

RFID
JOURNAL
LIVE!

17
ANNUAL
CONFERENCE
AND
EXHIBITION

APR. 2-4
2019

PHOENIX
CONVENTION
CENTER
PHOENIX,
ARIZ.

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

www.rfidjournallive.com

The World's Largest RFID Event

Access the world's largest group of end users and capture the most leads at the most important RFID event of the year!

RFID Journal LIVE! 2019 is our 17th annual conference and exhibition and the largest, most comprehensive event in the industry. It is where the global RFID community—end users, leading vendors, systems integrators, consultants and others—gathers to plan strategies, network, buy and sell, learn and share ideas. Our 2019 conference will feature more preconference seminars, industry-specific and how-to focused tracks for the educated end user ready to deploy or expand a rollout, as well as education to attract new companies to the RFID market. It will include the most top-name industry speakers and the most leading vendors showing off their latest products and services in a huge exhibition hall—our largest yet.

WHO WILL ATTEND?

- ▶ 69% have the authority to purchase RFID technologies
- ▶ 56% work at companies that plan to purchase RFID technologies within the next 12 months

BENEFITS OF BEING A SPONSOR AND EXHIBITOR INCLUDE:

- ▶ **Access Your Target Audience:** Meet the world's largest group of end users and implementers of RFID. Get in front of your best customers and prospects.
- ▶ **Competitive Advantage:** This is where the industry's leading suppliers and service providers come to showcase their latest technology solutions. Don't miss the opportunity to have a presence on the exhibit floor.
- ▶ **Build Awareness:** Our aggressive marketing campaigns ensure your company will benefit from extensive promotion that will drive attendees to your booth. **91% of LIVE! exhibitors said participation in the exhibit hall helped to raise awareness about their company and RFID solutions.**
- ▶ **Stay Informed:** Hear from the most authoritative speakers across the entire industry sharing their latest case studies and learnings.
- ▶ **Network with Peers:** Keep up with the industry's developments and trends as you mingle with the industry's key players.
- ▶ **ROI:** Participation is extremely affordable, making it easy for you to achieve a significant return on your investment. **75% of LIVE! exhibitors said they generated new business leads from their exhibition.**

RFID
JOURNAL
THE WORLD'S RFID AUTHORITY

For exhibition and sponsorship information, please contact:

Alan McIntosh

Senior Director of Sales
+1 631-770-3915
alan.mcintosh@rfidjournal.com

Matthew Singer

Senior Director of Sales
+1 631-770-3916
matthew.singer@rfidjournal.com

PRODUCED BY: **RFID Journal**
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Companies attending RFID Journal LIVE! 2018 included:

Abbott Diagnostics
Abercrombie & Fitch
Acuity Brands
Agencia de Aduana Transoceanic
Allentown Inc.
Alta Municipal Utilities
Arkansas Military Department
Arkansas National Guard
Arrow Electronics
Arthrex
As & D
Astoria Solutions
BAE Systems
BAE Systems (Operations) Ltd.
Bard Manufacturing
BD
Beaumanoir Group
Bechtel
Becton-Dickinson
Bekaert Corporation
Bekintex
Bell Helicopter Textron Canada
Blue Bird Corp.
Boeing
Brandmakers
Broadcom
Cardinal Health
Carmax
Carter's
Chevron
Cisco Systems
City Furniture
CompX Security Products
Constructora Tafca
Daimler
De Juguetes
Delta Air Lines
DeRoyal Industries
Diamond Graphics
East Kentucky Power Cooperative
Elie Tahari
Emerson
Engineered Data Products
Equisis
Ervin Industries
ESE Industries
Estilo Boutique
Fanatics Inc.
Fast Retailing
Fibra Celulose
Florida Department Of Transportation
Florida Hospital Tampa
Franklin County Library System
Fujitsu Defense & National Security
General Motors
Global Fiberglass Solutions
Global Keg
Goodyear Tire & Rubber Co.
Gramercy Extremity Orthopedics
Harlan Industries
Health Care Logistics
Hellenic Army
Henkel

Hill-Rom Company
Hitachi Chemical
Home Depot
Hong Kong Aircraft Engineering Company
HQ Air Mobility Command
Hydro Aluminium
IDKIDS
IIMAK
Ingalls
Intel Corp.
Jack Wills
Japan Pallet Rental Corp.
JD Group
Johnson & Johnson
Johnson & Johnson Vision
Jvckenwood
KA Sports
Kayser-Roth
Kevington
Keyme
Kohl's Department Stores
Kyocera International
Lake Image Systems
Lamtec Corp.
Lawrence Livermores National Laboratory
Levi Strauss
Li & Fung
Lockheed Martin
Lockheed Martin Aero IT
Lojas Renner
Lone Palm MetalWerx
Loss Prevention Magazine
MAKITA USA
Marks & Spencer
Marriott International
Matrix NAC
Mayo Clinic
McLane
Medtronic
Mettler-Toledo Rainin
Miami-Dade Fire Rescue
Michelin
Monadnock Paper Mills
Monsanto
NASA
NASA - Johnson Space Center
NASA/A S & D
Naval Air Warfare Center Aircraft Division
Naval Supply Systems Command
NAWCAD
Nedcard
New Zealand Defense Force
Northrop Grumman
Oetiker Group
Om Shree Ganesh Containers
Pacific Northwest National Laboratory
Pacteam America
Parker Hannefin
Parker Hannifin Stratoflex
Patterson Pump Co.
Pilkington NA
PI Amis

PPG Industries, Inc.
Premier Logistics Partners
PVH CORP
Ralph Lauren
Raytheon
Rehrig Pacific
Relegen
Remprex
Republic Airline
Ripley Entertainment
Roche Molecular Systems
Rockwell Automation
Rockwell Collins
Saudi Aramco
Shell Techworks
Siddhivinayak Enterprises
Siemens Industry
Sierra Nevada Corp.
Sonae
St. James's Hospital
Steve Madden
Target
Temptime Corp.
TempurSealy
Tenaris
Thales Avionics
Therm-O-Disc
Tommy Hilfiger
Toyoda Gosei North America
Toyota
Toyota Motors North America
Translink
U.S. Air Force
U.S. Army Medical Research Institute of Infectious Diseases
U.S. Army/AMIS
U.S. Customs And Border Protection
U.S. Department of Defense
U.S. Marine Corps
U.S. Navy
U.S. Patent and Trademark Office
U.S. Transportation Command
United Technologies
Universal Orlando Resort
UPS
US Med-Equip
UT Southwestern Medical Center
UTC Aerospace Systems
Vallen Distribution
Vertical Systems
Verticon
Vitamix
Walt Disney
Walt Disney World
Wartsila
Wayne Healthcare
Weatherford
Weir Oil and Gas
Welspun
Xerox Corp

SEE WEBSITE FOR COMPLETE LIST

PAST ATTENDEES

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SPONSORSHIP AND EXHIBIT OPPORTUNITIES

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EXHIBIT PACKAGE

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\$5,390

Upgrade your booth position for just \$100 per corner

- ▶ 100-square-foot (10' x 10') display space in the Exhibit Hall
- ▶ Company name displayed and linked on the conference exhibitor page of the RFID Journal LIVE! 2019 Website
- ▶ 80-word company profile on event Website and listing in the event smartphone app
- ▶ Use of the RFID Journal LIVE! 2019 logo for ads and promotional materials relating to exhibitor's participation in and support of the event
- ▶ Company name displayed and linked on the exhibitor page of the RFID Journal LIVE! 2019 Website for a minimum of two months post-conference*
- ▶ Two (2) complimentary conference passes for company employees, customers, colleagues, prospects, with access to the main conference including all of the general sessions and breakout sessions (excluding the preconference seminars)
- ▶ Two (2) complimentary Exhibit Hall Booth Staff passes

FURNISHED BOOTH PACKAGE*

\$6,275

Upgrade your booth position for just \$100 per corner

Includes all standard benefits of the basic exhibitor package, plus:

- ▶ Basic carpet without padding
- ▶ 10' x 10' space with 8'-high back drape and 3'-high side drape
- ▶ (1) wastebasket
- ▶ ID sign (7" X 44" black lettering of company name on white background)
- ▶ (2) side chairs
- ▶ (1) 6' draped table
- ▶ (1) 500 watts 5 amps electrical connection

*Add \$895 per additional 10 x 10 unit

ALL SPONSORSHIP PROGRAMS REQUIRE THE PURCHASE OF A BOOTH ON THE EXHIBIT FLOOR

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

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TURKEY BOOTH PACKAGE

TURKEY BOOTH PACKAGE

ADDITIONAL MEETING SPACE

Private Meeting Room

(Limited Number Available)

\$5,000

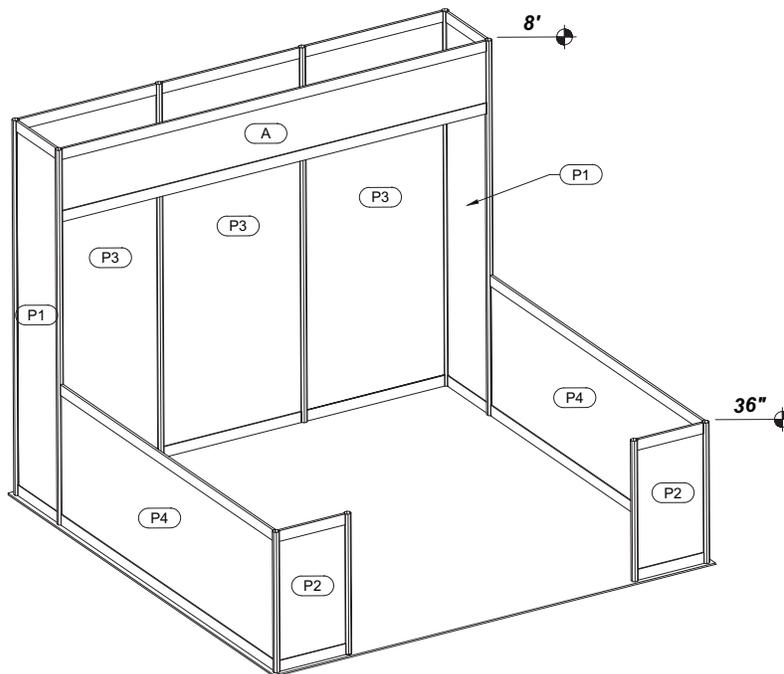
- ▶ Meeting room in the convention facility
- ▶ One furniture set included
- ▶ Carpeted
- ▶ Wall outlets
- ▶ Company ID sign
- ▶ Rental and usage to coincide with attendee Exhibit Hall hours

New: Hard-walled Stand

(Limited Number Available)

\$2,150

- ▶ 3m x 3m (10'x10') Hardwall Booth (as shown below)
- ▶ Includes basic electricity
- ▶ 10'x10' carpet (standard color choice)
- ▶ (1) 6' x 30" table w/ skirt (standard color choice)
- ▶ (2) Side Chairs (no arms)
- ▶ (1) Wastebasket
- ▶ (1) Graphic panel with Exhibitor Name and Booth Number (Panel "A" below)



SPONSORSHIP AND EXHIBIT OPPORTUNITIES

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SILVER SPONSOR

SILVER SPONSOR

SILVER SPONSOR (9 Opportunities)

\$8,500

With a Silver Sponsorship, a representative of your company can deliver a 15-minute presentation on a topic of interest to your potential customers, providing a cost-effective way to be seen as a leader in the RFID community.

Content Opportunity

- ▶ Each sponsor (with a maximum of nine) will have the opportunity to offer a 15-minute presentation in a breakout session.

Marketing Benefits

- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website
- ▶ Company name in all RFID Journal LIVE! 2019 postal mail advertising and conference Website marketing and promotional materials used for attendee acquisition (space and schedule permitting)
- ▶ 50,000 impressions on RFIDJournal.com prior to or after the event
- ▶ Promotion in a post-event email to all attendees, with other silver sponsors
- ▶ Invitation to up to five target customers by RFID Journal on sponsors behalf
- ▶ Post conference email to all attendees from your session
- ▶ Use of RFID Journal LIVE! 2019 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2019
- ▶ 90-word company profile on event Website and listing in the event smartphone app
- ▶ Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- ▶ Company logo on sponsor thank-you signage
- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Four (4) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate.
- ▶ Opportunity to invite additional clients, partners and/or prospects to attend the event at a 10% discount.

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

SPONSORSHIP AND EXHIBIT OPPORTUNITIESwww.rfidjournallive.com**PLATINUM SPONSOR****PLATINUM SPONSOR****PLATINUM SPONSOR** (5 Opportunities)**\$20,000**

A Platinum Sponsorship provides an extremely effective way to be seen as a thought leader in the RFID community. Whether you use the 40-minute breakout session to highlight a customer success story or to introduce a new product, you'll be able to achieve valuable visibility with the high-level end-user audience that only RFID Journal LIVE! 2019 attracts. And the marketing benefits wrapped around this speaking opportunity ensure that your company will have high visibility before, during and after the conference and exhibition.

Content Opportunity

- ▶ Sponsor presentation at an exclusive 40-minute breakout session

Marketing Benefits

- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website
- ▶ Company logo in all RFID Journal LIVE! 2019 marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ 100,000 impressions on RFIDJournal.com prior to or after the event
- ▶ Opportunity to email all attendees after the event (content subject to RFID Journal approval)
- ▶ Post conference email to all attendees from your session
- ▶ Invitation to up to 10 target customers by RFID Journal on sponsors behalf
- ▶ Use of RFID Journal LIVE! 2019 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2019
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in onsite event program guide
- ▶ 100-word company profile on event Website and listing in the event smartphone app
- ▶ Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Eight (8) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate
- ▶ Opportunity to invite additional clients, partners and/or prospects to attend the event at a 10% discount

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

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PREMIUM SPONSOR

PREMIUM SPONSOR

PREMIUM SPONSOR (2 Opportunities)

Call for details

Premium sponsorships are customized programs designed to help you achieve your specific goals. Elements can include technology demonstrations on the exhibit floor, VIP meal functions, unique high-exposure branding opportunities and more. If you'd like us to customize a program for you, contact your sales representative listed below.

Marketing Benefits

- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website
- ▶ Company logo in all RFID Journal LIVE! 2019 marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ Use of RFID Journal LIVE! 2019 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2019
- ▶ Prominent logo placement on conference sponsor thank-you signage
- ▶ Prominent logo placement and visibility in onsite program guide
- ▶ 110-word company profile on event Website and listing in the event smartphone app
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Fifteen (15) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate.
- ▶ Opportunity to invite additional clients, partners and/or prospects to attend the event at a 10% discount.

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

For exhibit, sponsorship and customized programs, please contact:

▶ **Alan McIntosh** +1 631-770-3915
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SIGNATURE SPONSOR

SIGNATURE SPONSOR

SIGNATURE SPONSOR (Exclusive)

Call for details

The Signature Sponsor has an exclusive opportunity to reach the entire audience at RFID Journal LIVE! through a 30-minute general session presentation (topic and speaker to be approved by RFID Journal). The signature sponsorship was designed for an RFID hardware, software or service provider that wants to demonstrate—live, onstage—industry-leading technology, service capabilities or both. The special marketing benefits associated with the Signature Sponsorship ensure high visibility and mind share.

Content Opportunity

- ▶ 30-minute general session presentation during the Main Conference

Marketing Benefits

- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website
- ▶ Company logo in all RFID Journal LIVE! 2019 marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ 200,000 impressions on RFIDJournal.com prior to or after the event
- ▶ Opportunity to email all attendees two times after the event (content subject to RFID Journal approval)
- ▶ Post conference email to all attendees from your session
- ▶ Invitation to up to 20 target customers by RFID Journal on sponsors behalf
- ▶ Use of RFID Journal LIVE! 2019 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2019
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in onsite program guide
- ▶ 120-word company profile on event Website and listing in the event smartphone app
- ▶ Premium placement of one four-color, full-page advertisement in the program guide
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2019 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Twenty (20) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and break-out sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate.
- ▶ Opportunity to additional clients, partners and/or prospects to attend the event at a 10% discount.

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

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CORNERSTONE SPONSOR

CORNERSTONE SPONSOR

CORNERSTONE SPONSOR (Exclusive) **Call for details**

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at RFID Journal LIVE! 2019. This is a unique opportunity to position your company as a thought leader and prime mover in the RFID industry. The Cornerstone Sponsor addresses the entire audience in a Day 1 general session presentation that highlights the company's leadership position in the industry (topic and speaker to be approved by RFID Journal).

Content Opportunity

- ▶ 40-minute general session presentation on the first day of the Main Conference

Marketing Benefits

- ▶ Company name, logo and profile displayed (special position status) and linked on RFID Journal LIVE! 2019 Website
- ▶ Company logo (special position status) in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ 200,000 impressions on RFIDJournal.com prior to or after the event
- ▶ Opportunity to email all attendees three times after the event (content subject to RFID Journal approval)
- ▶ Post conference email to all attendees from your session
- ▶ Invitation to up to 25 target customers by RFID Journal on sponsors behalf
- ▶ Use of RFID Journal LIVE! 2019 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2019
- ▶ Press release announcing your Cornerstone sponsorship of RFID Journal LIVE! 2019
- ▶ Company logo (special position status) on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in onsite program guide
- ▶ 130-word company profile on event Website and listing in the event smartphone app
- ▶ One four-color, full-page advertisement with premium placement in the program guide
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Company name, logo and profile displayed (special position status) and linked on the sponsor page of the RFID Journal LIVE! 2019 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Twenty (20) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and break-out sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate
- ▶ Opportunity to additional clients, partners and/or prospects to attend the event at a 10% discount

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

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ADDITIONAL SPEAKING OPPORTUNITIES

HOSTING OPPORTUNITIES

ADDITIONAL SPEAKING OPPORTUNITIES

Half-day Preconference Sponsor (4 Opportunities) **\$15,000**

RFID Journal LIVE! 2019 will include special preconference seminars targeted at specific audiences, including channel partners. Preconference seminars can be designed for a specific audience that you would like to reach, such as label converters or packaging manufacturers. We will invite readers in our database that you want to reach, to attend for free. The Preconference Sponsor will also have the opportunity to speak for 40 minutes to between 40 and 50 attendees. Your company will receive special branding in all promotions of the preconference seminar and onsite.

HOSTING OPPORTUNITIES

Opening Evening Networking Reception (Exclusive) **\$20,000**

With this exclusive sponsorship, your company is the host of the networking reception immediately following the opening keynote address. Benefits include:

- ▶ Prominent signage with logo exposure
- ▶ Acknowledgement of sponsorship with company logo in attendee marketing brochures and onsite program guide
- ▶ Napkins provided with company logo

Private Invitation VIP Lunch Sponsor (4 Opportunities) **\$15,000**

As the host of a sit-down lunch on either day of the main conference, you will have the opportunity to hand-select 10 non-conference attendees (providing them with free conference passes) and 10 conference attendees, for a total of 20 guests. Set up as a roundtable discussion, your lunch will be co-moderated by an RFID Journal editor.

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MEDIA ADVERTISING OPPORTUNITIES

ADVERTISING / BRAND-BUILDING OPPORTUNITIES

MEDIA ADVERTISING OPPORTUNITIES**Program Guide Belly Band** (Exclusive) **\$6,500**

All attendees receive an event program guide—the essential information source for RFID Journal LIVE! 2019. Your company's logo will be prominently displayed on a stylish band that is wrapped around each program guide. This is a great opportunity to publicize your booth location and catch attendees' eyes.

Full-Page Color Ad in the Program Guide **\$2,000**

Build brand awareness and reach attendees at the event by placing an ad in the program guide. This is an effective way to promote your products to the most qualified buyers in the marketplace and drive qualified attendees to your booth.

ADVERTISING / BRAND-BUILDING OPPORTUNITIES**Conference Bag Sponsor** (Exclusive) **\$20,000**

Put your logo on the official RFID Journal LIVE! 2019 conference bag carried by all the attendees. A sure-fire way to gain widespread recognition during the event and afterwards.

Registration Sponsor (Exclusive) **\$15,000**

The exclusive Registration Sponsorship will provide you with upfront exposure to our attendees from the moment they arrive at the event. As the exclusive sponsor, you will benefit from:

- ▶ Acknowledgement of sponsorship with company logo in the event program guide
- ▶ Branded lanyard to be distributed to all event participants
- ▶ Company logo, tag line and booth number on registration counter kick panels
- ▶ One four-color, full-page advertisement in the program guide

Lunch Sponsor (2 Opportunities) **\$10,000**

- ▶ Prominent signage onsite with logo exposure adjacent to the food serving areas
- ▶ Acknowledgement of sponsorship with company logo in pre-event direct mail brochures (subject to print deadlines)
- ▶ Acknowledgement of sponsorship with company logo in the event program guide
- ▶ Napkins provided with your company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

Press Room Sponsor (Exclusive) **\$5,000**

As the official Press Sponsor for RFID Journal LIVE! 2019, you will support the visiting press and the press conference room. Sponsorship includes:

- ▶ Your logo displayed on signage for the event press room
- ▶ Literature table and refreshments in the working press room for the duration of the conference
- ▶ Prominent logo placement on all conference materials

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ADVERTISING / BRAND-BUILDING OPPORTUNITIES

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Continental Breakfast Sponsor (2 Opportunities) **\$6,500**

Sponsor one of our two daily continental breakfasts for extra onsite exposure. You will receive:

- ▶ Prominent signage with logo exposure in breakfast area
- ▶ Acknowledgement of sponsorship with company logo in the event program guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

Refreshment Break Sponsor **\$3,500**

Sponsor one of our two daily refreshment breaks for extra onsite exposure and recognition. You will receive:

- ▶ Prominent signage with logo exposure in refreshment break serving areas
- ▶ Acknowledgement of sponsorship in program guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

Video Podcast **starting at \$4,500**

Create your own unique video podcast and use the high-energy environment of our event to promote your product or service on the Web all year long.

Here's how it works:

- ▶ **You control the content:** A professional videographer will spend an hour at your booth taping a documentary-style video of a representative of your company talking about your products, services or customer success stories. He will also video images of your products and demonstrations.
- ▶ **Efficient and compatible:** The resulting 20-30 minutes of raw footage will be edited into a seamless and compelling 2-3 minute video and delivered in a format you can easily stream from your Website.
- ▶ **Timing:** You will receive the first "cut" of the video podcast within two weeks of the event.
- ▶ **Added exposure:** All of the video podcasts created by our videographer will be featured on the event Website once they are ready.
- ▶ **Add on options:** Have RFID Journal editor Mark Roberti interview one of your executives onscreen (extra \$1,500).

Want to learn more? As your sales representative to see a sample video.

Podcast **Call for details**

Podcasting gives you 4-5 minutes of expert explanation of your most technical products. It gives you the opportunity to announce new products or share company news, not just to attendees of the event but the entire community.

Keynote Seat Drops **\$3,500**

A DVD or one printed collateral piece will be placed on the seat of every chair in the general session room before one of our keynote presentations.

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ADVERTISING / BRAND-BUILDING OPPORTUNITIES

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Event Pen Sponsor (Exclusive) **\$2,500**

Here's another way to stand out and to provide attendees with a takeaway that will live long after the event.

- ▶ Branded pen (provided by sponsor) distributed to all attendees when they pick up their registration materials
- ▶ Acknowledgement of sponsorship in program guide

Notepad Sponsor (Exclusive) **\$2,500**

Get your personalized notepad into the hands of every LIVE! attendee.

- ▶ Branded notepad (provided by sponsor) distributed to all attendees when they pick up their registration materials
- ▶ Acknowledgement of sponsorship in program guide

Still Photos **\$300/half hour**

Have our professional photographer take photos of your booth, products, company executives or customer at the event. You'll get all the photos in high resolution, suitable for print.

One-meter Board **\$2,000**

Gain extra visibility at the event by having an 8'-high by 3'-wide (1-meter-wide) free-standing sign promoting your products and encouraging attendees to visit your booth.

Floor Decal **\$300**

Call special attention to your booth while promoting that you are exhibiting a new product with our New Product Floor Decal. Each decal is 18 inches in diameter and captures the attention of all attendees walking through the exhibit hall. This is a cost-effective way to create awareness, differentiate yourself on the exhibit floor and increase traffic to your booth.

Exhibit Hall Aisle Signs **\$1,500**

Your logo will appear on one of the aisle banners hanging in the Exhibit Hall. Location selection is on a first-come, first-served basis. (Based on availability)

Breakout Room Seat Drop **\$500**

A DVD or one printed collateral piece will be placed on the seat of every chair in the breakout session rooms before presentations.

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

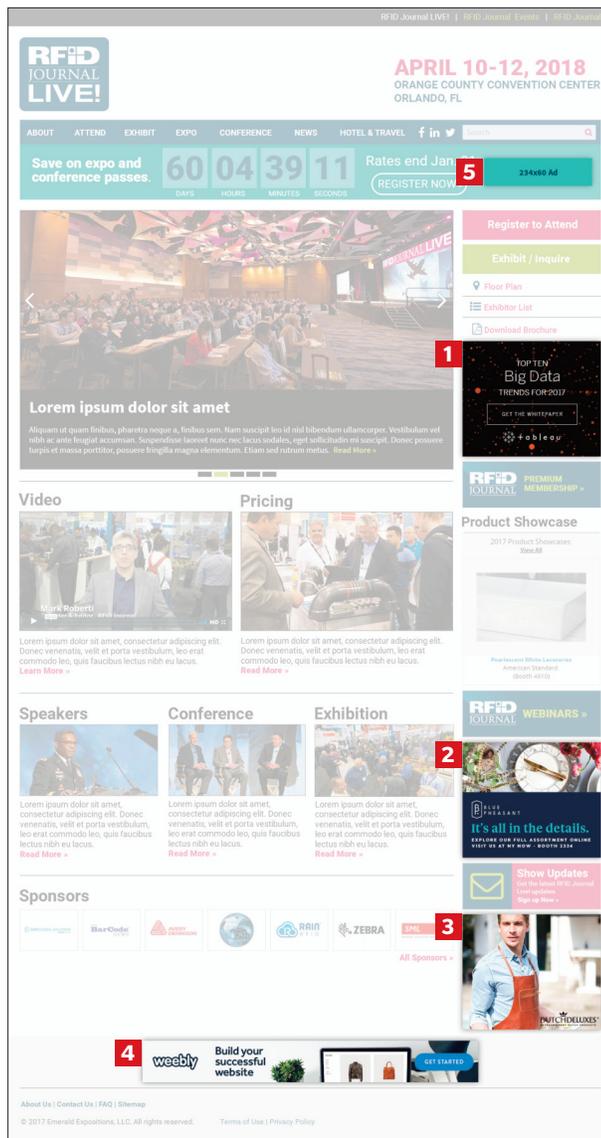
www.rfidjournallive.com

ADVERTISING/BRAND-BUILDING OPPORTUNITIES

ADVERTISING/BRAND-BUILDING OPPORTUNITIES

Event Website Advertising

Promote your message to attendees with banner ads that will run on the LIVE! event website.



- 1 TOP RECTANGLE**
\$4000 for exclusivity/\$1250 for 25% of impressions – 300x250
- 2 SECOND RECTANGLE**
\$3000 for exclusivity/\$1000 for 25% of impressions – 300x250
- 3 THIRD RECTANGLE**
\$2000 for exclusivity/\$600 for 25% of impressions – 300x250
- 4 ANCHOR**
\$1500 for exclusivity/\$450 for 25% of impressions – 728x90 (300x50 for mobile)
- 5 COUNTDOWN CLOCK***
\$2500 for exclusivity/\$700 for 25% of impressions – 234x60

*Only viewable during the two-week period before registration deadlines

For exhibit, sponsorship and customized programs, please contact:

▶ **Alan McIntosh** +1 631-770-3915
alan.mcintosh@rfidjournal.com

▶ **Matthew Singer** +1 631-770-3916
matthew.singer@rfidjournal.com

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

www.rfidjournallive.com

ADDITIONAL SPEAKING OPPORTUNITIES

ADDITIONAL SPEAKING OPPORTUNITIES

Booth Brief

\$500

A Booth Brief is a 15-minute, pre-planned event at your booth. It is an ideal way to develop a curated audience for interactive presentations or product demonstrations. It will also help promote your solutions to all attendees.

SPONSORSHIP INCLUDES

- ▶ Signs onsite promoting Booth Briefs schedule
- ▶ Include in "What's Happening Tomorrow" emails to all attendees
- ▶ Schedule in the event Program Guide
- ▶ Alerts about upcoming Booth Briefs via event Mobile App

Briefs will be organized chronologically and consist of a brief summary (100 words or less) covering the topic, purpose, and if appropriate, the target audience.

Booth Brief sessions will be offered every 15 minutes (during show hours) on a first come first served basis, with no more than one Booth Brief slot available per day, per exhibitor. All Booth Brief topics and activities must be reviewed and approved by show management.

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

www.rfidjournallive.com

ADVERTISING / BRAND-BUILDING OPPORTUNITIES

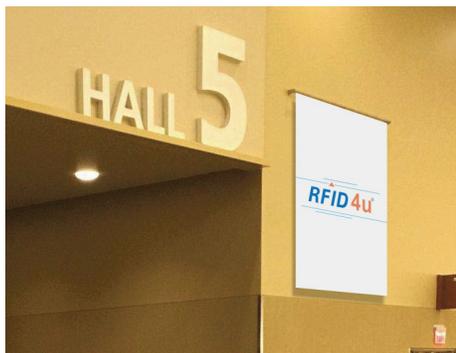
ADVERTISING / BRAND-BUILDING OPPORTUNITIES

Hanging Banner

Contact your sales rep for pricing

Promote your message to attendees with a strategically located banner that no one will miss.

Sample artwork:



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