

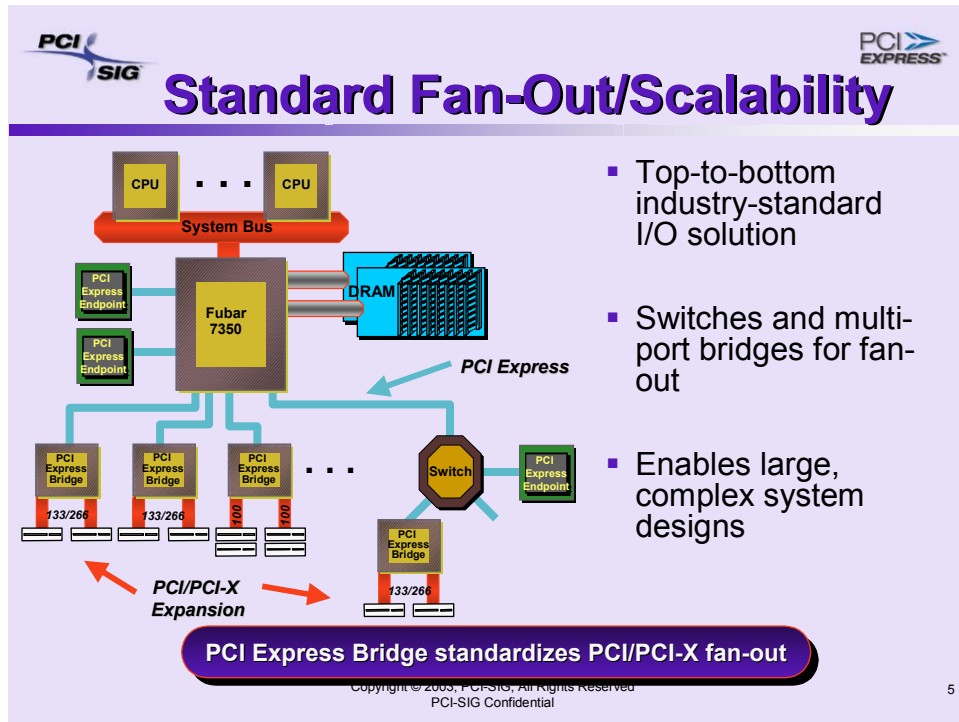
1 Vendor Presentation Guidelines

All vendors presenting material at a PCI-SIG sponsored event, must comply with the following guidelines – any presentations that do not comply, will be rejected by the PCI-SIG:

1. Presentations must be technical in nature – no marketing material is allowed.
 - a. The goal of the PCI-SIG is to educate developers:
 - i. Provide detailed education on PCI-SIG specifications
 - ii. Provide detailed education on PCI technology
 - iii. Provide example usage models to illustrate PCI technology and how the technology may be used to solve vendor and customer problems.
 - iv. Provide technical analysis / data to illustrate problems
2. References to specific products by manufacture and manufacture's designation are appropriate to the extent that the support the technical content of the presentation.
3. A company speaking at a PCI-SIG sponsored event and not representing the PCI-SIG must disclose the following as part of the presentation:
 - a. Clearly identify the presenter's company on the presentation
 - i. Presenter's company logo may be included on the title page
 - ii. Company logo must be no larger than the PCI-SIG logo, if present
 - b. Acknowledge source of material, e.g. what company is responsible / owns any of the research or development of the material, such as development results, that are being presented.
 - c. Include a statement that all opinions, judgments, recommendations, etc. that are presented are the opinions of the presenter and do not necessarily reflect the opinions of the PCI-SIG.
4. The PCI-SIG template must be used for all presentations.
 - a. PCI-SIG template may periodically change – vendor must use the latest template available for a given PCI-SIG event.
5. Vendor logo and part number guidelines:
 - a. Vendor logo may only appear on graphics illustrating:
 - i. Vendors parts
 - ii. On a block diagram illustrating a vendor solution
 - iii. Vendor-specific analysis, e.g. route study diagrams
 - iv. Vendor-specific data representations, e.g. tables or figures showing measurement results of a given technology
 - v. If a slide is complex, a single vendor logo may be attached to the specific slide as a single point of identification of the material contained.
 - b. Vendor logos must be no larger than the PCI-SIG logo
 - i. Logo should be readable but should not dominate the slide itself
 - c. Vendor part numbers may only appear on a:
 - i. An actual part, e.g. an embedded graphic of a physical part
 - ii. A block diagram illustrating a vendor solution
 - iii. A component list that describes a solution
 - iv. A text description of a solution
6. Additional content guidelines:
 - a. All content discussing PCI-SIG technology must be limited to objective data as documented in public PCI-SIG material, e.g. specifications, white papers, position statements, etc.
 - b. Content should be focused on usage of and interoperability with PCI-SIG technology, e.g. an explanation of how to bridge one technology / product to a PCI-SIG technology.
 - c. Content should portray PCI-SIG technology in either a positive or neutral tone – there should not be any material, commentary, etc. that may be interpreted as negative or used to deprecate PCI-SIG technology's potential usage in a given market segment.

- d. On-stage demonstrations should illustrate usage of and interoperability with a given vendor's product or an industry standard technology with PCI-SIG technology.

Example of correct template and vendor guidelines compliance:



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Logo Usage

- Company Logo should be same size, or smaller than applicable SIG logo.
- SIG Template should be used
- This foil shows correct logo usage.