

Holy cow, those TechReady attendees really love their tchotchkes

 devblogs.microsoft.com/oldnewthing/20100729-01

July 29, 2010



Raymond Chen

I was at the *Ask the Experts* event last night at TechReady11, and if I didn't know better, I would have thought the purpose of *Ask the Experts* was for attendees to wander the room collecting the coolest swag they could get their hands on as quickly as possible. My table was equipped with about two dozen Windows 7 frisbees, and the moment they came out of the box, they disappeared into the hands of passers-by, most of whom didn't even bother reading the sign on the table much less make eye contact with me. The table next to mine started with a mountain of mugs, but it wasn't long before it was reduced to a molehill. To try to convince people at least to make eye contact with me, I hid the remaining frisbees under the table, handing them only to people who actually stopped to ask a question, or at least tell an interesting story. After the frisbees were gone, the swag fairies dropped a few dozen battery-powered light stick thingies. They didn't disappear as quickly, perhaps because the initial surge of swag-hunters had subsided.

I was kind of surprised at how aggressively people went after the swag. This is, after all, a Microsoft internal event. You'd think these people would be jaded by now, having been surrounded by Microsoft-branded doodads for years.

[Raymond Chen](#)

Follow

