

Tuesday, March 5	
Grand Ballroom	Metropolitan Ballroom A & B
	BREAKFAST 6:30 AM - 8:00 AM
START FY14 OPENING KEYNOTE - CHRIS CAPOSSELA 8:00 AM - 8:45 AM	
IEB KEYNOTE - YUSUF MEHDI 8:45 AM - 9:30 AM	
BREAK - 9:30 AM - 10:00 AM	
OFFICE KEYNOTE - JOHN CASE 10:00 AM - 10:45 AM	
WINDOWS AND SURFACE KEYNOTE TAMI RELLER, MIKE ANGIULO, PANOS PANAY, CORLEY HUGHES 10:45 AM - 12:00 PM	
LUNCH 12:00 PM - 1:15 PM	LUNCH 12:00 PM - 1:15 PM
WINDOWS PHONE KEYNOTE - THOM GRUHLER 1:15 PM - 2:00 PM	
OPERATOR CHANNELS KEYNOTE (OC) - EDDIE O'BRIEN 2:00 PM - 2:45 PM	
OEM KEYNOTE - NICK PARKER 2:45 PM - 3:30 PM	
BREAK - 3:30 PM - 4:00 PM	
RETAIL SALES & MARKETING KEYNOTE (RSM) - JEREMY DALE 4:00 PM - 4:45 PM	
POLARIS AWARDS - 4:45 PM - 5:15 PM	
EXECUTIVE PANEL - CHRIS CAPOSSELA AND GUESTS 5:15 PM - 6:00 PM	
AREA BREAKOUTS & DINNERS (INVITE ONLY) 6:30 PM - 10:00 PM	

Wednesday, March 6					
Willow	Redwood	Grand Ballroom BCD	Grand Ballroom A & Metropolitan Ballroom A	Metropolitan Ballroom B	Retail Experience Center, Redmond
			BREAKFAST (METROPOLITAN BALLROOM A ONLY) 6:45 AM - 9:15 AM	OFFICE DEVELOPED MARKETS (REPEATED THURSDAY) 8:00 AM - 10:00 AM	
		IEB ECOSYSTEM (INVITE ONLY) 9:00 AM - 10:00 AM			
		IEB XBOX 360 (INVITE ONLY) 10:00 AM - 10:30 AM			
	WINDOWS PHONE EXPANSION MARKETS (REPEATED THURSDAY) - 10:30 AM - 11:30 AM	BREAK - 10:30 AM - 11:00 AM		WINDOWS, SURFACE AND PC ACCESSORIES DEVELOPED MARKETS (REPEATED THURSDAY) 10:30 AM - 1:15 PM	
		IEB XBOX PLATFORM OVERVIEW (INVITE ONLY) 11:00 AM - 12:30 PM	LUNCH 11:30 AM - 2:15 PM		
OFFICE EMERGING MARKETS 2:15 PM - 3:45 PM	SKYPE 2:00 PM - 3:00 PM			WINDOWS ECOSYSTEM AT RETAIL 2:00 PM - 3:00 PM	REC OPEN HOUSE / PRODUCT SHOWCASE 2:00 PM - 8:00 PM
					9825 WILLOWS ROAD NE SUITE 120 REDMOND, WA 98052

Thursday, March 7		
Willow	Redwood	Grand Ballroom BCD
	WINDOWS PHONE EXPANSION MARKETS (REPEATED FROM WEDNESDAY) - 8:00 AM - 9:00 AM	
WINDOWS PHONE FOCUS MARKETS 9:15 AM - 10:15 AM		XBOX PLATFORM DEEP DIVE (INVITE ONLY) 9:00 AM - 10:00 AM
		XBOX GAMES (INVITE ONLY) 10:30 AM - 12:00 PM
	XBOX RETAIL SERVICES GROUP 3 (INVITE ONLY) 1:15 PM - 2:15 PM	XBOX GOLD & ENTERTAINMENT GROUPS 1 & 2 (INVITE ONLY) 1:15 PM - 2:45 PM
WINDOWS AND PC ACCESSORIES EMERGING MARKETS 2:45 PM - 4:45 PM	XBOX GOLD & ENTERTAINMENT GROUP 3 (INVITE ONLY) 3:00 PM - 4:00 PM	XBOX RETAIL SERVICES GROUPS 1 & 2 (INVITE ONLY) 3:15 PM - 4:15 PM
		XBOX Q&A GROUPS 1, 2 & 3 (INVITE ONLY) 4:30 PM - 5:30 PM
START PARTY AT Q NIGHTCLUB 8:00 PM - 12:00 AM		

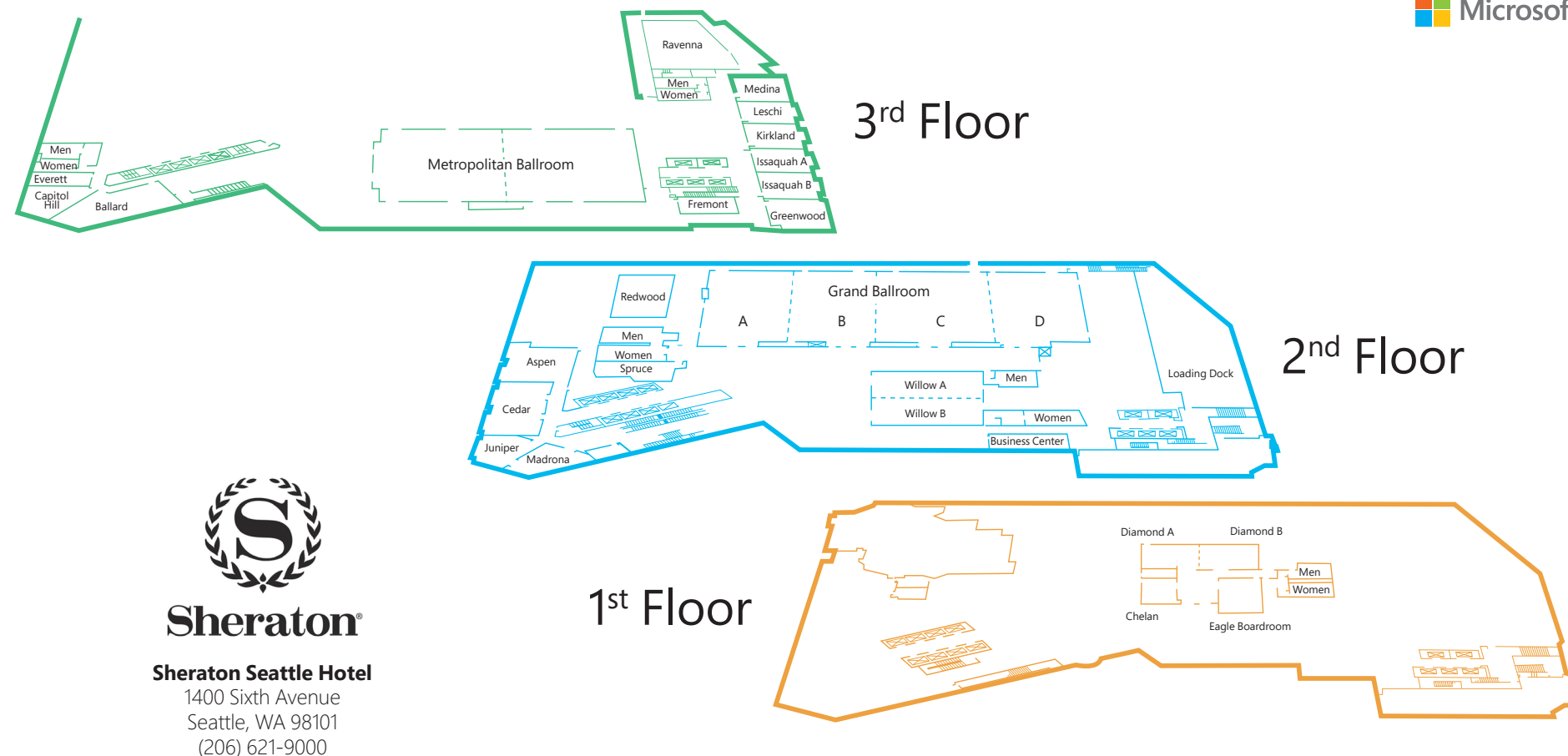
Thursday, March 7						
Willow	Redwood	Grand Ballroom BCD	Grand Ballroom A	Metropolitan Ballroom A	Metropolitan Ballroom B	Ravenna
				BREAKFAST 7:30 AM - 9:30 AM		
					OFFICE DEVELOPED MARKETS (REPEATED FROM WEDNESDAY) 8:00 AM - 10:00 AM	
					WINDOWS, SURFACE AND PC ACCESSORIES DEVELOPED MARKETS (REPEATED FROM WEDNESDAY) 10:30 AM - 1:15 PM	
			LUNCH 11:45 AM - 2:15 PM	LUNCH 11:45 AM - 2:15 PM		XBOX GOLD & ENTERTAINMENT GROUP 4 (INVITE ONLY) 1:15 PM - 2:15 PM
						XBOX RETAIL SERVICES GROUP 4 (INVITE ONLY) 2:30 PM - 3:30 PM
						XBOX Q&A GROUP 4 (INVITE ONLY) 3:45 PM - 4:45 PM

START FY14

Event Agenda & Information

Monday, March 4 – Thursday, March 7

Microsoft



Sheraton
Sheraton Seattle Hotel
 1400 Sixth Avenue
 Seattle, WA 98101
 (206) 621-9000

INTERNATIONAL REGISTRATION
 SHERATON, 2ND FLOOR
 3:00 PM - 7:00 PM

Various Locations

PRE-MEETINGS (INVITE ONLY)
 8:00 AM - 5:00 PM

INTERNATIONAL REGISTRATION
 SHERATON, 2ND FLOOR
 8:00 AM - 6:00 PM

START FY14 CCG WORLD CUP AT
 CENTURYLINK FIELD
 5:00 PM - 11:00 PM

Confidentiality

The presentations and content you are about to hear are highly confidential. Please remember to keep all meeting conversations private. Avoid holding discussions in hallways, restrooms, elevators or other public areas of the hotel.

Security

You must wear your START attendee badge at all times during the event. If you do not have a badge, you will not be allowed to enter the meeting rooms. Lost badges should be reported to the registration desk. Bring your government-issued ID or MS identity badge to be issued a new attendee badge.

Emergency Contacts

In case of emergency, proceed to the registration desk or the Sheraton front desk, or call the Microsoft Global Security Operations Center at 425-706-0000.

In case of medical emergency, please dial 9-1-1.

For medical emergencies, international Microsoft employees should contact the Worldwide Emergency Assistance (WEA) program at 1-888-946-6738.

More details for WEA can be found at:
<http://www.internationalsos.com/private/Microsoft/>
 (enter the Microsoft membership number: 1CPA1013).

START Party

Join us for this year's party at the sleek, new Q Nightclub on Thursday, March 7, from 8:00 PM - 12:00 AM.

Shuttles will leave the Sheraton Seattle Hotel every 15 minutes from 7:45 PM until 11:00 PM.

The last shuttle will leave Q for the Sheraton Seattle at 1:00 AM. Valet will be available at Q starting at 7:45 PM.

Q Nightclub
 1426 Broadway – between Pike and Union
 Seattle, WA 98122

Retail Experience Center Open House and START Product Showcase

The START FY14 Product Showcase will be held at the Retail Experience Center (REC), in tandem with the REC Open House, from 2:00 PM to 8:00 PM on Wednesday, March 6.

Tour the updated REC, meet one-on-one with the WWRS SMEs and BG representatives, and experience devices, products and services firsthand. Light snacks and beverages will be served.

A shuttle service between the Sheraton Seattle Hotel and the REC will be available starting at 1:30 PM. The time for the last shuttle from the Sheraton Seattle will be posted at the shuttle pickup area.

Wi-Fi Lounge

A wireless network will be hosted on the 2nd and 3rd Floors, from Monday, March 4 at 3:00 PM through Friday, March 8 at 12:00 PM.

Personal Considerations Room

START has set aside the Everett room on the 3rd Floor to be used as a new mother's room and also as a prayer/meditation space. Attendees and START staff and speakers can use this room, as appropriate. The key will be available from 7:00 AM to 11:00 PM in the Production Office on the 2nd Floor (Madrona Room).

You may reserve time in this room in advance by contacting Johnny Camacho in the Production Office.