

8th Annual

THE GREEN DATA CENTER CONFERENCE & EXHIBITION

INNOVATIVE STRATEGIES FOR OPTIMAL EFFICIENCY, RELIABILITY AND SAVINGS

Feb. 21-23, 2017
The San Diego Supercomputer Center
SAN DIEGO



CASE STUDIES FROM:



PRICING THROUGH DECEMBER 16th

~~\$1295~~

\$995

Save \$300!

FEATURING TOURS OF

The San Diego Supercomputer Center & ScaleMatrix

Welcome to the 2017 Green Data Center Conference!

This is **THE** event for the world's leading minds on data center efficiency, reliability, and innovation.

**PRICING
THROUGH
DECEMBER 16th**

\$1295

\$995

Save \$300!

#GDICON features all new talks and interactive sessions for data center leaders!

20+

practical case-studies from world-class data center experts

4

interactive, in-depth workshops to advance your data center strategy

3

supercharged days to benchmark and network with peers

2

LIVE DATA CENTER TOURS

guaranteed to energize your data center strategies, reduce costs, and generate organizational growth

Are you ready to transform your data center?

Here are 12 reasons our conference is the must-attend event of the year:

- Lower your center's PUE with the latest power and cooling strategies
- Incorporate automation and smart technologies for better data center function
- Dramatically reduce air and water usage
- Consolidate networks and data to improve ROI
- Plan for current and future renewable energy data center upgrades
- Streamline contractor selection processes for new data center construction
- Adopt the right mix of cloud, co-location, micros and legacy centers for secure data management and growth
- Implement effective data center infrastructure management
- Measure and monitor energy and other output to highlight areas for improvement
- Regularly and effectively benchmark efficiencies across all your data centers
- Create a data-to-decisions framework that enables cost-effective growth and agility
- Develop robust cyber security for cloud-based and data center risk management



Who Should Attend:

C-suite, SVPs, VPs, directors, managers, analysts, engineers and administrators and other leaders working in:

- Information
- Information Security
- Technology
- Global Data Center Operations
- Data Centers
- Facilities
- Architects
- Energy
- Strategy
- Server, Storage, and Applications
- Designers
- Developers
- Infrastructure
- Engineers
- Network Communications
- Server Consolidation, Disaster Recovery
- Hardware Migration
- Risk Management
- Construction Executives
- Real Estate & Development
- Financial
- Products

Here's what a few attendees have said about #GDCON:



This event keeps managers up-to-date with operational and technological tools. It's great to be with people facing similar data center challenges.

- **PETER OAKEN,**
DATA CENTER MANAGER, NASA



This was my first time #GDCON and absolutely loved every moment. I'll definitely add this summit to my yearly calendar!

- **ANNE WONG,**
MANAGING DIRECTOR, JLL



#GDCON enables you to learn best practices in energy efficiency and green building. This event will be on my calendar next year.

- **ROB ROGALSKI,**
UTILITIES AND ENERGY PROGRAM MANAGER, LEVEL 3



I went back to my organization with new business opportunities and updated knowledge of the industry's advancements. This is a must-attend data center event for all types.

- JOHN LOWES, CORPORATE DEVELOPMENT, SEMPRA ENERGY



2017 SPEAKER LINEUP



EMILIO TENUTA
Vice President, Corporate Sustainability
Ecolab



KEVIN DONOVAN,
Data Center Manager
National Renewable Energy Laboratory



HARMAIL CHATHA
Director, Global Data Center Operations & Architecture, Groupon



LOU GREGUS
VP and Head of Engineering
Fidelity Investments Corporate Real Estate



KELLY SHEA
Global Critical Sustainability Engineer
LinkedIn



JEFFREY MYRDEK
Global Director of Energy & Sustainability
CBRE



TIM COOPER
Director of Engineering
Four Seasons Hotels



DAVE GALLAHER
Geoscientist Contractor and Manager,
Technical Services
NASA and National Snow and Ice Data Center



KNUT MOLAUG
Chief Executive Officer
Green Mountain Data Center



BRETT ILLERS
Senior Program Manager Sustainability and Energy Efficiency
Yahoo!



CHRIS ORLANDO
Co-Founder and CMO
ScaleMatrix



BOB WEST
Managing Director CISO
CareWorks Tech



KC MARES
CEO & President
MegaWatt Consulting, Inc.



TIM AMEY,
CDCTP CDCMP CDCEP CDCAP
US Technical Lead
CNet Training



SERENA DEVITO,
Data Center Engineer
eBay Inc.



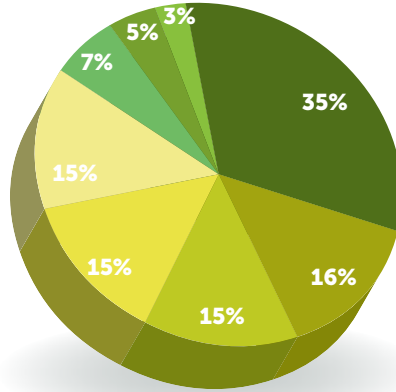
TOD SWORD
Economic Development
Consultant
Southern California Edison



Meet our #GDCCON Audience

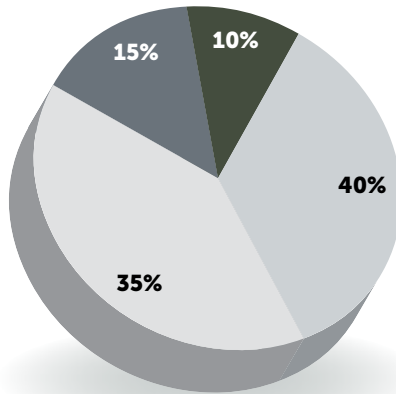
INDUSTRY

Retail	35%
Media/ Entertainment	16%
High-Tech	15%
Manufacturing	15%
Business Services	15%
Life Sciences/ Pharma	7%
Transportation	5%
Gov't/Military	3%



TITLE

C-Suite	10%
VP	35%
Director/ Manager	40%
Other	15%



PAST ATTENDING TITLES INCLUDE:

C-suite, SVPs, VPs, directors, managers, analysts, engineers and administrators of:

- Information
- Information Security
- Technology
- Global Data Center Operations
- Data Centers
- Facilities
- Architects
- Energy
- Strategy
- Server, Storage, and Applications
- Designers
- Developers
- Infrastructure
- Engineering
- Network Communications
- Server Consolidation, Disaster Recovery
- Hardware Migration
- Risk Management
- Construction Executives
- Real Estate & Development
- Financial
- Products

More than 3,000 data center professionals have attended the **GREEN DATA CENTER CONFERENCE**



PAST ATTENDING BRANDS HAVE INCLUDED:

Advanced Micro Devices, Inc
American Eagle Outfitters
Defense Logistics Agency
Department of Veterans Affairs

eBay
Fairmont Hotels & Resorts
Hitachi Data Systems
Jack in the Box Inc.
Jacobs
LinkedIn Corporation

MasterCard
Pishgaman Plastic Co
Pixar Animation Studios
Purafil, Inc.
Siemens Industry, Inc.
Syska Hennessy Group
Texas A&M University

The Sherwin Williams Company
Time Warner Cable
Universal Electric Corporation
University of Wisconsin-Milwaukee
Verizon

AGENDA-AT-A-GLANCE

Why should I attend a workshop?

- Learn from 3 hour intensive, classroom style activities and discussions
- Dive into the most challenging topics around data center strategy
- Interact one-on-one with your peers and workshop instructors



PLEASE NOTE: Workshops are an additional fee.

8:00 Registration, Continental Breakfast, Coffee & Tea

9:00 **WORKSHOP A:**
Implementing effective Data Center Infrastructure Management (DCIM) program for your data center
 TIM AMEY, *Technical Lead, CNET Training*

9:00 **WORKSHOP B:**
Strategies to Promote Energy Efficiency in Data Centers
 SARA CEDERBERG, *AIA, Technical Director, LEED, U.S. Green Building Council*

12:00 Networking Lunch

1:00 **WORKSHOP C:**
Approaching net zero: Creating the roadmap for data center consolidation and energy reduction
 KEVIN DONOVAN, *Data Center Manager, National Renewable Energy Laboratory*

1:00 **WORKSHOP D:**
Retrofitting outdated data centers to reduce costs and meet changing consumer expectations
 SPEAKER TBA

4:00 - 5:30 p.m. SDSC Tour at University of California San Diego

 **Tour the Silver LEED Certified San Diego Supercomputer Center**

Internationally renowned SDSC enables global science and engineering discoveries through data-intensive, high performance computing. Attendees will tour the 19,000-square foot, LEED-certified, and climate-controlled facility. SDSC is secure, meets regulatory requirements, and offers stable, cost-efficient operations for several multi-terabyte databases and Comet supercomputers.



Improve data center performance, reduce cost and streamline processes

CASE STUDIES PRESENTED:



8:00 Registration, Continental Breakfast, Coffee & Tea

8:50 Opening Remarks from Emcee

9:00 LinkedIn case study: Data center sustainability and next generation cooling
 KELLY SHEA, *Global Critical Sustainability Engineer, LinkedIn*

9:45 Climate change and the future of data centers: Creating the GDC value proposition
 DAVE GALLAHER, *Geoscientist Contractor, NASA, and Manager, Technical Services, National Snow and Ice Data Center*

10:30 Sponsor Showcase & Networking Break

TRACK 1:
Innovative, Efficient Data Center Design

11:00 Aligning new data center priorities with green initiatives, organizational goals and regulatory
 TIM COOPER, *Director of Engineering, Four Seasons Hotels*

11:45 SCE Case Study: Optimizing the right partnerships for green data center design and construction
 TOD SWORD, *Economic Development Consultant, Southern California Edison*

12:30 Networking Lunch

1:30 Sponsor Showcase
 TBA

2:15 Sourcing environmentally-friendly materials and equipment for green data centers
 SPEAKER TBA

3:00 Exploring latest energy-saving data server tech and equipment for new data centers
 SPEAKER TBA

3:45 Networking Break

4:00 Case Study: Yahoo's efficient facility design strategies
 BRETT ILLERS, *Senior Program Manager Sustainability and Energy Efficiency, Yahoo!*

4:45 Optimizing power usage through innovative server consolidations
 HARMAIL CHATHA, *Director, Global Data Center Operations & Architecture, Groupon*

5:30 Networking Reception

7:00 Networking Dinners

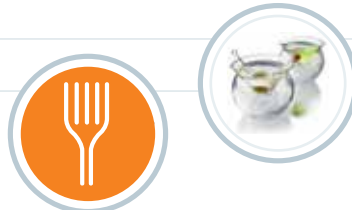
TRACK 2:
Data Center Modernization and Innovation

11:00 Additionality and Locality: Overcoming regulatory and other hurdles to bring renewable energy resources to your data center
 KC MARES, *CEO & President, MegaWatt Consulting*

11:45 HVAC adjustments to reduce loss, increase efficient data center operations
 SPEAKER TBA

2:15 CASE STUDY: Creating capacity and efficiency to accommodate growth and achieve bottom line savings
 KNUT MOLAUG, *Chief Executive Officer, Green Mountain Data Center*

3:00 Data center rack optimization via air flow management
 JEFFREY MYRDEK, *Global Director of Energy & Sustainability, CBRE*





CASE STUDIES PRESENTED:



- 8:00 Registration, Continental Breakfast, Coffee & Tea
- 9:00 Opening Keynote: Case Study - eBay's Efficient Facility Design
SERENA DEVITO, *Data Center Engineer*, eBay
- 9:45 Sponsor Showcase & Networking Break

**TRACK 1:
Innovative, Efficient Data Center Design**

- 10:00 Implementing a customized, robust data center and cloud security program
BOB WEST, *Managing Director*, CISO, CareWorks Tech
- 10:45 Exploring latest energy-saving data server tech and equipment for new data center
TOM GRISHAM, *Sr. Network Architect IT*, The Home Depot

**TRACK 2:
Data Center Modernization and Innovation**

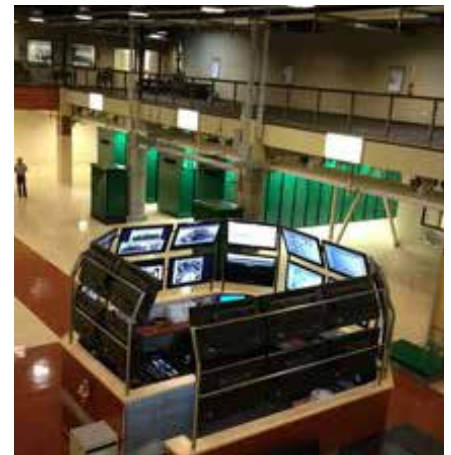
- 10:00 Identifying the right platforms for your IT workload to optimize performance and reduce data center costs
CHRIS ORLANDO, *Co-Founder and CMO*, ScaleMatrix
- 10:45 Reducing water consumption for greener data center operations
SPEAKER TBA

- 11:30 Closing Keynote: Leveraging smart technology to manage and optimize water usage
EMILIO TENUTA, *VP of Sustainability*, Ecolab
- 12:15 Networking Lunch
- 1:15 ScaleMatrix Tour
- 3:30 Conference Concludes

 **Live Data Center tours on Tuesday and Thursday, Feb. 21st and 23rd.**



On the ScaleMatrix tour, you'll witness one of the most technologically-advanced data centers in the country. With the highest density in the region, and a unique design making it exponentially greener and more cost effective, don't miss this chance to see what the data centers of tomorrow look like - today!



Venue and Registration Information

About the Venue

As one of the nation's first supercomputer centers, built in 1985, the San Diego Supercomputer Center was established in cooperative agreement by the National Science Foundation (NSF), the University of California San Diego, and GA Technologies. For the past four years, the Green Data Center Conference has been fortunate enough to offer its nearly decade-long program at the SDSC Center, replete with an onsite tour of its state-of-the-art facility. Come join your peers from across the globe to share best practices, benchmark, and get the latest tools and strategies to attain more cost-effective and efficient data centers, and get an inside look into one of the most historically-rich, modernized, supercomputing hubs in the world.



2017 GREEN DATA CENTER CONFERENCE will be located at:

San Diego Supercomputer Center
10100 Hopkins Drive
La Jolla, CA 92093-0505
Website: <http://www.sdsc.edu/>
Phone: (858) 534-5000

A block of rooms at an area hotel will be available for conference attendees, please check back for more details soon!

Exhibiting and Sponsorship Information:

To learn more about exhibiting at this 2017 #GDCON please contact James Cross at james.cross@gsmiweb.com or 619.810.1939.

Registration Includes:

- + Continental breakfasts
- + Breaks - snacks and beverages
- + Lunches
- + Networking reception
- + Access to all presentations, videos, mp3s
- + Research reports

What is the Sponsor Showcase?

From the moment an organization makes the decision to green their data center or migrate to the cloud they are faced with a dizzying array of available pathways to follow, options they may consider and products from which they might choose. The 10 for 7 showcase puts the decision in your hands by allowing each of our sponsors to present their products and services to our entire audience base for strictly seven minutes. No hard pitch or awkward excuses. Just seven minutes of sales so you have the best opportunity available to learn and connect with your vendor of choice. The 7-minute presentations can be viewed as commercials for our audience are distributed throughout the two main conference days.



ADMINISTRATIVE NOTE:

For cancellations received in writing.

- **Four weeks or more prior to the event:**
Full refund or full credit voucher
- **Four weeks or less prior to the event:** *No refund; a credit voucher minus the \$300 cancellation fee*

If you do not cancel your registration by the day of the event you will be charged your full registration fee. Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418

SUBSTITUTION POLICY:

Substitutions may be made up to the day of the event.

PAYMENT POLICY: Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer. If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Conference and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the conference date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the Green Data Center Conference & Expo registrants(s).

Green Data Center Conference

Feb. 21-23, 2017 | The San Diego Supercomputer Center | San Diego



REGISTRATION FORM

	1st Early Bird November 11, 2016 EXPIRED	2nd Early Bird December 16, 2016	Final Early Bird January 27, 2017	Regular Rate (After Jan. 27)	Onsite (Feb. 21-23)
COMMERCIAL					
Conference Only	<input type="radio"/> \$895 <i>Save \$400</i>	<input type="radio"/> \$995 <i>Save \$300</i>	<input type="radio"/> \$1,095 <i>Save \$200</i>	<input type="radio"/> \$1,295	<input type="radio"/> \$1,595
Conference + 1 Workshop	<input type="radio"/> \$1,190 <i>Save \$400</i>	<input type="radio"/> \$1,290 <i>Save \$300</i>	<input type="radio"/> \$1,390 <i>Save \$200</i>	<input type="radio"/> \$1,590	<input type="radio"/> \$1,890
Conference + 2 Workshops	<input type="radio"/> \$1,385 <i>Save \$500</i>	<input type="radio"/> \$1,485 <i>Save \$400</i>	<input type="radio"/> \$1,585 <i>Save \$300</i>	<input type="radio"/> \$1,785 <i>Save \$100</i>	<input type="radio"/> \$2,085
GOVERNMENT AND NON-PROFIT					
Conference Only	<input type="radio"/> \$695 <i>Save \$400</i>	<input type="radio"/> \$795 <i>Save \$300</i>	<input type="radio"/> \$895 <i>Save \$200</i>	<input type="radio"/> \$1,095	<input type="radio"/> \$1,195
Conference + 1 Workshop	<input type="radio"/> \$990 <i>Save \$400</i>	<input type="radio"/> \$1,090 <i>Save \$300</i>	<input type="radio"/> \$1,190 <i>Save \$200</i>	<input type="radio"/> \$1,390	<input type="radio"/> \$1,490
Conference + 2 Workshops	<input type="radio"/> \$1,185 <i>Save \$500</i>	<input type="radio"/> \$1,285 <i>Save \$400</i>	<input type="radio"/> \$1,385 <i>Save \$300</i>	<input type="radio"/> \$1,585 <i>Save \$100</i>	<input type="radio"/> \$1,685

- \$295**
1 Workshop
- \$490** *Save \$100*
2 Workshops
- \$750**
Day 2-Single day pass
- \$600 - Media On Demand Pass**
(includes access to online presentation slides, mp3 recordings, discount code for next year's program, exclusive Media Partner offerings)

➤ Please fill in the following information and fax back to: (619) 923-3542 ➤ Please submit one form for each delegate attending.

GSMI OFFERS 5 WAYS TO REGISTER:

Tel: (888) 409-4418 Monday - Friday
8:00 a.m. - 6:00 p.m. US Pacific Time

Fax: (619) 923-3542 24 Hours a Day

Mail: 1501 India St., Suite 103-60
San Diego, CA 92101

Email: registration@gsmiweb.com
Please include your name & telephone number

Web: www.gsmiweb.com
www.GreenDataCenterConference.com

GROUP DISCOUNTS OF 3 OR MORE:

For information about group discounts of 3 or more people and Team Learning opportunities for the Green Data Center Conference, please contact our customer service team at info@gsmiweb.com or 888.409.4418.

EXHIBITING AND SPONSORSHIP INFORMATION:

To learn more about exhibiting at the upcoming Green Data Center Conference, San Diego, please contact:

James Cross 619.810.1939
james.cross@gsmiweb.com

Will you be attending any pre-summit workshops on Tuesday, February 21, 2017?

Yes No If so, which workshops?

9:00am A Additionality and locality: Overcoming regulatory and other hurdles to bring renewable energy resources to your data center

9:00am B Implementing effective Data Center Infrastructure Management (DCIM) program for your data center

1:00pm C Approaching net zero: Creating the roadmap for data center consolidation and energy reduction

1:00pm D Retrofitting outdated data centers to reduce costs and meet changing consumer expectations

Name: _____

Title: _____

Company: _____

Department: _____

Approving Manager Name & Title: _____

Mailing Address: _____

City: _____ State: _____

Zip/Post Code: _____ Country: _____

Telephone: _____

Fax: _____

Email: _____

Twitter ID: _____

Linkedin.com Profile: _____

PAYMENT METHOD: CREDIT CARD: Amex Visa MasterCard Check

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____

CVV: _____

Do you have any dietary restrictions (e.g. kosher, vegetarian)? Yes No If so, please specify: _____

Do you require any accommodations that require special attention? Yes No If so, please specify: (e.g. wheel-chair access) _____

How did you hear about this event? _____