



Microsoft Explorer

Business
Technology
Exposition
and
Conference



Dear prospective exhibitors,

It gives me great pleasure to invite you to participate in the Microsoft Explorer 97 Exposition to be held on September 17-18, 1997 at the San Jose Convention Center.

Microsoft Explorer 96 brought over 6,000 customers and more than 50 Solution Providers together under one roof. Last year's success combined with the continuing demand for ALL the latest information on Microsoft products and services allows us to sponsor Microsoft Explorer 97. This event is hosted jointly by Microsoft and its Solution Providers.

Microsoft Explorer 97 also includes a three day, in-depth conference that will begin on Tuesday, September 16 with content-rich sessions lasting until Thursday afternoon, September 18. Six focused tracks for developers and business professionals will cover a full range of Microsoft technologies and solutions – including development, the desktop, BackOffice, business strategies, case studies and hands-on training. These conference attendees will be looking to buy your products.

The exhibit portion will be open to attendees on Wednesday, September 17 from 11:30 AM to 6:00 PM, and on Thursday, September 18 from 10:30 AM to 4:30 PM. Based on last year's numbers and this year's agenda, we expect a targeted audience of at least 15,000 customers to attend the exposition.

We in the Northern California Microsoft office are very excited about this opportunity. This pamphlet will give you a good overview of the event and the type of customer it targets. If you have any questions regarding exhibitor participation and/or sponsorship, please contact Keith MacLean at (508) 470-3870, or email him at KMacLean@DCIexpo.com.

On behalf of Microsoft Corporation, I look forward to seeing you in September at Microsoft Explorer 97.

Sincerely,

A handwritten signature in black ink that reads 'Chuck Dietrick'.

Chuck Dietrick, General Manager
Northern California District Microsoft

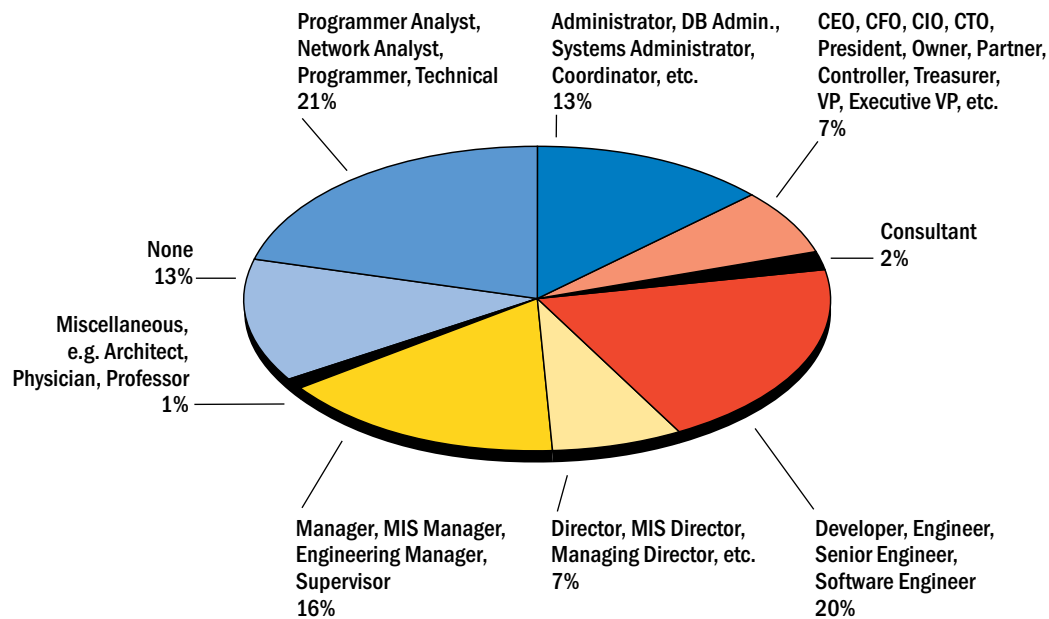
**September
17 & 18, 1997**

**San Jose
Convention Center**

Why Exhibit?

- Exposure to over 15,000 Microsoft customers, developers and business professionals
- Inclusion in Explorer 97 marketing campaign
- Sponsorship opportunities at show and in exhibit program
- Pre and post conference mailing to Explorer 97 attendee list
- Complementary conference and exhibit passes

Explorer 96 Conference Attendees by Job Function



Exhibitor Sales Information

- Contact Keith MacLean at (508) 470-3870 or email KMacLean@dcexpo.com
- For more information on the show, visit www.dciexpo.com

September 17 & 18, 1997

San Jose Convention Center

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