

Deadline: ASAP, through March 26, 2019

***RFID Journal* is committed to helping our sponsors and exhibitors get the most out of RFID Journal LIVE!, our annual conference and exhibition.**

As such, we have selected Spectrum Marketing & Communications, a leading communications company in the Auto-ID field, as our Preferred Marketing Communications Partner for the event.

To enhance exhibitors and sponsors' branding, lead generation and customer engagement capabilities prior to, during and after the event, Spectrum Marketing & Communications is offering special discounts on the following services:

PRE SHOW

Sales Collateral

Engage your sales prospects with high-quality collateral material. Spectrum can help you with concept development, copywriting, layout & design, and production of catalogs, brochures, product sheets, and videos—each customized to support your individual MARCOM objectives.

Press Releases

To help create buzz for your company leading up to the event, Spectrum will write and distribute news announcements to select industry publications. The releases can highlight new products, personnel changes, new contracts, new technologies and patents, awards and honors, speaking engagements, and other news.

Media Relations

Make the most of your time at LIVE 2019! by meeting with key industry journalists. Spectrum can help with strategic planning, message development, press contact & follow-up and scheduling of press briefings and conferences.

E-Mailings

Ensure your top prospects and best customers attend the event by sending custom e-mailers promoting your company's new products and services, speaker presentations and VIP gatherings. Spectrum can provide complete campaign oversight and execution, including strategic planning, creative, programming and administration.

Social Media

Expand the reach for your company's messaging through social media engagement with your top sales prospects and customers. Spectrum can work with you to develop and implement a cohesive and disciplined social media strategy to help you establish the right connections in addition to promoting event news and activities.

SHOW

Media Relations

Serving as your media liaison at LIVE! 2019, Spectrum principal, Bob Basmadjian, is available to help guide your communications with the press during and after the event. This service includes on-site representation, press contact & follow-up and reporting.

Article Pitching and Placement

Build credibility and social proof for your company's products, services and solutions through pitching and placement of articles in reputable industry publications. As an add-on to our on-site media relations services, Spectrum can help you to pitch customer case studies, guest columns, technology and industry trends articles to key industry journalists during and after the event.

POST SHOW

CONTENT MARKETING

Integrated E-Mail, PR and Social Media Campaign

After the event is over, Spectrum can work with you and your sales and marketing team to leverage your show investment through a multi-touch, sales prospect and customer engagement campaign.

Spectrum can develop and implement an integrated e-mail, PR and social media campaign designed to strengthen and nurture relationships with your top prospects and customers, while providing them with the information they need to make informed buying decisions. The campaign can showcase article placements in industry publications as well as the availability of high-value content such as:

- White Papers
- Case Studies
- Research Reports
- Webinars
- E-Books
- Videos
- Apps
- Infographics

Spectrum can provide complete, end-to-end content marketing services, including strategic planning, content development, campaign scheduling, administration and program analytics.

For assistance with all of your RFID Journal LIVE! 2019 marketing communications needs, contact Bob Basmadjian at Spectrum Marketing & Communications: (864) 868-0202 or spectrum_marketing@earthlink.net