



RFID JOURNAL LIVE!

WHERE RFID
& IoT MEET
INTELLIGENCE

EXHIBIT & SPONSORSHIP OPPORTUNITIES

LAS VEGAS · MGM GRAND
APRIL 9-11, 2024



**LIVE!
2024**

**Where RFID & IoT
Meet Intelligence**

**LIVE!
2024**

The World's Largest Gathering of Qualified **RFID** Buyers

At RFID Journal LIVE! 2024, we're bringing together the best minds in the industry to explore the fascinating intersection of RFID technology, the Internet of Things (IoT), and the limitless possibilities of Intelligence.

WHAT YOU CAN EXPECT AT RFID JOURNAL LIVE! 2024

- **Deep Dive into RFID & IoT Integration:** Discover how RFID and IoT are converging to create intelligent, connected ecosystems that enhance efficiency and drive innovation across industries.
- **Real-World Case Studies:** Gain insights from experts who have successfully leveraged RFID and IoT technologies to transform their businesses, streamline operations, and deliver exceptional value.
- **Cutting-Edge Solutions:** Explore the latest advancements in RFID and IoT hardware, software, and applications, ensuring you stay at the forefront of industry trends.
- **Networking Opportunities:** Connect with industry leaders, innovators, and peers, fostering collaborations that will shape the future of RFID and IoT.
- **Industry Impact:** Learn how RFID and IoT are reshaping supply chain management, logistics, retail, healthcare, and more, and gain the knowledge you need to drive meaningful change within your organization.
- **New for RFID Journal LIVE! 2024 - The Immersive Stage!** Hosted right on the expo floor, it's where the excitement, innovation, and inspiration all come together, at the intersection of RFID, IoT, and AI.

We invite you to review the following sponsorship opportunities for RFID Journal LIVE! 2024. Let's unlock the potential of RFID, IoT, and Intelligence. Together, we'll shape the future of technology and innovation.

PRICES ARE SUBJECT TO CHANGE AFTER DECEMBER 29, 2023



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EXHIBIT OPPORTUNITIES

Exhibit Package

- 100-square-foot (10' x 10') display space in the Exhibit Hall
- Company name displayed and linked on the exhibitor page of the RFID Journal LIVE! 2024 website
- 80-word company profile on event website and listing in the event app
- Use of the RFID Journal LIVE! 2024 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! 2024 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 (training excluded).
- Two (2) complimentary Exhibit Hall Booth Staff passes

Furnished Booth Package

- 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



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SPONSORSHIP OPPORTUNITIES

*All sponsorship opportunities require
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Excludes Universal Sponsor

Silver Sponsor

(Max 4 Sponsors)

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

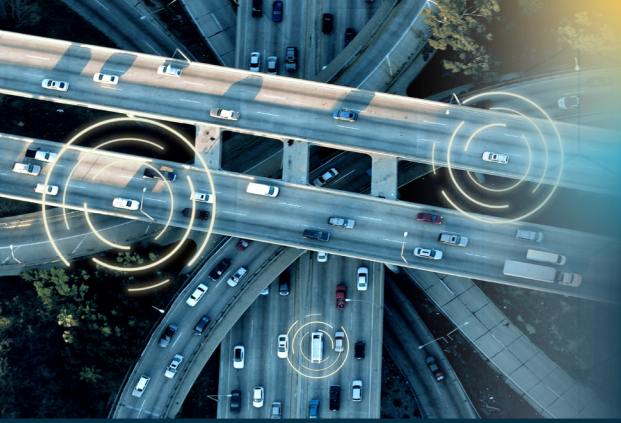
- Each sponsor (with a maximum of four) will have the opportunity to offer a 15-minute presentation in a breakout session

Marketing Benefits

- Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2024 website
- Company logo in all RFID Journal LIVE! 2024 marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- 50,000 impressions on online banner advertising 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 sponsor's behalf
- Post conference email to all attendees from your session
- Use of RFID Journal LIVE! 2024 logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- 90-word company profile on event website and listing in the event app
- Company logo featured on A/V loop running during breaks/transitions in the 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! 2024 website for a minimum of two months post-conference
- Logo and description on featured exhibitor page in the event program guide

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. 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 15% discount



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Platinum Sponsor

(Max 5 Sponsors)

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! 2024 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! 2024 website
- Company logo in all RFID Journal LIVE! 2024 marketing and promotional materials used for attendee acquisition (email and online/print conference advertising, space and schedule permitting)
- 100,000 impressions on online banner advertising 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 sponsor's behalf
- Use of RFID Journal LIVE! 2024 logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- Prominent logo placement on sponsor thank you signage
- Logo and description on featured exhibitor page in the event program guide
- 100-word company profile on event website and listing in the event app
- Company logo featured on A/V loop running during breaks/transitions in the general session throughout the event
- Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2024 website for a minimum of two months post-conference
- Custom release posted on RFIDJournal.com and sponsorship mention in any press releases distributed by RFID Journal LIVE about the event

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. 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 15% discount



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Cornerstone Sponsor

EXCLUSIVE

Be the Pinnacle Sponsor and Elevate Your Brand at RFID Journal LIVE! 2024! As the Cornerstone Sponsor, you'll shine as the primary sponsor with unparalleled visibility, making a resounding impact on RFID and IoT industries.

In 2024, seize the exceptional chance to pioneer the launch of our Immersive Stage, set to be the pulsating heart of the expo hall. As the Cornerstone Sponsor, you'll assume a pivotal role, addressing the entire audience on Wednesday at the LIVE! Immersive Stage. This platform empowers you to spotlight your company's distinguished leadership within the industry (topic and speaker subject to RFID Journal's approval).

Don't miss this exclusive opportunity to establish your brand as a thought leader and driving force in RFID and IoT. Join us at RFID Journal LIVE! 2024 and be the cornerstone of innovation!

What's in store for you at the Immersive Stage?

1. **Innovative Keynotes:** Join visionary thought leaders as they take the stage to share groundbreaking insights, trends, and strategies that will shape the future of RFID, IoT, and AI. From industry titans to tech disruptors, these keynotes will spark your imagination and drive your innovation.
2. **Immersive Demo Experiences:** Dive deep into the world of Track and Trace as it intersects with the data layer, powered by AI. Deliver cutting-edge demonstrations that showcase the seamless integration of track and trace technology and data intelligence, offering practical solutions and sparking new ideas for your business.
3. **RFID Journal Awards Ceremony:** Celebrate excellence and innovation within the RFID, IoT, and AI communities at our prestigious Awards Ceremony. Recognize the industry leaders and innovators who are pushing boundaries and setting new standards in these interconnected technologies.
4. **Opening Night Entertainment:** Kick off RFID Journal LIVE! 2024 with a night to remember! Enjoy electrifying entertainment that sets the stage for three days of networking, learning, and inspiration.

But that's just the beginning!

Stay tuned for more updates on what you can experience at the Immersive Stage at RFID Journal LIVE! 2024. It's where ideas ignite, connections form, and the future unfolds before your eyes, driven by the powerful intersection of RFID, IoT, and AI.



For exhibit, sponsorship pricing and customized programs, please contact
Christian Merhy / Show Director / christian.merhy@rfdjournal.com

www.rfdjournallive.com



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Signature Sponsor

(Max 3 Sponsors)

The Signature Sponsor has an exclusive opportunity to reach the entire audience at RFID Journal LIVE! through a 30-minute Immersive Stage demo session (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.

Premium Sponsor

(Max 4 Sponsors)

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

Private Invitation VIP Lunch Sponsor

(Max 4 Sponsors)

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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Lunch Sponsor

(Max 2 Sponsors)

- Prominent signage onsite with logo exposure adjacent to the food serving areas and acknowledgment of sponsorship with company logo in pre-event direct mail brochures (subject to print deadlines)
- Acknowledgment 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)

Continental Breakfast Sponsor

(Max 2 Sponsors)

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

- Prominent signage with logo exposure in breakfast area
- Acknowledgment 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

(Max 2 Sponsors)

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
- Acknowledgment of sponsorship in program guide
- Napkins provided with company logo
- Opportunity to distribute branded cup or mug (provided by sponsor)



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Opening Evening Networking Reception

EXCLUSIVE

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

- Prominent on-site signage with logo exposure
- Acknowledgment of sponsorship with company logo in attendee marketing brochures and event program guide
- Napkins provided with company logo

Registration Sponsor

EXCLUSIVE

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:

- Acknowledgment of sponsorship with company logo in the event program guide
- Branded lanyard to be distributed to all event participants
- Company logo on registration counter kick panels
- One four-color, full-page advertisement in the event program guide

Full-Page Ad in the Event Program Guide

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.

Meterboard

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.



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Private Meeting Room

Additional meeting space, available to Exhibitors only. (LIMITED NUMBER AVAILABLE)

- Meeting room in the convention facility on the same floor as the show.
- One furniture set included

Room configuration examples include:

Conference Style for 16 people

Classroom style seating 40 people

Roundtables of 8 for 40 people

U-shape tables for 20 People

- 22"x28" sign outside meeting room with you logo
- Rental and usage may coincide th attendee Exhibit Hall hours

Wayfinding Sponsor

(Max 2 Sponsors)

- Have your brand included on wayfinding signs that direct attendees to the show. All attendees must walk by these signs as they make their way to the Exhibit Hall.
- Signage included you logo, branding, and booth number.
- Signage will be available in different formants and may include a combination of; 1/2 Meterboards, Floor Decals , Window Decals, and more. Options will be discussed at the time of contract.

Hanging Banner

LIMITED AVAILABILITY

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