



Discover Tablet PC: the simplicity of pen and paper combined with the power of the PC.

www.microsoft.com/tabletpc

Tablet PC Event Planning Guidelines

It's never been a better time to evangelize the power of the Tablet PC and Microsoft® Windows® XP Tablet PC Edition operating system. This booklet will demonstrate how to integrate the new, industry-focused Tablet PC marketing materials into your upcoming tradeshows, briefings, and customer events.

Discover the power and versatility of the Tablet PC—the evolution of the notebook PC.

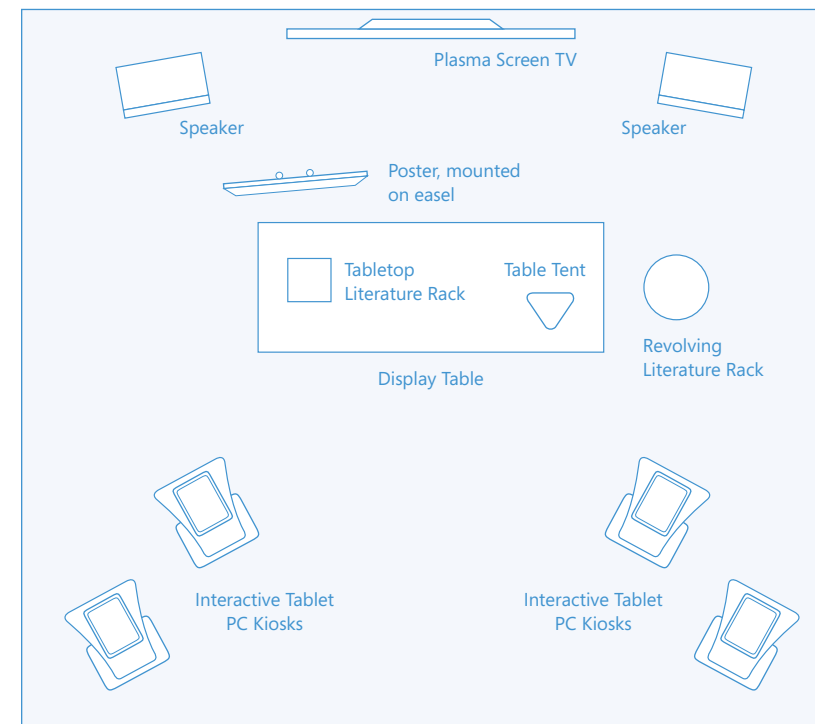
Microsoft is pleased to provide you with the marketing materials you'll need to promote the Tablet PC, and we hope that you will find the following event guidelines helpful as you feature the Tablet PC at upcoming events.

Microsoft is committed to helping you stage a successful trade event and to providing the business-relevant marketing collateral, signage, and demoware needed for your marketing efforts. In addition, we have provided practical suggestions on how to set up your floorplan(s) and event logistics. The listing of interactive elements and display materials, self-running demos, customer evidence, and other Tablet PC collateral will help you determine the best tools for your customer visit, briefing, or trade event. We've also provided ordering and contact information, so you will have the information you need to leverage all of the materials seen in this guide.

Event Floorplan Options

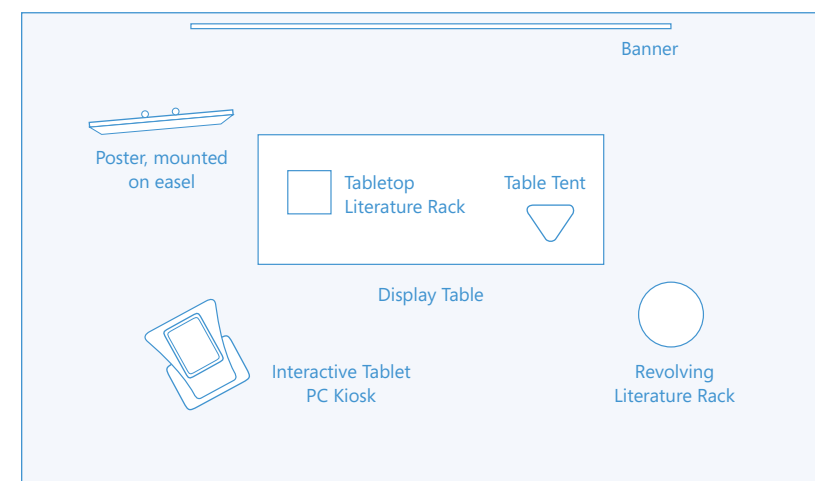
Below are a few suggestions on the most effective ways to arrange the physical space of your event or tradeshow booth property. Please feel free to swap ideas between the larger event area and smaller event area layouts to make best use of your available space.

Larger Event Area



If a full room or larger area is available for your Tablet PC trade events, you have the opportunity to create an interactive environment. Attendees will be drawn into a multi-station setup and will either receive guided feedback on a Tablet PC or explore on their own. A full setup would include the following: a large plasma screen display on the rear wall playing the teaser video to draw people into the area; up to four Tablet PC interactive kiosks; branded posters and banners; and a display of collateral materials specific to your audience at a central table with additional literature racks.

Smaller Event Area



If only a single table or small area is available for your trade event, use a condensed setup with a display table, single kiosk, and smaller selection of branded signage.

Interactive Tablet Kiosks and Demoware

Event attendees respond positively when given the opportunity to experience a Tablet PC and the power of the digital pen in a hands-on environment. Use the power of experience to highlight the benefits of the Tablet PC with interactive setups and self-running demos.

Interactive Kiosks



You can reserve up to four **interactive kiosks** for your Tablet PC trade event. Each kiosk has a tethered Tablet PC preloaded with a selection of software with which attendees can interact. With advance notice, the software image on each kiosk can be customized to suit your audience. Please check on the availability of electrical outlets and extension cords for each kiosk. To reserve kiosks for your event, see the instructions at the end of this booklet for requesting a kiosk at tabkiosk@microsoft.com. Kiosk reservations are subject to availability.

Self-Running Demo



Windows Media File 9, 320 x 240, 300 K
For use on Web sites or other low-bandwidth applications. Download available at: www.tabletPCpartnermarket.com

Windows Media File 9, 640 x 480, 2 MB
For use by sales reps and for use in keynotes, etc. Download available at: www.tabletPCpartnermarket.com

DVD version for plasma screen use
Contact tabkiosk@microsoft.com to request the DVD version.

Start Something Demo



DVD version for plasma screen use
Contact tabkiosk@microsoft.com to request the DVD version.

The **self-running demo** is a five-minute animated presentation with voiceover highlighting the functionality, applications for, and uses of the Tablet PC within vertical business categories. The self-running demo is appropriate to play on a large plasma screen TV via a DVD player or as a Microsoft Windows Media® file on one of the Tablet PC kiosks. This demo may also be used in a small group or a one-on-one briefing.

The **Start Something demo** is available to play from a DVD on a kiosk display. Branding for this demo is consistent with the Microsoft Windows "Start Something" campaign, although the Tablet PC and other mobile solutions are the focus of the piece.

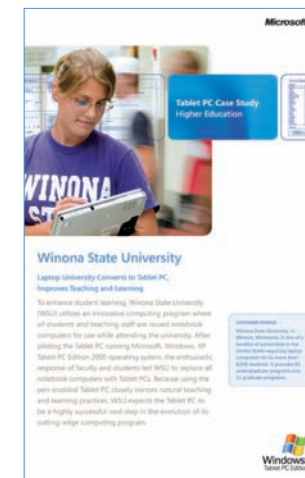
Customer Evidence and Marketing Collateral

Innovative organizations are discovering how the Tablet PC can revolutionize their work environment. Utilize these industry-specific case studies in both print and video format, as well as printed marketing collateral, to demonstrate how incorporating the Tablet PC enables increased productivity and new levels of collaboration.

Case Studies Print and Video



Baylor Health Care System
Part No. 098-104429



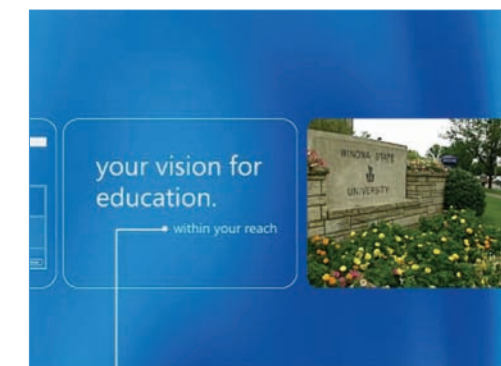
Winona State University
Part No. 098-104428



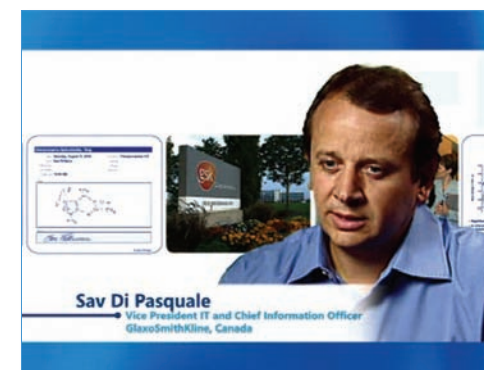
GlaxoSmithKline
Part No. 098-104430



Baylor Health Care System
Part No. 098-104431
Download available at: www.tabletPCpartnermarket.com



Winona State University
Part No. 098-104432
Download available at: www.tabletPCpartnermarket.com



GlaxoSmithKline
Part No. 098-104433
Download available at: www.tabletPCpartnermarket.com

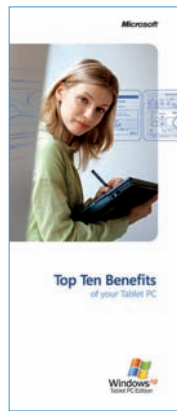
To order collateral, visit: www.tabletPCpartnermarket.com

Customer Evidence and Marketing Collateral (cont.)

Brochures and Datasheets



Overview Brochure
Part No. 098-104373



Top 10 Brochure
Part No. 098-104372



Healthcare Datasheet
Part No. 098-104378



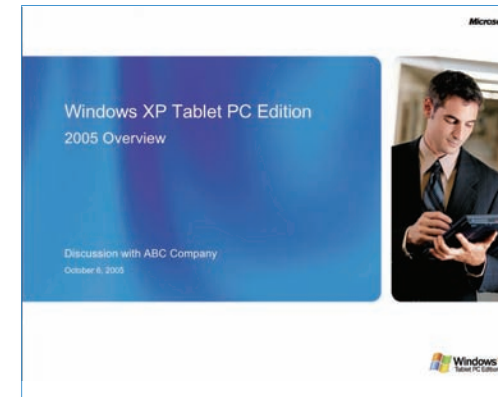
Education Datasheet
Part No. 098-104375



Life Sciences Datasheet
Part No. 098-104379

Customer Presentations

Microsoft has produced four, industry-relevant customer presentations, which you may modify and integrate into your presentations.



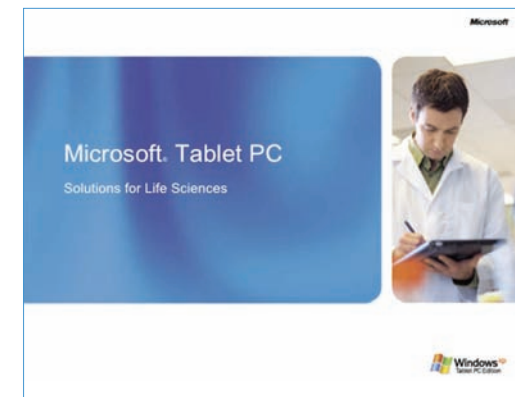
General Tablet PC Overview Presentation
Download available at: www.tabletPCpartnermarket.com



Healthcare Vertical Overview
Download available at: www.tabletPCpartnermarket.com



Education Vertical Overview
Download available at: www.tabletPCpartnermarket.com



Life Sciences Vertical Overview
Download available at: www.tabletPCpartnermarket.com

Event Logistics

Let your customers hear, view, and read about the power of the Tablet PC. With these tools, you can increase the visual and informational impact of your display area.



Teaser/Walk-in Video

Windows Media File 9, 320 × 240, 300 K
For use on Web sites or other low-bandwidth applications. Download available at: www.tabletPCpartnermarket.com

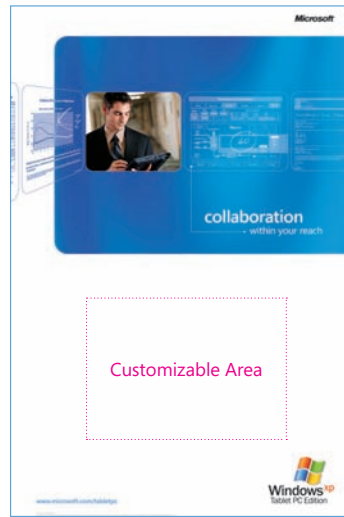
Windows Media File 9, 640 × 480, 2 MB
For use by sales reps and for use in keynotes, etc. Download available at: www.tabletPCpartnermarket.com

DVD version for plasma screen use
Contact tabkiosk@microsoft.com to request the DVD version.

This eye-catching, high-energy one-minute **teaser video** can be used to attract interest to your Tablet PC display area. It is best to show it on a large-format plasma screen. When using a larger display area, remember to coordinate rental/use of a sound system to accompany a plasma screen display.



Poster
Part No. 098-104418



Signage Template
Part No. 098-104420

The **poster** may be displayed on a wall or mounted to foamcore and displayed on an easel.

Prior to production, customize the **signage template** to direct attendees to your Tablet PC display area or other significant locations.



Tabletop Display
Part No. 098-104422

Flat view



Composed view

Add Tablet PC branding to your event table(s) with the **tabletop display piece**.



Horizontal Banner
Part No. 098-104414

The **horizontal banner** may be hung on a wall to add Tablet PC branding to your space, or can serve as a table skirt if one is not provided by your event coordinator. (To use in this manner, fold the bottom edge of the banner under the table.)

An alternate **vertical banner** format is available to add Tablet PC branding to your event space.



Vertical Banner
Part No. 098-104415



Lead Generation Postcard
Part No. 098-104417

Use the **lead generation postcard** to capture information from attendees in post-event follow-up.



E-Mail Template



PowerPoint Template
Download available at: www.tabletPCpartnermarket.com

Use the **e-mail template** for communications to prospective attendees prior to your event or for follow-up with attendees afterwards.

Use the **Microsoft Office PowerPoint® template** to create additional, customized presentations for your Tablet PC event.

How to Order and Get Going

We've made it simple for you to order these event marketing materials and the tools you need for a successful Tablet PC tradeshow event.

Reserving Tablet PC Kiosks

To request use of up to four Tablet PC kiosks for your trade event, please contact tabkiosk@microsoft.com to receive an event kiosk reservation form. You will receive a return e-mail providing you with the reservation form within 24 business hours. Signed copies of the form must be provided to Microsoft in order to reserve a kiosk. Kiosk reservations are subject to availability, so please make your reservations as far in advance as possible.

Requesting Copies of Collateral and Logistics Items

To order printed/produced copies of any of the Tablet PC collateral or logistics items or to download video case studies, PowerPoint presentations, or demoware, go to www.tabletPCpartnermarket.com and enter your company name and password. If you do not already have a user name and password, please contact tabkiosk@microsoft.com or contact Amber Kinney (425-707-8523).

At the Tablet PC Partner Market Web site, you'll be able to browse all Tablet PC collateral and order pieces by part number. It's that simple. You can browse by campaign or product family, learn more about industry-specific uses of the Tablet PC, and contact Customer Care for help and inspiration. Also, you can let us know what more we can do to make your Tablet PC trade event successful or request suggestions/best practices for other partners and colleagues.



www.tabletPCpartnermarket.com Web Site