



4th Annual EPCglobal North America Conference & Exhibition

Sponsorship and Exhibit Opportunities

October 2-4, 2007 • Donald E. Stephens Convention Center • Chicago, IL

www.rfidjournevents.com/EPCconnection

The RFID Event for Companies Focused on EPC

EPCglobal North America™ has partnered with RFID Journal to produce its 4th Annual Fall Conference & Exhibition focused on EPC.

EPC Connection 2007 is the event for companies seeking to leverage RFID across the value chain. It will deliver the largest audience of end-users, systems integrators, distributors, and resellers focused on leveraging EPC technology through the collaborative efforts of the leading standards body on EPC and the leading RFID media and events company.



Be among Industry Leaders

2006 Sponsors and Exhibitors Included

- ▶ 1SYNC
- ▶ 7iD Technologies GmbH
- ▶ Accu-Sort Systems, Inc.
- ▶ Acsis, Inc.
- ▶ ADT Security Services Inc
- ▶ Alien Technology Corp.
- ▶ Avery Dennison - Retail Information Services
- ▶ Avery Dennison RFID
- ▶ AWID
- ▶ BEA Systems
- ▶ Bent Systems, Inc.
- ▶ Ceyon Technology Co., Ltd.
- ▶ CGP, Inc.
- ▶ CHEP
- ▶ Cisco Systems, Inc.
- ▶ CODEplus, Inc.
- ▶ Confidex Ltd.
- ▶ Convergence Systems Ltd.
- ▶ Data Systems International
- ▶ Datamax Corporation
- ▶ Ekahau, Inc.
- ▶ Enterprise Information Systems, Inc.
- ▶ EPCglobal US
- ▶ IBM Corporation
- ▶ IDTechEx
- ▶ IER
- ▶ Impinj, Inc.
- ▶ Infosys Technologies
- ▶ INFRATAB, INC
- ▶ Institute for Infocomm Research
- ▶ InSync Software Inc.
- ▶ Intel Corporation
- ▶ Intellex Corporation
- ▶ Intermec Technologies Corp.
- ▶ Kennedy Group
- ▶ KeyTone Technologies, Inc.
- ▶ Loftware, Inc.
- ▶ Lowry Computer Products, Inc.
- ▶ LXE, Inc.
- ▶ Manhattan Associates
- ▶ Marnlen RFID
- ▶ Microelectronics Technology Inc.
- ▶ Mu-GaHat Enterprise, LLC
- ▶ Nashua Corporation
- ▶ NCR Corporation
- ▶ NXP
- ▶ OATSystems, Inc.
- ▶ ODIN technologies
- ▶ OMNITROL Networks, Inc.
- ▶ OMRON Corporation
- ▶ Oracle Corp.
- ▶ PAXAR Americas, Inc.
- ▶ PEAK Technologies
- ▶ PRINTRONIX
- ▶ PSC Inc.
- ▶ Psion Teklogix
- ▶ Quest Solutions
- ▶ RafCore Systems
- ▶ Reva Systems Corporation
- ▶ RFID Journal
- ▶ RFID4U - a division of eSmart Source, Inc.
- ▶ RosettaNet
- ▶ RSI ID Technologies
- ▶ SAP America, Inc.
- ▶ SATO America, Inc.
- ▶ Savi Technology
- ▶ Sensitech, Inc.
- ▶ Shipcom Wireless
- ▶ Sirit Inc.
- ▶ Skandsoft Technologies
- ▶ Skyetek
- ▶ Smart Label Solutions, LLC

AND MANY MORE

For exhibit and sponsorship information, please contact:

Alan McIntosh
Director of Sales
212-584-9400 ext. 4
E-mail: amcintosh@rfidjournal.com

Matthew Singer
Director of Sales
212-584-9400 ext. 6
E-mail: msinger@rfidjournal.com

The event will feature:

- ▶ More dedicated and total exhibit time than in any prior EPCglobal North America event
- ▶ Multiple demonstration areas and pavilions on the exhibition floor - NEW
- ▶ Multi-track conference and pre-conference sponsorship opportunities - NEW

PRODUCED BY:
RFID Journal
The World's RFID Authority
www.rfidjournal.com

IN PARTNERSHIP WITH:
EPCglobal North America
www.epcglobalna.org



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2006 ATTENDEES

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Partial list of companies that attended in 2006 included:

20TH CENTURY FOX
 A DUDA & SONS INC
 ABBOTT NUTRITION INTERNATIONAL
 ABI RESEARCH
 ACI
 ACNIELSEN
 AD SUTTON & SONS
 ADJMI APPAREL GROUP
 AHAM
 AIAD
 AIAG
 ALCO INDUSTRIES INC
 ALLEGRO MFG CO
 ALLUMINATION FILMWORKS
 ALOHA HOUSEWARES INC
 ALSONS CORP
 ALTRIA CORPORATE SERVICES INC
 AMERICAN SUGAR REEFINING
 AMERSPORTS WILSON SPORTING GOODS
 ANDERSON MERCHANDISERS
 ANHEUSER BUSCH INC
 ANNS HOUSE OF NUTS
 APPLETON
 ARIELA ALPHA INTERNATIONAL LLC
 ASHLAND INC
 ASTRA ZENECA
 AVNET
 BACK TO BASIS
 BALL BOUNCE AND SPORT INC
 BAR 5 FOODS CO
 BEIERSDORF INC
 BELL CANADA
 BES TECHNOLOGY GRP
 BIOLAB A CHEMTURA CO
 BISSELL HOMECARE INC
 BLACK & DECKER
 BLITZ USA INC
 BLYTH HOMESCENTS INT
 BOEING
 BOSE CORP
 BP
 BRENTWOOD ORIGINALS
 BRISTOL MYERS SQUIBB CO
 BROTHER INTERNATIONAL CORP
 BROWN SHOE CO
 C&H SUGAR
 CADBURY ADAMS
 CALIFORNIA APPAREL NEWS

CALIFORNIA STATE BOARD OF PHARMACY
 CAMPBELL SOUP CO
 CANAAN PARTNERS
 CANON USA INC
 CARDINAL HEALTH
 CARRIAGE HOUSE COMPANIES TORBITT & CASTL
 CATALINA MARKETING
 CENTER FOR E BUSINESS
 CENTRAL GARDEN & PET
 CH ROBINSON WORLDWIDE
 CHAIN STORE AGE
 CHECKPOINT SYSTEMS INC
 CHEMTURA CORP
 CHIQUITA BRANDS INT INC
 CHURCH & DWIGHT
 CIBA VISION
 CIVIL SERVICE COMMISSION
 CLIFFSTAR CORP
 CLOROX SERVICES CO
 COATS & CLARK
 COCA COLA ENTERPRISES
 COMP TIA
 CONSOLIDATED PRODUCTS INC
 IDENTITRAK TEC
 CONSTELLATION BRANDS
 CONSUMER GOODS TECH
 CONVERGENCE SYSTEMS LIMITED
 COUNTRY FRESH INC
 CPOR SOLUTIONS INC
 CREATIVE CONCEPTS
 CROSMAN CORPORATION
 D&D COMMODITIES LTD
 DAISY OUTDOOR PRODUCTS
 DAWN FOODS
 DEAN FOODS
 DEL LABORATORIES INC
 DHL INFORMATION SYSTEMS
 DIGITAL TIMES
 DIMARE FRESH
 DOREL
 E & J GALLO WINERY
 EAST PENN MANUFACTURING CO INC
 ELECTROLUX HOME CARE PROD
 ENERGIZER HOLDINGS INC
 ENIGMATICS
 ESCALADE SPORTS
 FAMOUS SOFTWARE LLC
 FARM FRESH DIRECT LLC

FCI MICROCONNECTIONS
 FDA
 FEDERAL CARTRIDGE CO
 FEDERAL EXPRESS
 FEDEX SERVICES
 FEIG ELECTRONIC
 FIFTYFOUR
 FISKARS BRANDS
 FLEXI MAT CORP
 FORRESTER RESEARCH
 FPL FOOD LLC
 FRANKLIN SPORTS INC
 FRESH EXPRESS
 FRONTERA PRODUCE
 GE
 GEDAS DEUTSCHLAND GMBH
 GEORGIA PACIFIC CORP
 GERBER CHILDRENSWEAR INC
 GIORGIO FOODS INC
 GLAXO SMITH KLINE
 GLENOIT LLC
 GLOBE COMPOSITE SOLUTIONS LTD
 GLOBE RANGER CORP
 GMA
 GNPK INTERNATIONAL INC
 H J HEINZ
 HADATAP LTD
 HAIER AMERICA
 HALLMARK
 HAMPTON PRODUCTS
 HANESBRANDS INC
 HANNOVER FAIRS USA
 HAWAII DEPT OF AGRICULTURE
 HEAD PENN RACQUETE SPORTS
 HEAD USA INC
 HIGH TECH AID
 HINES HORTICULTURE
 HIRSH INDUSTRIES LLC
 HOLSUM BAKERY INC
 HORMEL FOODS
 HP HOOD LLC
 HYUNDAI U & I
 ICON HEALTH & FITNESS
 IDEA
 INCHEON INTERNATIONAL AIRPORT

SEE WEBSITE FOR FULL LIST

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EXHIBIT PACKAGE

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for EPCglobal North America Subscribers **\$4,000**
for Non-EPCglobal North America Subscribers **\$4,400**

- ▶ 100 square-foot (10 x 10 foot) display space in the Exhibit Hall
- ▶ Company name displayed and linked on the conference exhibitor page of the EPC Connection website
- ▶ Company profile in the Event Program Guide (up to 30 words)
- ▶ Company name displayed and linked on the exhibitor page of the EPC Connection website for a minimum of two months post-conference*
- ▶ Three (3) conference passes. Additional passes may be purchased for the early registration rate**

* Exhibitors have the option to have their company logo presented with their company description in the Event Program Guide for an additional \$500.

** Conference passes provide access to the Exhibition Hall only and not to the conference sessions. Conference registration passes must be purchased separately. Two additional comp 2-day conference passes will be provided for every additional 100 square feet of purchased exhibit space.

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

EXHIBIT PACKAGE

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SILVER SPONSOR

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SILVER SPONSOR (16 Opportunities)

\$8,500

With a Silver Sponsorship, a representative of your company can participate in a panel discussion 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

- ▶ Vendor panel breakout session with moderator. Conference sponsors are limited to 16 and will co-participate in 1 of 4 panels.

Marketing Benefits

- ▶ Company logo displayed and linked on the conference sponsor page of the EPC Connection website
- ▶ Company name in all EPC Connection postal mail advertising and conference website marketing and promotional materials used for attendee acquisition (space and schedule permitting)
- ▶ Use of EPC Connection logo for ads and promotional materials relating to conference sponsor's participation in and support of EPC Connection
- ▶ Company profile in the Event Program Guide (up to 30 words)
- ▶ Distribution of your company's press kits in press room
- ▶ Company logo displayed and linked on the conference sponsor page of the EPC Connection 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 Pre-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.

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PLATINUM SPONSOR

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PLATINUM SPONSOR (7 Opportunities) **\$15,000**

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 EPC Connection 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 logo prominently displayed and linked on the conference sponsor page of the EPC Connection website
- ▶ Company logo in all EPC Connection marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ Use of EPC Connection logo for ads and promotional materials relating to conference sponsor's participation in and support of EPC Connection
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in on-site Event Program Guide
- ▶ Company profile in the Event Program Guide (up to 50 words)
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Distribution of your company's press kits in press room
- ▶ Company logo prominently displayed and linked on the conference sponsor page of the EPC Connection 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 Pre-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.

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PREMIUM SPONSOR

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PREMIUM SPONSOR (3 Opportunities) **\$35,000**

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 logo prominently displayed and linked on the conference sponsor page of the EPC Connection website
- ▶ Company logo in all EPC Connection marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ Use of EPC Connection logo for ads and promotional materials relating to conference sponsor's participation in and support of EPC Connection
- ▶ Prominent logo placement on conference sponsor thank-you signage
- ▶ Prominent logo placement and visibility in on-site program guide
- ▶ Company profile in the Event Program Guide (up to 100 words)
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Distribution of one marketing piece and one promotional item/gift in attendee bags (All items subject to approval by EPCglobal North America/RFID Journal)
- ▶ Distribution of your company's press kits in press room
- ▶ Company logo prominently displayed and linked on the conference sponsor page of the EPC Connection 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 Pre-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.

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CORNERSTONE SPONSOR

CORNERSTONE SPONSOR

CORNERSTONE SPONSOR (Exclusive) \$45,000

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at EPC Connection. 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 EPCglobal North America/RFID Journal).



Content Opportunity

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

Marketing Benefits

- ▶ Company logo prominently displayed and linked on the conference sponsor page of the EPC Connection website
- ▶ Company logo in all EPC Connection marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ Use of EPC Connection logo for ads and promotional materials relating to conference sponsor's participation in and support of EPC Connection
- ▶ Press release announcing your Cornerstone sponsorship of EPC Connection
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in on-site program guide
- ▶ Company profile in the Event Program Guide (up to 100 words)
- ▶ 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
- ▶ Distribution of one marketing piece and one promotional item/gift in attendee bags (All items subject to the approval of EPCglobal North America/RFID Journal)
- ▶ Distribution of your company's press kits in press room
- ▶ Company logo prominently displayed and linked on the conference sponsor page of the Cornerstone Conference Sponsor 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 breakout sessions (excluding Pre-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.

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ADDITIONAL SPEAKING OPPORTUNITIES

HOSTING OPPORTUNITIES

ADDITIONAL SPEAKING OPPORTUNITIES

Half-Day Pre-conference Sponsor (4 Opportunities) **\$15,000**

EPC Connection includes special Pre-conference Seminars targeted at specific audiences, including channel partners. Pre-conference Seminars can be designed for a specific audience that you would like to reach, such as label converters or packaging manufacturers. The Pre-conference Sponsor has the opportunity to speak for 40 minutes to between 40 and 50 attendees. Your company receives special branding in all promotions of the Pre-conference Seminar and on-site.

HOSTING OPPORTUNITIES

Opening Evening Networking Reception (Exclusive) **\$15,000**

With this exclusive sponsorship, your company is the host of the Networking Reception immediately following the Opening Keynote address on Tuesday evening. Benefits include:

- ▶ Prominent signage with logo exposure
- ▶ Acknowledgement of sponsorship with company logo in attendee marketing brochures and on-site Program Guide
- ▶ Napkins provided with company logo

Private Invitation VIP Lunch Sponsor (4 Opportunities) **\$25,000**

As the host of a sit-down lunch on either Wednesday or Thursday, 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.

Private Invitation VIP Breakfast Sponsor (4 Opportunities) **\$25,000**

As the host of a sit-down breakfast on either Wednesday or Thursday, 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 breakfast will be co-moderated by an RFID Journal editor.

Notepad Sponsor (Exclusive) **\$1,500**

Get your personalized notepads in front of every attendee to the Event. Sponsor supplies notepads before the event and RFID Journal is responsible for the distribution at Event.

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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 EPC Connection. 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**

Event Program Guides are distributed at no cost to all EPC Connection participants. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide.

ADVERTISING/BRAND-BUILDING OPPORTUNITIES

Cyber Café on the Show Floor (Exclusive) **\$15,000**

The Cyber Café in the Exhibit Hall is where attendees will come to check their email and news. As sponsor of this high-exposure attraction, you'll receive:

- ▶ Acknowledgement of sponsorship with company logo in the Event Program Guide
- ▶ Company logo and tag line/booth number on banner suspended over the 20 x 20-foot Café area
- ▶ 1-meter sign with company logo
- ▶ Opportunity to create personalized customer graphics for computer kiosks
- ▶ Screensaver of your choosing on Café computers
- ▶ Includes Internet drop, computer rentals, kiosks, carpet, and electrical in the Café area

Conference Bag Sponsor (Exclusive) **\$20,000**

Put your logo on the official EPC Connection 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 Sponsor will provide you with upfront exposure to our attendees from the moment they arrive at the event. As exclusive sponsor, your benefits include:

- ▶ Acknowledgement of sponsorship with company logo in the Event Program Guide
- ▶ Branded lanyard (to be provided by sponsor) to be distributed to all event participants
- ▶ Welcoming billboard with company logo, tag line and booth number adjacent to registration area
- ▶ Customized display boards (approximately 8 x 12 inches) to be displayed on the registration counters with your company logo, tag line and booth number
- ▶ Distribution of one marketing piece and one promotional item/gift in attendee bags (All items subject to the approval of EPCglobal North America/RFID Journal)

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ADVERTISING/BRAND-BUILDING OPPORTUNITIES

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

Sponsor one of our two daily lunches for extra on-site exposure and recognition. You will receive:

- ▶ Acknowledgement of sponsorship with company logo in the Event Program Guide
- ▶ Prominent signage on-site 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

Wireless Hotspot Sponsor (3 Opportunities) **\$5,000**

Help attendees stay connected by creating and sponsoring one of three wireless hotspots in the pre-function areas outside the General Session and Breakout Rooms, where attendees can check email and access the Web. Your benefits include:

- ▶ Opportunity to create personalized customer graphics for computer kiosks and a screen-saver of your choice in your hot spot
- ▶ Includes Internet drop, computer rentals, kiosks and electrical for the Hotspot areas

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

As the official Press Sponsor for EPC Connection, 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

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

Sponsor one of our two daily continental breakfasts for extra on-site 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 on-site 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)

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