

# Second Annual RFID Journal—AAFA Apparel & Footwear Summit

**Sponsorship and Exhibit Opportunities**

August 20-22, 2007 • The Metropolitan Pavilion • New York City



[www.rfidjournal.com/apparelsummit](http://www.rfidjournal.com/apparelsummit)

## The RFID Event for Companies Doing Business in the Apparel and Footwear Industry

Addressing the unique needs of the apparel and footwear industry, the second annual RFID Journal Apparel & Footwear Summit, produced by RFID Journal in partnership with the American Apparel & Footwear Association, brings together the leading end users, systems integrators, consultants and vendors to address critical adoption issues in a highly interactive and collaborative setting.

### Be among Industry Leaders

#### 2006 Sponsors and Exhibitors Included

- |                  |                  |                     |                      |
|------------------|------------------|---------------------|----------------------|
| ▶ ADT            | ▶ Laudis Systems | ▶ Streametics       | ▶ VeriSign           |
| ▶ Avery Dennison | ▶ NCR            | ▶ Symbol            | ▶ VUE Technologies   |
| ▶ Checkpoint     | ▶ OAT            | ▶ T3Ci              | ▶ Zebra Technologies |
| ▶ EIS            | ▶ Omron          | ▶ TAGSys            |                      |
| ▶ Impinj         | ▶ Paxar          | ▶ The Kennedy Group |                      |
| ▶ KSA            | ▶ Reva           | ▶ ThingMagic        |                      |

### Among the benefits of being a sponsor and exhibitor at RFID Journal LIVE! Apparel & Footwear Summit are:

- ▶ Hear top-name industry leaders present candid case studies
- ▶ Access to the industry's largest group of end users and implementers of RFID
- ▶ Be among the leading RFID vendors demonstrating the latest technology solutions
- ▶ Understand the state of adoption and specific challenges unique to the Apparel and Footwear Industry

### Leadership Forum:

The RFID Journal AAFA Summit provides a larger group of senior-level RFID decision-makers with in-depth information geared to the specific challenges facing the apparel and footwear industry. Admission to this high-level round-table meeting is by invitation only (approximately 20 attendees).

IN PARTNERSHIP WITH:



For exhibition and sponsorship information, please contact:

#### John DelMauro

Vice President of Sales

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PRODUCED BY:

**RFID Journal**  
The World's RFID Authority  
[www.rfidjournal.com](http://www.rfidjournal.com)

IN PARTNERSHIP WITH:

**American Apparel & Footwear Association (AAFA)**  
[www.apparelandfootwear.org](http://www.apparelandfootwear.org)

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2006 ATTENDEES

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## Companies that attended in 2006 included:

Accenture	Kane	SAP America
ADT Retail	Kaufhof Warenhaus AG	SAP Retail, Inc.
ADT Security Services, Inc.	Kellwood Company	Sensormatic
AH Schreiber	KMA Global Solutions	SG Footwear
AISL	Kurt Salmon Associates	SGS US Testing Services
Alien Technologies	L&E International, Ltd.	Siemens AG
Allen-Edmonds Shoe Corporation	Laudis Systems	SML Group Ltd
Alliance Bernstein LP	LAWSGROUP	Sportland
American Apparel Inc.	Lemmi-Fashion	Streametics
Arpent Associates LLC	Levi Strauss & Company	Stride Rite Corporation
Attevo	Limited Brands	Sumikin Bussan Corporation
Avery Dennison	Liti USA	Symbol Technologies
Avery Dennison - RIS	Liz Claiborne, Inc.	T3Ci
Blue Vector Systems	Lowry Computer Products, Inc.	TAGSYS RFID
Burlington Coat Factory	Manhattan Associates	The Container Store
Byer California	Marks & Spencer	The Kennedy Group
Carhartt, Inc.	Mark's Work Wearhouse Ltd.	The Limited
Chantelle Lingerie Inc	Marubeni America Corporation	The Warehouse
Charles Komar & Sons, Inc.	MCM	Thermal Solutions
Checkpoint Systems, Inc.	Millennium RFID Solutions, LLC	ThingMagic
Chyau Yih Ind. Co., Ltd	Mojix	Timberland Company, Inc.
Consolidated Shoe Company	MS Retail K.S.C.	TradeCard, Inc.
Deister Electronics	NCR Corporation	TradeLink Technologies
Dillard's, Inc	New Balance Athletic Shoes	Trident Capital
EPC Global	Nine West	UPM Raflatac RFID
Fishman Tobin Inc.	OAT Systems	Verisign Intelligent Supply Chain Services
GenuOne	Omron RFID	VeriSign, Inc.
Gold Toe Brands	Oracle	VF Corporation
GS1 Japan	Paxar	Vue Technology
IBM	Perry Ellis International	Wacoal America, Inc.
IconNicholson	Philips Austria GmbH	Welspun USA Inc
Identifi Inc.	Phillips-Van Heusen	Williamson-Dickie Manufacturing Company
Impinj, Inc.	PM Soldier Equipment	WIS International
Infosys	Reebok International Ltd.	Wolverine Worldwide, Inc.
Institute for Information Industry, Taiwan	Reva Systems	Woolrich Inc
Intava Corporation	RF-iT Solutions GmbH	Zebra Technologies
Jockey International, Inc.	Riverside Mfg. Company	Zymmetry, Inc.
Jones Apparel Group, Inc.	RJL INDUSTRIES	
Kahn Lucas Lancaster	Russell Corporation	
	Russell Newman, Ltd.	
	SAIC	



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EXHIBIT PACKAGE

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**\$3,200**

- ▶ 80 square-foot (8 x 10 foot) tabletop or pop-up display space in the Exhibit Area

### Marketing Benefits

- ▶ Company name on Summit Web site
- ▶ Company name in all attendee marketing materials
- ▶ Use of the Summit logo for ads and promotional materials relating to exhibitor's participation in and support of the Summit
- ▶ Company profile in the program guide (up to 30 words)
- ▶ Company name featured on A/V loop running during session breaks/transitions
- ▶ Company name displayed and linked on the exhibitor page of the Summit Web site for a minimum of two months post-Summit

### Summit Passes & Invitations

- ▶ Two internal complimentary registrations

EXHIBIT PACKAGE

For exhibition and sponsorship information, contact:

▶ **John DelMauro**  
jdelmauro@rfidjournal.com

▶ **Alan McIntosh**  
amcintosh@rfidjournal.com

▶ **Matthew Singer**  
msinger@rfidjournal.com



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SILVER SPONSOR

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## **SILVER SPONSOR** (4 Opportunities)

**\$7,500**

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 an important player in the RFID community.

### **Content Opportunity**

- ▶ Participation in a moderated vendor panel session.

### **Marketing Benefits**

- ▶ Company name and logo on Summit Web site
- ▶ Company logo in all attendee marketing materials
- ▶ Use of the Summit logo for ads and promotional materials relating to sponsor's participation in and support of the Summit
- ▶ One four color, Full page advertisement in the program guide
- ▶ Company logo on sponsor thank you signage
- ▶ Company profile in the program guide (up to 50 words)
- ▶ Company logo featured on A/V loop running during session breaks/transitions throughout the Summit
- ▶ Company logo displayed and linked on the sponsor page of the Summit Web site for a minimum of two months post-Summit

### **Summit Passes & Invitations**

- ▶ Two internal complimentary registrations and one complimentary client registration
- ▶ Opportunity to invite up to 10 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis.)

### **Exhibit Space Requirement**

- ▶ Requires the separate purchase of a 10 x 10-foot exhibit display area.

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jdelmauro@rfidjournal.com

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PLATINUM SPONSOR

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## PLATINUM SPONSOR (Exclusive)

**\$13,000**

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 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 RFID Journal events attract. And the marketing benefits wrapped around this speaking opportunity ensure that your company will have high visibility before, during and after the Summit.



### Content Opportunity

- ▶ 40-minute Summit general session presentation

### Marketing Benefits

- ▶ Company name and logo on Summit Web site
- ▶ Company logo in all attendee marketing materials
- ▶ Use of the Summit logo for ads and promotional materials relating to Summit sponsor's participation in and support of the Summit
- ▶ One four color, full page advertisement in the program guide
- ▶ Company logo on sponsor thank you signage
- ▶ Company profile in the program guide (up to 75 words)
- ▶ Company logo featured on A/V loop running during session breaks/transitions throughout the Summit
- ▶ Company logo displayed and linked on the sponsor page of the Summit Web site for a minimum of two months post-Summit

### Conference Passes & Invitations

- ▶ Four internal complimentary registrations and two complimentary client registrations
- ▶ Opportunity to invite up to 15 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis.)

### Exhibit Space Requirement

- ▶ Requires the separate purchase of a 10 x 10-foot exhibit display area.

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CORNERSTONE SPONSOR

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## **CORNERSTONE SPONSOR (Exclusive) \$23,000**

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at the RFID Journal Apparel & Footwear Summit. 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 leadership forum and helps lead the interactive discussion, thus highlighting the company's leadership position in the apparel and footwear industry (topic and speaker to be approved by RFID Journal). The Cornerstone Sponsor receives prominent visibility on the RFID Journal Apparel & Footwear Summit Web site and on all marketing and communications, including e-mail promotions and print brochure mailings. This visibility is carried through at the event itself, with signage that reflects the Cornerstone Sponsor's unique position at the event.



### **Content Opportunity**

- ▶ Opportunity to lead a portion of the roundtable discussion during the Leadership Forum. Attendees to the Forum are VIPs from the industry, pre-screened to ensure a senior-level audience qualified by title, function, company size and other important criteria.
- ▶ Opportunity to introduce and moderate a panel discussion recap of the Leadership Forum during the Main Summit program

### **Hosting Opportunity**

- ▶ Opening Reception host, recognized as Cornerstone Summit Sponsor
- ▶ Five-minute welcome

### **Marketing Benefits**

- ▶ Company name and logo (special position status) on Summit Web site
- ▶ Company logo (special position status) in all attendee marketing materials
- ▶ Use of the Summit logo for ads and promotional materials relating to sponsor's participation in and support of the Summit
- ▶ One four-color, full page advertisement in the program guide
- ▶ Press release announcing Industry Summit and Cornerstone Sponsor
- ▶ Company logo (special position status) on sponsor thank-you signage
- ▶ Company profile in the program guide (up to 100 words)
- ▶ Company logo featured on A/V loop running during session breaks/transitions
- ▶ Dedicated banner with company logo in Leadership Forum room and in Summit session room
- ▶ Company logo prominently displayed and linked on the sponsor page of the Summit Web site for a minimum of two months post-Summit

### **Summit Passes & Invitations**

- ▶ Six internal complimentary registrations and four complimentary client registrations
- ▶ Opportunity to invite up to 25 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis)



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ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

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## MEDIA ADVERTISING OPPORTUNITIES

**Program Guide Belly Band** (Exclusive) **\$5,000**

All attendees receive an Event Program Guide—the essential information source for RFID Journal LIVE! 2008. 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.

**Conference Bag Sponsor** (Exclusive) **\$15,000**

Put your logo on the official RFID Journal LIVE! 2008 conference bag carried by all the attendees. A sure-fire way to gain widespread recognition during the event and afterwards.

## ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

**Luncheon Sponsor** (Exclusive) **\$4,500**

Sponsor the Summit's luncheon for extra on-site exposure. You will receive:

- ▶ Prominent signage with logo exposure adjacent to luncheon serving areas
- ▶ Sponsor of a sit down lunch
- ▶ Acknowledgement of sponsorship with company logo in Program Guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)
- ▶ Opportunity to drop marketing collateral on each chair in the luncheon room
- ▶ Tent card branded with company logo to be displayed on each table

**Continental Breakfast Sponsor** (Exclusive) **\$3,500**

Sponsor the welcoming continental breakfast right before the kick-off Keynote Session for extra on-site exposure. You will receive:

- ▶ Prominent signage with logo exposure in breakfast serving areas
- ▶ Acknowledgement of sponsorship with company logo in Program Guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

**Registration Sponsorship** (Exclusive) **\$6,500**



- ▶ Lanyards with company logo branded on each and distributed to all attendees
- ▶ Banner at the registration area denoting sponsor
- ▶ One full page four color ad in summit conference manual

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ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

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### Refreshment Break Sponsor **\$2,500**

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)

### Keynote Seat Drops **\$2,500**

A CD 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.

### Tote Bag Insert (Limit of 10 paid inserts) **\$2,500**

A terrific opportunity to reach our conference attendees via the event bag. You provide the item (such as a CD, brochure, flyer, etc.) to show management and we will insert it into the event bag. (All items subject to approval by RFID Journal.)

### 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

### Full-Page Color Ad in Program Guide **\$1,000**

- ▶ Conference program guides are distributed to all attendees of the summit. This highly targeted advertising opportunity in which your message and logo will reach our high-level audience in a glossy, take-home reference guide.