



## News Release

### **RFID JOURNAL NAMES SPECTRUM MARKETING & COMMUNICATIONS PREFERRED PARTNER FOR 2019 LIVE! EVENT**

*Agreement provides exhibitors with support services to improve brand awareness, media exposure and lead-generation capabilities*

SUNSET, S.C.—[RFID Journal](#) has designated [Spectrum Marketing & Communications](#) as the Preferred Marketing and Communications Partner for its 17th annual conference and exhibition, [RFID Journal LIVE!](#), which will be held from April 2-4, 2019, at the Phoenix Convention Center, located in Phoenix, AZ. The agreement provides exhibitors with the ability to leverage Spectrum's 25 years of automatic identification and data-collection (AIDC) industry experience, contacts and capabilities to help support their branding, public-relations and lead-generation activities before, during and after the event. Spectrum will also provide public relations and media relations services to the conference.

“Spectrum has been helping RFID and auto-ID companies promote their brand and their offerings since before RFID Journal was founded,” said Mark Roberti, RFID Journal's founder and editor. “We’ve partnered with Spectrum because of this long history of success in this market.”

Under the terms of the agreement, Spectrum is available to help LIVE! exhibitors with pre-show planning and consultation, content development and media relations, both onsite and post-event. Spectrum is offering exhibitors the following digital marketing, public relations and lead-generation services, designed to support small, medium and large companies alike:

- Strategic planning
- Key messaging
- Press releases

- White papers
- Case studies
- Sales collateral
- E-mailings
- Social media administration
- Press and analyst briefings
- Story pitching and placement

“For over 25 years, Spectrum Marketing & Communications has been providing suppliers of data-capture, mobility-computing and wireless technologies with timely, high-quality marketing communications services,” said Bob Basmadjian, the company's founder and principal. “Experience, performance and value are the reasons so many leading firms in the IT space have selected Spectrum as their marketing partner of choice” and we are pleased to once again partner with RFID Journal LIVE! to offer our expertise and services to their exhibitors and sponsors.”

Organizations interested in learning more about the service offerings can visit

<https://www.rfidjournal.com/wp-content/uploads/Spectrum-Marketing-Exhibitor-Letter.pdf>

#### **About RFID Journal**

RFID Journal is the leading source of news and in-depth information regarding radio frequency identification (RFID) and Internet of Things technologies (IoT) and their many business applications. Business executives and implementers depend on RFID Journal's websites for up-to-the-minute news, in-depth case studies, best practices, strategic insights and information about vendor solutions related to RFID and IoT technologies. This has made RFID Journal a trusted and respected technology information resource, serving the largest audience of RFID and IoT decision-makers worldwide— online and at face-to-face events. For more information, visit [www.rfidjournal.com](http://www.rfidjournal.com).

#### **About Spectrum Marketing & Communications**

Spectrum is a full-service marketing communications firm. Founded in 1993, Spectrum was built with the “spirit of partnership” in mind. This philosophy enables our clients to extend their capabilities beyond their core competencies, while helping them to cut costs, optimize resources and shorten their time to revenue. Spectrum’s account team is comprised of senior-level researchers, strategists, writers, designers, programmers and media practitioners. The company’s hands-on business model and extensive network of marketing communications professionals enable us to deliver a complete, end-to-end solution and superior client service—all at an affordable price. For additional information, visit [www.spectrum-marketing.net](http://www.spectrum-marketing.net).

#### **For more information, contact:**

Bob Basmadjian

Spectrum Marketing & Communications

Tel: (+1) 864 868-0202

E-mail: [spectrum\\_marketing@earthlink.net](mailto:spectrum_marketing@earthlink.net)

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