect of variables such as: positions of the CRAC units and the perforated tiles, the percent open area for the perforations, the height of the raised floor, and any partitions/blockages placed under the raised floor. You can see how the flow will redistribute if cable openings were sealed. You can also evaluate failure scenarios, in which the modified flow distribution as a result of the failure of one or more CRAC units can be calculated. The tutorial will show how to create a computational model of a data center layout and calculate the corresponding airflow distribution.

Suhas V. Patankar, Ph.D.  
Professor of Mechanical Engineering  
University of Minnesota and  
President, Innovative Research, Inc.

3:15 P.M. – 3:30 P.M.  Refreshment Break

5:00 P.M. – 10:00 P.M.  
Registration (continued)

Pick up conference materials and name badges to help reduce Monday morning congestion.

6:00 P.M. – 10:00 P.M.  
Welcome Reception

Join us for a buffet reception with open bar accompanied by soft music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, welcome first time attendees, renew old acquaintances, and meet the board members.
Monday, October 18

7:00 A.M.
Registration & Breakfast

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.

9:00 A.M.
Keynote Address: High Availability at American Express
Cindy will highlight critical businesses supported by her organization. This session will cover the technology, building infrastructure, standards and organizational structure in place at AMEX to ensure a successful 7x24 operation. Additionally, this presentation will address future considerations at AMEX designed to improve high availability.

Cindy Berger
Senior Vice President
Operations Infrastructure Management
American Express Technologies

10:00 A.M.
Refreshment Break

10:30 A.M.
Defining High Density Cooling: Applications through Empirical Studies
This presentation will define realistic bounds for high density cooling for IT and Facilities planners. Environmental data (power, airflow, temperature), collected as per the new ASHRAE guidelines, will be presented in support of server deployments on the order of 150-200 W/sq ft. The data centers that house these deployments are typical of the designs that have been put into practice over the last 10-20 years. Finally, alternate cooling solutions will be discussed that will enable these typical centers to cool loads on the order of 300-350 W/sq ft.

Dr. Roger Schmidt, PE
Distinguished Engineer
IBM Corporation

Bret W. Lehman, PE
Advisory Engineer
IBM Corporation

11:15 A.M.
Data Center Research at the Lawrence Berkeley National Laboratory
The Lawrence Berkeley National Laboratory's research and outreach activities on data centers are currently funded by the California Energy Commission's Public Interest Energy Research program. These projects have included benchmarking energy performance and development of technologies, tools and strategies addressing the energy use of data centers and how to make them more energy efficient without compromising their reliability. To date, energy densities have been substantially overestimated. Also, energy savings of 30-50% are possible using an integrated design and operations approach to the process equipment, building, and support systems. Case studies and lessons learned will be presented from our work on whole centers, power supplies, and UPSs.

Steve Greenberg
Energy Management Engineer
Lawrence Berkeley National Laboratory

12:15 P.M.
Buffet Lunch

1:45 P.M.
Achieving High Network Availability in the Data Center
Network availability is increasingly becoming more critical for the datacenter as organizations move towards network centric applications and services. This presentation will provide an overall view of what network availability is, why it is critical, and what the cost of downtime is. In addition, it will address reason for network downtime and how organizations can improve their technology and processes to increase overall network availability. Using the experience of Cisco Advanced Services consultants and Cisco's largest customers, you'll learn about industry best practice approached to define, measure and sustain high network availability. Lastly, you'll discover the importance of how robust processes and metrics lead to achieving a high available data center network.

Kumar Murugavelu
High Availability Network Consultant
Cisco Systems, Inc.

2:30 P.M.
Make Your Own Sundae Break

3:00 P.M.
Concurrent Sessions
A. LEED: A Case Study for an Environmentally Friendly Data Center

Mission critical facilities, with their inherent redundancies and heavy infrastructure are not typically associated with environmentally friendly construction. This presentation will discuss the process and challenges of becoming the first LEED (Leadership in Energy and Environmental Design) certified data center in the country as measured by the United States Green Building Council. We will discuss the LEED program as a whole as well as the unique challenges the project team faced as we designed and constructed an environmentally responsible data center without sacrificing the project program. We will also discuss the benefits of the LEED program and how more teams can successfully incorporate LEED into their projects.

Doug Clough
Project Manager
Holder Construction Company, LLC

Kenneth M. Stipcak
Vice President
Mark G. Anderson Consultants

Joseph Lauro, RA
Associate
Gensler

Geoff Cope, PE
Principal
EYP Mission Critical Facilities

3:45 P.M.

Building a Perfect Up-Time Record: How Inflow Delivers 100% for Mission Critical Hosted Customer Applications

Supporting 850 customers via a nationwide network of 13 data centers, Inflow is a leading provider of application hosting and business continuity services. Central to Inflow’s commitment to deliver the ultimate customer experience is its promise to provide every customer with 100 percent Internet and power uptime. That’s a big promise to make and keep in a world where electric utility companies make no such promise. The presentation will provide a case study on how Inflow is delivering on this commitment. This case study will provide a true peer-to-peer perspective on how Inflow is meeting the current and developing power management challenges faced by today’s data centers.

Joel Daly
Chief Operations Officer
INFLOW

Mark Ascolese
President
Eaton’s Powerware

Angelo Mandarino
Vice President
Large Systems Sales Group
Eaton’s Powerware

B. Managing Business Continuity in a 7x24 Environment

Many companies have taken steps in recent years to address the need for Disaster Recovery. However, while they may have a Disaster Recovery Plan, typically it is not an integrated recovery plan that addresses Business Continuity and Disaster Recovery. The areas are typically managed by different groups with differing priorities. Additionally the Disaster Recovery group usually struggles to justify the needed investment. In this presentation, we will discuss a business-driven approach to developing Business Continuity and Disaster Recovery plans that focus on business outages from major disasters to a machine failure. The presentation will also outline the key elements that you should address in the SLAs with your outsourced IT services and facilities providers to ensure a timely and cohesive approach to recovery operations.

Binod Taterway
Partner
Blue Canopy Group, LLC

Mark Wittlin
Vice President
Blue Canopy Group, LLC

4:30 P.M.

Virtual Tour – American Express

The American Express Information Processing Center (IPC) and Technology Resource Center-West (TRC-W) virtual tour will provide a unique opportunity to see and discuss a true World-class 24x365 2N+ data center. This tour covers the IPC’s 150,000 SF of production raised floor equipment space and 150,000 SF of electrical and mechanical infrastructure support space. Additionally, the tour will include TRC-W’s 41,000 SF raised floor designed for software and hardware development labs. The IPC, completed in 1989, is a 300,000 SF dedicated data center facility which supports the full range of American Express’ worldwide processing. IPC has a comprehensive 2N+ electrical and mechanical infrastructure. This includes 15 MW of prime standby power, 12 MW of UPS with 97 raised floor Static Transfer Switches, and 6400 tons of chilled water-cooling. TRC-W, completed in 2001, is a 226,000 SF technology office building with a 41,000 SF of 24x365 development lab area. The IPC provides all electrical and mechanical infrastructure and operational support services for the TRC-W facility.

7:00 P.M. – 11:00 P.M.

Hospitality Suites
7:00 A.M.
Breakfast

8:30 A.M.
Opening Remarks Day 2
Bob Cassiliano will review day one highlights, provide an overview of upcoming events, present an update of current 7x24 Exchange activities and plans and address housekeeping items of interest.

9:15 A.M.
The Central Park Jogger: Recovering to Wholeness

After Wellesley College and Yale University, Trisha joined the highly competitive world of investment banking at Salomon Brothers in 1986. But, on the evening of April 19, 1989, during a run in Central Park, she was viciously beaten, raped and left for dead. The recovery of her physical and mental abilities taught her valuable lessons for anyone facing seemingly insurmountable crises. Her story has encouraged people worldwide to overcome life’s obstacles – regardless of what they might be – and get back on the road to life.

Trisha Meili
Author

10:15 A.M.
Refreshment Break

10:45 A.M.
Case Study: Leading Financial Institution Implements Remote Monitoring for Mission Critical Facilities
When Bear Stearns, a leading global investment banking, securities trading and brokerage firm with 10,452 employees worldwide, began planning their move to a new world headquarters on Madison Avenue, it was certain that nothing less than cutting-edge technology was needed for this mission-critical location. Bear Stearns intended to operate the communication centers as “dark” data centers (unmanned). This case study outlines how the specific challenges of providing the required power and proper ventilation were addressed. AFCO Systems developed an enclosure with a combination of hardware and software to interface with Bear Stearns’ network management platform and remotely monitor for alarm conditions at the enclosure level. This presentation also will highlight how a remote monitoring system and the latest enclosure technology was developed to ensure that the Bear Stearns data centers maintained “0-downtime”.

John Consoli
Managing Director
AFCO Systems

Dennis Murnane
Data Center Facilities Management
Bear Stearns

11:30 A.M.
Achieving End To End Reliability: An Electrical Design and Security Perspective
This presentation will address critical issues related to Electrical-Infrastructure Power Distribution Design for Mission Critical Centers. The presentation will cover Primary Distribution, Emergency/Standby Power, Critical Power Systems, and Protective Electrical Devices as applied to Mission Critical Centers. In addition it will provide Data Center Managers with the broad guidelines and important design elements addressing the issues of electrical power for data centers.

Jerry Gallagher, P.E.
Principal
CSI Engineering

12:15 P.M.
Lunch
1:45 P.M.
Legislation Regulations and Their Impact on BCP
The myriad of compliance initiatives that organizations have to contend with today can leave one dazed and confused. Starting in the late 1960s with environmental, health and safety regulations having requirements for emergency preparedness, through today; the ever expanding requirements for greater preparedness seem without end. Today regulations, such as NYSE rule 446, require firms to develop, maintain, review and update business continuity and contingency plans that establish procedures to be followed in the event of an emergency or significant business disruption.

Geary W. Sikich
Principal
Logical Management Systems, Corp.

2:30 P.M.
Refreshment Break

3:00 P.M.
Concurrent Sessions
A. "No Data Center Down" for Electrical Retro-Fit
“No Cold Down” alternative implementation design for data center electrical retro-fit, through the use of paralleling jumper cables and tie breakers between data center PDU (power distribution unit) panels. How a one megawatt, 20K sq. ft enterprise level data center added 3 STS’s (Static Transfer Switches) up stream of the data center electrical Distribution Panels without powering down a single piece of computing equipment.

John Musilli
Data Center Operations Manager
Intel Corporation

B. People & Process and Uninterruptible Uptime
Getting and staying reliable requires effort in three dimensions: people, process, and technology. This session introduces the IT Infrastructure Library (ITIL), which provides internationally accepted standard best practice guidance on the people and process components of highly available end-to-end services.

Rick Leopoldi
Managing Consultant
Fox IT, LLC

3:45 P.M.
Pass the Mike Session
This session will address questions previously submitted on registration forms and those which surfaced during the conference. 7x24 Exchange encourages all attendees to step up to the microphone and state their case. Attendee participation and open dialogue has made this a valuable session over the years.

Dennis Cronin
President
Resilient Solutions, LLC

6:00 P.M.
Vendor Sponsored Event
Details regarding this event will be e-mailed to registered attendees prior to the conference. For more information on sponsorship opportunities please contact Brandon Dolci at (646) 486-3818 x108.

Questions? Call 646.486.3818
7:00 A.M.
Breakfast

8:30 A.M.
Opening Remarks Day 3
Bob Cassiliano will review highlights from days one and two.

8:45 A.M.
Keynote Address: Information Lifecycle Management
As more information is created in digital format, managing, sharing and protecting it has become of paramount importance. EMC will discuss how to harness growing information assets – from the time of creation to archival and eventual disposal – through information lifecycle management.

Don Ferguson
Director, Products & Technologies
Field Marketing Group
EMC Corporation

9:45 A.M.
Refreshment Break

10:15 A.M.
Yes, You Can Have High Reliability & Energy Conservation
This presentation will be a case study of a new data center for a large insurance company in the northeast to illustrate how energy conservation measures can be incorporated into a data center, and have a positive impact on reliability. The referenced project is 90,000 Sq ft. with 28,000 sq.ft of raised floor. The design criteria called for 30 W/sq ft, tier III, and for the raised floor space to expandable to 40,000 sq ft. The initial development will have spot densities as high as 200 W/sq ft. Key elements to the design include the use of High Delta T Cooling (HDTC) to increase the cooling capacity of the floor mounted cooling units thereby reducing the quantity of units and associated fan motors. The use of central humidity control with eliminated the reheat coils and humidifiers in the cooling units.

R. Stephen Spinazzola
Vice President
RTKL Associates, Inc.

11:00 A.M.
Case Study: Eliminating Single Points of Failure in UPS Applications
7x24 Mission critical facilities today demand the highest in UPS system reliability, availability, and maintainability. Parallel configurations can provide this reliability by adding redundancy to a UPS or group of UPS supporting critical loads. This paper compares the benefits of distributing the static bypass and control features of a parallel configuration versus the centralization of the static bypass and controls. This study will compare the reliability using MTBF, total installed costs, system footprint, scalability and maintainability. A customer case study of an N+1 configuration with three 300KVA UPS Units in parallel will be presented that analyzes an existing installation at MFS Investment Management.

Ronald W. Glaser
UPS Product Manager
General Electric Company

Robert Landrigan
Engineering Manager
MFS Investment Management

William Vassallo
Senior UPS Applications Engineer
General Electric Company

11:45 A.M.
Conference Wrap-Up & Raffles

12:00 NOON
Conference Adjourns
1. Conference Registration

Complete a Conference Registration Form for each participant, on-line or mail or fax a copy of the Conference Registration Form on page 10 to:

7x24 Exchange
322 Eighth Avenue, Suite 1400
New York, NY 10001
Phone: 646-486-3818
Fax: 212-645-1147
www.7x24exchange.org

To ensure space availability, registrations must be received by September 15th.

2. Hotel Reservations

To take advantage of 7x24 Exchange’s special rates at the Hyatt Regency Scottsdale at Gainey Ranch, please choose one of the following options.

PHONE
Call the Hyatt Regency at Gainey Ranch directly at 480-991-3388 or central reservations at 888-421-1442.

ONLINE
Please visit www.7x24exchange.org

The room rate is $205.00 for single and double occupancy. Conference rates are available from Friday, October 15th through Thursday, October 21st. To ensure space availability, reservations must be received by September 15th. After September 15th rooms are subject to space availability. Please note that there are a limited number of rooms available at the group rate which will be reserved on a first come first served basis. 7x24 Exchange makes every effort to reserve the appropriate number of room nights for attendees, however we cannot be responsible if the room block sells out prior to September 15th. In the event of a sell out 7x24 Exchange will recommend nearby accommodations.

Hyatt Regency Scottsdale at Gainey Ranch
7500 E. Doubletree Ranch Road
Scottsdale, Arizona 85258

Questions? Call 646.486.3818
PLEASE PRINT OR TYPE CLEARLY

Name: ________________________________

(Informal Name/nickname for badge)

Position/Title __________________________

Company ______________________________

Address ________________________________

City ___________________ State _______ Zip ______

Phone ( ) Fax ( )

E-mail ________________________________

CONFERECE FEES: Early Bird Discount

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<td>Member:</td>
<td>$1,200</td>
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PAYMENT METHOD

☐ Check enclosed

Charge (check one):

☐ American Express   ☐ Visa   ☐ MasterCard   ☐ Discover

Card Number: ____________________________ Exp. Date: ______________

Name (as it appears on the card)

Signature ______________________________

DO YOU PLAN TO ATTEND?

Sunday 8:00 a.m. – 5:00 p.m.
Pre-Conference Workshop – Real Availability

☐ Yes ☐ No

(There is an additional fee of $975 to attend this session. The fee includes Sunday breakfast, lunch, refreshment breaks and course materials. Individuals registered for the pre-conference workshop must also register for the full conference)

Sunday 11:00 a.m. – 1:00 p.m.
Tutorial Session – Datacom Cooling Planning 101

☐ Yes ☐ No

Sunday 2:00 p.m. – 4:30 p.m.
Tutorial Session – Fluid Mechanics 101

☐ Yes ☐ No

Sunday Evening’s Buffet Reception

☐ Yes ☐ No

If yes, do you plan to bring a guest?

☐ Yes ☐ No

Name of guest:

COMPANY PROBLEM/CASE STUDY

An important part of 7x24 Exchange conferences is the discussion of real world uptime issues, problems and solutions. Each attending organization is requested to provide a short write-up of a recent experience, major question, problem or issue which might be of interest to conference attendees:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

___________________________________________

(Include additional sheets if necessary)

May we identify your company as submitting information?

☐ Yes ☐ No

These write ups will be reviewed by the 7x24 Exchange Board of Directors and provided to appropriate moderators for possible inclusion in their sessions.

Other comments, suggestions:

________________________________________________________________________

________________________________________________________________________

Do you wish to receive membership information?

☐ Yes ☐ No

☐ Check here if this is your first time attending a 7x24 Exchange Conference

The conference registration fee covers conference sessions and activities, handout materials, Sunday’s reception, lunches, breakfasts on Monday, Tuesday and Wednesday and tour transportation. The conference fee does not include the Sunday Pre-Conference Workshop. The pre-conference workshop registration fee covers breakfast, lunch and refreshment breaks on Sunday as well as course materials. Attendees who register for the pre-conference workshop must also register to attend the full conference. Participants are responsible for all other expenses, including guest meals, transportation and hotel accommodations. The dress code is business casual. Cancellations received by October 8th will be refunded, less a $75 handling fee. There will be no refunds after October 8th. However, substitutions of company participants may be made at any time.

Return this form to: 7x24 Exchange • 322 Eighth Avenue, New York, NY 10001

Phone 646-486-3818 • Fax: 212-645-1147 • www.7x24exchange.org
“Exceptional!”
“Fascinating new information from high level speakers”
“Great job maintaining the current high standard”
“Good topics & presentations, great balance!”
“Conference delivered practical applications and real experiences of value”
“Conference was well run. Everything was great!”
“First time I attended – great conference – I’ll be back!”

Vendor/Consultant Policies & Procedures

Information Tables and Pop-Up Displays

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. Overt selling at 7x24 Exchange meetings and the use of 7x24 Exchange membership lists for direct selling are prohibited.

Conference sponsors at the Key level or higher will be permitted to occupy one full six foot table for literature and/or a pop up display at no cost. Non sponsoring companies can set up pop up displays at a cost of $500 per table for members and $750 per table for non-members. Any additional costs such as electric, shipping etc. are the responsibility of the vendor.

7x24 Exchange and the Hyatt Regency Scottsdale at Gainey Ranch are not responsible for the theft, loss or any damage incurred to any vendor materials. If you wish to coordinate a display please contact Tina DiMichele at 646-486-3818 x100. All displays MUST be registered with 7x24 Exchange by September 23rd and accompanied by one full conference registration by a representative of the company.

Hospitality Suites

Hospitality suites/demo rooms are permitted on Monday, October 18th, 2004 between the hours of 7:00 P.M. and 11:00 P.M. All hospitality suite hosts must be at least a Key member of the 7x24 Exchange Corporate Leadership Program (CLP). In order to be recognized by 7x24 Exchange vendors must complete a suite registration form.

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

If you are interested in hosting a suite on Monday, October 18th, please contact Brandon Dolci at 646-486-3818 x 108 before September 23rd.
2004 FALL CONFERENCE CORPORATE LEADERSHIP PROGRAM MEMBERS (at press time)

Silver Members

APC
Legendary Reliability

HITEC
Power Protection

SIEMENS

Key Members

Active Power

AFCO SYSTEMS
Network Power

EMERSON

EMERSON Network Power

CSI
Engineering, P.C.

MGE
UPS Systems

John Oyhagaray
First Data Corp/Western Union

Roy L. Chapman
American Express

Ravi R. Mehrotra
Federal Reserve Bank of NY

William Leedecke
Vanguard Group

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(646) 486-3818 x104

Brandon A. Dolci
(646) 486-3818 x108

Contributors

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JT PACKARD

REGISTER ONLINE TODAY @ WWW.7X24EXCHANGE.ORG
QUESTIONS? CALL 646-486-3818 X100 OR E-MAIL INFO@7X24EXCHANGE.ORG