

RETURN FORM BY:
July 15, 2008

2008 MISSION CRITICAL ONLINE DIRECTORY

FREE LISTING QUESTIONNAIRE
Manufacturer/Supplier Section - September 2008

Account No: 1
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Sales/Mktg. Mgr.

Please correct the contact and mailing information for the Person Responsible for Updating this Listing.

SUBMIT YOUR FREE LISTING for the Mission Critical Products and Services Directory, the buyers guide of products and services for Mission Critical and emergency backup applications. Your listing will be seen by more than 30,000* data center and emergency backup system specifiers, engineers, designers, owners, users and operators. Make it easy for buyers/specifiers to find you!

ENSURE THAT YOUR LISTING STANDS OUT & BUYERS CALL YOU - ORDER ENHANCEMENTS ON LAST PAGE.

Please complete this form, sign, date and return. To ensure accuracy, please clearly print or type any changes or additions to the listing information that follows. If you are not the correct person, please forward this form to that individual.

PUBLISHED COMPANY INFORMATION

Company:

Division:

Address:

City:

Zip/Postal Code:

Phone:

Fax:

Email:

Web/Home Page:

State/Province:

Country: UNITED STATES

CONTACT PERSONNEL

List key contacts and their titles. Please limit to three. The first three names will be used if more are provided.

Your listing will NOT be processed without the following information:

Please sign and return all pages of this form by July 15, 2008 in the envelope provided or by fax to Lynn Fish at 248-244-3943.

Name: _____ Title: _____

Signature: _____ Date: _____

Email:* _____ Fax:* _____

*Mission Critical is moving to an online listing form and future listing notifications will be sent via email. By providing your fax number you are giving Mission Critical permission to fax you with questions concerning this, or future listings. If you do not wish to receive faxes, please leave the fax field blank. All other fields required.

*Publishers own data

Occasionally, listed companies receive special email offers from relevant organizations. If you do not wish to receive such offers, please check here.

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COMPANY DESCRIPTION

Include general description about your company and products/services (no trade names, please). Please limit to 35 words or less.

PRODUCT LISTING SECTION - **IMPORTANT -You must Select Product Codes to be Searchable Online**

ALL PRODUCT CODES ARE INCLUDED WITH YOUR FREE LISTING. Write below any product code numbers and descriptions applicable to your company. Reference the Product Code Booklet for a complete list of available codes.

PLEASE NOTE: In order for your company to be searchable by keyword in the new online buyers guide you must select product codes.

CODE NUMBER / HEADING

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Sales/Mktg. Mgr.

UPGRADE YOUR LISTING FOR MAXIMUM BUYER RESPONSE

Questions About Upgrade Options? Contact Stacey Hurley at 248-786-1662 or hurleys@bnpmedia.com

YES! Include my company in Mission Critical's 2008 Online Directory.

I understand this is a free listing and I have indicated my options below:

LISTING PACKAGE	OPTION (Select Only One)	PRICE	DETAILS
Premium PLUS	Buyers Guide Sponsorship & Lead Package Includes Premium Listing PLUS , inclusion in our Request for Proposal program (Leads!) and your choice of one of the following options (choose one) <input type="checkbox"/> Video <input type="checkbox"/> 3 Product Specific Banner Ads <input type="checkbox"/> Tile Ad	\$1195	<i>\$795 for September Display</i>
PREMIUM PACKAGE	<input type="checkbox"/> Top Placement Online • 4-color logo online • Live Weblink & Email links to your website • 3 Product Spec Sheets (pdf) online • 3 Product Photos online • Top placement online with a star designation • Email lead form	\$865	<i>Valued at over \$2000</i> <i>\$495 for September Display Advertisers</i>
DELUXE PACKAGE	<input type="checkbox"/> LISTINGS, LINKS & LOGOS Basic Listing, Weblinks & 4-color logo online, and improved search ranking online	\$425	<i>FREE for September Display Advertisers</i>
Enhanced Listing	<input type="checkbox"/> LISTING & LINK Basic Listing online plus Weblink & Email links	\$275	<i>FREE for September Display Advertisers</i>
Basic Listing	<input type="checkbox"/> In searchable online version	FREE	

Submit ad materials by August 1 to <http://directories.bnpmedia.com>:

Logos, Product Photos as JPG, EPS or TIF format at 300 dpi; Spec Sheets as a low-res text pdf, max file size 200k.

Prepayment Required – please fill in payment information:

Method of Payment, Please Checkmark

Check (Payable to BNP Media in U.S. Funds – Mailed to Laura Cox) Check # _____

AMEX Visa MasterCard Diners Club

Card # Exp. Date _____

Authorized Signature _____ Print Name _____

Email Address for Receipt _____

TOTAL AMOUNT: \$ _____

All prices are net and non-commissionable. Credit Card payments will appear on your statement as BNP Media. NOTE TO COMPANIES OUTSIDE OF THE U.S. AND CANADA: PAYMENT PREFERRED ON A CREDIT CARD. CHECKS MUST BE IN US FUNDS AND DRAWN ON A U.S. BANK.

Mission CRITICAL

Data center and emergency backup solutions

Please circle or write code number on listing form provide. Be sure to include company name and account number if submitting this product code Index.

Company Name: _____

Account Number: _____

2008 Online Directory Product Code Index

Consultants, Engineering, and Contracting Services

00200 Architectural and Design Engineering
00300 Builders and Contractors
00400 CAD Services
00500 Commissioning and Testing
00600 Construction Engineering and Management
00700 Design/Build Contractors
00800 Electrical Contractors
00900 Financial, Insurance and Loss Prevention and Risk Services
01000 Finishing and Fit-out Services
01100 Fire Protection Engineers
01200 Infrastructure Documentation
01300 Mechanical and Electrical Engineering
01400 Mechanical Contractors
01500 Network testing and Verification Services and Systems
01600 Project Management, Business Process Planning
01700 Property, Site and Location, and Environmental Services
01800 Startup, Testing and Commissioning

Education and Training

02000 CEUs and PDHs
02100 On-line
02200 Seminars
02300 Undergraduate

Electrical

02500 Batteries
02600 DC Systems

Fuel Systems:

02800 Control
02900 Distribution
03000 Monitoring and Holding Tanks (Gas included)

03100 Load Banks
03200 Power Monitoring Electrical Systems and Controllers (Emergency and Non-Emergency)
03300 Power Strips and Surge Protectors

Power Systems and products:

03500 Automatic and static
03600 Breakers
03700 Bypass
03800 Inverters
03900 PDU
04000 Switches
04100 Transfer Switches
04200 Transformers

Standby Power:

04400 Acoustical housings

04500 Alternators
04600 Bi-fuel
04700 Catalytic Converters
04800 Diesel
04900 Fuel Cells
05000 Generators
05100 Microturbines
05200 Mobile
05300 Natural Gas
05400 Rental

05500 UPS, flywheel, battery, rotary, and dynamic combined systems

Fire, Water and Smoke Alarm and Protection Systems

Alarms and Early Warning Detection Systems:

05800 Air
05900 Fire
06000 Smoke and Water

06100 Environmental Monitoring

Fire Suppression Products and Systems:

06300 Distribution
06400 Supply
06500 Tanks and Servicing

Manual and Automatic Control Panels, Products and Systems:

06700 FACP
06800 MPS
06900 Other (etc)

Management & Automation Software and Services

07100 BIM – Building Information Modeling; including CAD, CFD
07200 BMS – Building Management Systems
07300 CFD Analysis
07400 DMS – Datacenter Management Systems
07500 IT Automation and Lifecycle Management Systems
07600 NMS – Network Management Systems (Includes NOC and SOC)
07700 OSS – Operational Support Systems
07800 PEMCS – Power and Environmental Monitoring and Control Systems

Mechanical, HVAC, and Plumbing Products and Services

08000 Chilled Water Plants, Liquid Cooling Systems (See Plumbing)
08100 Chip Cooling Systems
08200 Cooling Towers

08300 CRAC, Air Handler Products,
08400 Fans
08500 In-Row Cooling Systems

Plumbing:

08700 Chillers
08800 Condensate
08900 Liquid Cooling
09000 Piping and Plant

09100 Portable and Supplemental Cooling

Precision Cooling:

09300 Ceiling
09400 Plenum
09500 Wall

09600 Refrigerant Cooling Systems

Network Equipment and Cable Infrastructure and Management

09800 Blanking Panels

Cable and Cable Management Products and Systems:

10000 Conduits
10100 Panels
10200 Risers
10300 Terminators
10400 Trays

10500 Data Acquisition

10600 Electrical Power Cables, Conduits, Connectors and Raceway Systems

10700 KVM and Remote Management, Command Bridge Products and Systems

10800 Locking and Monitoring Systems and Mechanisms

10900 Network and Cable/Fiber Design and Installation

Racks, Rails, Cabinets, Cages and Enclosure Systems:

11100 Air
11200 Liquid

Raised Floor Components:

11400 Grommets
11500 Pedestals
11600 Tiles

Outsourcing and Managed Services

11800 Building, Site and System Maintenance & Operations

11900 Cleaning Services

12000 Environmental, Regulatory

Managed Services:

12200 Applications
12300 Disaster Recovery
12400 Monitoring

12500 Migration, Consolidation, and Logistics

12600 Real Estate, Colocation, Hosting and Interconnection Exchanges

12700 Relocation Services

Staff Augmentation Services:

12900 Facility
13000 IT and Security
13100 Network

13200 Training

Physical and Electronic Security Systems

13400 Access Controls, Systems, Products, and Servicing

Physical and Logical Intrusion Detection Systems:

13600 Illumination
13700 Motion
13800 Video

Physical and Perimeter Intrusion Protection Products:

14000 Bollards
14100 Communications
14200 Doors
14300 Fences
14400 Locks

14500 Security Policies and Procedures