



## 4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic

Dear RFID Journal LIVE! Europe Exhibitor / Sponsor,

We are excited to have you participating in our upcoming event: 4 – 6 November 2008 at the Clarion Congress Hotel, Prague The Czech Republic. On behalf of our events team, we are pleased to send you the **RFID Journal LIVE! Europe 2008** Exhibitor Services Manual.

This manual will be posted online. Please check the online version for periodic updates and changes. You can access the most current information by going to <http://www.rfidjournalevents.com/europe/esm.php>

### WHERE DO I BEGIN?

- **Go over the *Planning Checklist***— We have put together a checklist, located on page 7, which will aid you in preparing for the event.
- **Reserve your discount hotel rooms before 3 October 2008** — the Clarion Congress Hotel Prague is offering a discounted room rate of € 82.00 per night until October 3, 2008. After the deadline, the rate may increase, and the hotel will no longer guarantee availability. They will continue to accept room reservations on a first come – first served basis. The reservation form on page 3 can be faxed to the hotel, or go online to <http://www.cchp.cz/pages/en/default.aspx> and click on the “Book Now” button to make your reservations today.

### OTHER INFORMATION TO LOOK FOR INSIDE:

- **Service Contractor/Decorator Services Ordering**— we have chosen Terinvest to serve as the Official Service Contractor. To assist you in planning, necessary show services order forms can be found on pages 19 through 24. Terinvest can be reached by telephone at +420 724 749 939. Remember to bring copies of all your service orders and proof of payment to the event for reference.

If you have any questions about your organization’s participation in this year’s event, feel free to contact anyone on our Contact List found on page 4. We are excited about the upcoming event and are dedicated to making it successful for everyone!

Best regards,

RFID Journal LIVE! Europe 2008 Events Team



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## Table of Contents

<a href="#"><u>Hotel Reservations Form</u></a>	Page 3
<a href="#"><u>RFID Journal LIVE! Europe Contacts</u></a>	Page 4
<a href="#"><u>Travel Information</u></a>	Page 5
Airport Information	
Ground Transportation	
<a href="#"><u>Show Information</u></a>	Page 6
Location	
Exhibit Area	
Stands Include*	
<a href="#"><u>Exhibit Area Schedule-at-a-Glance</u></a>	Page 7
<a href="#"><u>Planning Checklist</u></a>	Page 7
<a href="#"><u>Frequently Asked Questions</u></a>	Page 8
Costs	
Carpet	
Badges	
Shipping Methods	
Advance Shipping / Freight Forwarder	
<a href="#"><u>Shipping Instructions</u></a>	Page 9
Advance Shipments	
Direct Shipments	
Customs Clearance	
Small Packages	
<a href="#"><u>Registration Information</u></a>	Page 10
<a href="#"><u>Exhibitor Marketing and Promotional Opportunities</u></a>	Pages 11-13
<a href="#"><u>On-Site Event Program Guide Specifications</u></a>	Pages 14-15
<a href="#"><u>Additional Sponsorship Opportunities</u></a>	Pages 16-18
Official Vendor Order Forms and Information	
<a href="#"><u>Shell Scheme Stand Construction – Additional Items</u></a>	Pages 19-23
<a href="#"><u>Audio Visual and Computer Equipment Rentals</u></a>	Page 24



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

**Clarion Congress Hotel Prague\*\*\*\***  
 Freyova 33, CZ – 190 00, Praha 9 – Vysočany  
 tel.: +420 211 131 111, fax: +420 211 131 402



**BOOKING FORM – ID 2765**

To: Reservation Department  
 E-Mail: [bednarova@cchp.cz](mailto:bednarova@cchp.cz) or [reservation@cchp.cz](mailto:reservation@cchp.cz) Fax: +420 211 131 402  
 Ref: **“RFID Journal LIVE! Europe 2008 Executive Conference” • 4 – 6 November 2008**

<b>Room Rates:</b>	Standard Single Room	82 EUR
	Standard Double Room	92 EUR
	Executive Single Room	112 EUR
	Executive Double Room	122 EUR
	Junior Suite	175 EUR
	Conference Suite	290 EUR

**Rate includes Buffet Breakfast, all local taxes and valid VAT.**

**Terms & Conditions:** All reservations must be guaranteed with a credit card number authorizing the Hotel to charge as per cancellation policy outlined below.

The above special room rates apply only to bookings secured before **3<sup>rd</sup> October 2008** and any reservations received after this date shall be accepted “subject to availability” at these rates.

**Cancellation Policy:** For any room cancellation received 20 days prior to the arrival date, one night’s cancellation fee will be charged on the individual’s credit card.

For any room cancellation received 7 days prior to the arrival, 3 nights’ cancellation fee will apply on the individual’s credit card.

For any room cancellation 1 day prior to the arrival or any No Show room on the day of check in, a cancellation fee equal to the full stay will apply on the individual’s credit card.

**NAME:** \_\_\_\_\_ **SURNAME:** \_\_\_\_\_

**ARRIVAL DATE:** \_\_\_\_\_ **DEPARTURE DATE:** \_\_\_\_\_ **NUMBER OF ROOMS:** \_\_\_\_\_

**TYPE OF ROOM:**    STANDARD SINGLE [ ]    STANDARD DOUBLE [ ]  
                          EXECUTIVE SINGLE [ ]    EXECUTIVE DOUBLE [ ]  
                          JUNIOR SUITE [ ]    CONFERENCE SUITE [ ]  
                          **SMOKING:** [ ]    **NON-SMOKING:** [ ]

COMPANY NAME & ADDRESS: \_\_\_\_\_

COMPANY TELEPHONE/FAX: \_\_\_\_\_

**\*A valid credit card must be used to guarantee the reservation.**

**CARD TYPE:**    AMEX [ ]    MASTERCARD [ ]    VISA [ ]    DINERS [ ]

**Card Number:** \_\_\_\_\_ **Expiration:** \_\_\_\_\_ **Card Verification Code:** \_\_\_\_\_

**Signature:** \_\_\_\_\_



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

**RFID Journal LIVE! Europe Contacts**

<p>Event Operations                  Exhibitor / Sponsor Logistics</p>	<p>Paul Meyer, Operations                  Tel: +1 781.455.1188 ext. 205                  Email: <a href="mailto:paul.meyer@roieventmanagement.com">paul.meyer@roieventmanagement.com</a></p> <p>Ross Holicker, Operations                  Tel: +1 781.455.1188 ext. 203                  Email: <a href="mailto:ross.holicker@roieventmanagement.com">ross.holicker@roieventmanagement.com</a></p>
<p>Event Sponsorship / Exhibit Sales</p>	<p>Alan McIntosh, Director of Sales                  Tel: +1 212.584.9400 ext. 4                  Email: <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a></p> <p>Matthew Singer, Director of Sales                  Tel: +1 212.584.9400 ext. 6                  Email: <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a></p>
<p>Conference Program Content                  Speaker Questions / Issues</p>	<p>Debbie Hughes, Editorial Director of Events                  Tel: +1 561.504.2627                  Email: <a href="mailto:dhughes@rfidjournal.com">dhughes@rfidjournal.com</a></p>
<p>Registration                  Badges for Exhibitors / Sponsors</p>	<p>Cheryl Johnson, Director of Events Management                  Tel: +1 508.778.1974                  Email: <a href="mailto:cjohnson@rfidjournal.com">cjohnson@rfidjournal.com</a></p>
<p>Other Questions</p>	<p>Kim Ray, Vice President of Events                  Tel: +1 860.461.7168                  Email: <a href="mailto:kray@rfidjournal.com">kray@rfidjournal.com</a></p>
<p>Decorator Services                  Floral Arrangements                  Furniture                  Graphics                  Lighting                  Other Stand Accessories</p>	<p>Ms. Lea Kapicová, Exhibition Service Manager                  Terinvest s.r.o. – divise II. realizace                  Jana Masaryka 6                  120 00 Prague 2                  Czech Republic</p> <p>Tel: +420 724 749 939                  Email: <a href="mailto:kapicova@terinvest-realizace.cz">kapicova@terinvest-realizace.cz</a> or <a href="mailto:info@terinvest-realizace.cz">info@terinvest-realizace.cz</a>                  URL: <a href="http://www.terinvest-realizace.cz">www.terinvest-realizace.cz</a></p>
<p>Hotel Services                  Audio Visual / Computer Rentals                  Catering                  Hotel Shuttle / Limousine</p>	<p>Clarion Congress Hotel Prague                  Freyova 33                  190 00 Prague 9                  Vysočany                  Czech Republic</p> <p>Tel: +420 211 131 111                  Fax: +420 211 131 402                  Email: <a href="mailto:info@cchp.cz">info@cchp.cz</a> or <a href="mailto:reservation@cchp.cz">reservation@cchp.cz</a>                  URL: <a href="http://www.cchp.cz/pages/en/default.aspx">http://www.cchp.cz/pages/en/default.aspx</a></p>
<p>Shipping / Customs Clearance</p>	<p>BECKSPEDITION                  Chrastavská 113/4                  190 00 Prague 9                  Czech Republic</p> <p>Tel: +420 602 311950.                  Email: <a href="mailto:beck.pavel@volny.cz">beck.pavel@volny.cz</a></p>



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## Travel Information

### Airport Information:

Ruzyne Airport (PRG) is located 20km from the hotel, and the drive from the airport to the hotel is around 30 minutes, depending on traffic. For detailed maps and further information, visit the Ruzyne International Airport Web site at [http://www.csl.cz/en/site/uvodni\\_stranka.htm](http://www.csl.cz/en/site/uvodni_stranka.htm).

### Ground Transportation:

#### Taxis:

Ruzyne Airport taxis operate from a taxi rank at the airport. Travel time to the hotel is approximately 30 minutes, and should cost around 800 CZK with AAA Taxi. AAA has an exclusive contract with Prague airport to have a fleet of taxis waiting. For your convenience, a listing of cab companies is provided below.

- o AAA Taxi, +420 222 333 222
- o City Taxi, +420 257 257 257
- o Halo Taxi, +420 244 114 411
- o PAT Taxi, +420 800 870 888
- o Profi Taxi, +420 844 700 800
- o Taxi Praha, +420 222 111 000

#### Shuttle:

Various companies run shuttle services to the hotel and back. Shuttles accommodate 1-4 individuals and can transport small groups direct to their destination. Individuals may find that the shuttle makes several stops before delivering them. Shuttles can be found at the airport arrival halls. They charge around 600 CZK per trip.

#### Public Transit:

The Prague public transit system includes buses, subways and streetcars. Options abound and may confuse some travelers. For more information, access the public transit website at: <http://www.dpp.cz/en/>.

#### Personal and rental cars:

The hotel has parking spaces for motor vehicles on the property for a fee, depending on which lot is used. Valet parking is available, as well as self-park lots. Oversized vehicles may pose a challenge and drivers should call the hotel in advance to make arrangements.

#### Limousine:

Airport transfers can be arranged for hotel guests by contacting the Clarion Congress Hotel directly. A fee for limousine arrangements will apply.



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## Show Information

### Congress Location:

Clarion Congress Hotel Prague  
Freyova 33  
190 00 Prague 9  
Vysočany  
Czech Republic

Tel: +420 211 131 111

Fax: +420 211 131 402

Email: [info@cchp.cz](mailto:info@cchp.cz) or [reservation@cchp.cz](mailto:reservation@cchp.cz)

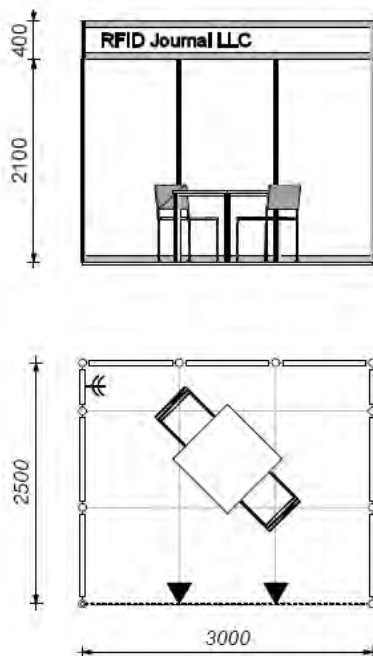
URL: <http://www.cchp.cz/pages/en/default.aspx>

### Exhibition Location:

Meridien Ballroom

### Exhibits Package Plus Stands Include\*: Shell Scheme, ID Sign, Table, 2 chairs, basic lights, electricity

- Shell scheme stand construction based upon 3 x 2.5 sq. m., including:
- White wall panels in aluminum frame construction, 250 cm high
- Aluminum fascia board, 40 cm high, with white panels 25 cm high
- Per stand, 1 x stand number and company name in letter type
- 2 spotlights on rail, 120 watt, including main connection and consumption
- 1 double wall socket, 1kw, including main connection and consumption



***\*When purchasing exhibit space, customers had an option of selecting raw space, or a shell scheme. Please check your sales contract to determine which type of space your company selected.***



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

**Exhibit Area Schedule-at-Glance**

**Tuesday, 4 November 2008** Preconference Sessions 12:00 – 17:00

13:00 – 18:00 Exhibitor/Sponsor Setup

**Wednesday, 5 November 2008** Conference Sessions 08:00 – 17:05

08:00 – 10:30 Exhibitor/Sponsor Setup

**12:00 – 14:45 Exhibit Hall Open:** Lunch in Exhibition Area

**Thursday, 6 November 2008** Conference Sessions 08:00 – 16:00

**10:15 – 11:15 Exhibit Hall Open:** Refreshments in Exhibition Area

**12:40 – 14:30 Exhibit Hall Open:** Lunch in Exhibition Area

14:45 – 16:00 Exhibitor/Sponsor Move - Out

**Planning Checklist**

- Hotel Reservation 3 October 2008
- Artwork Submitted for Event Guide & Onsite Advertising 12 September 2008
- Furniture Requests – Counters, Chairs and Wastebaskets 7 October 2008
- Audio Visual, Computer and Monitor Rentals 7 October 2008
- Exhibitor / Sponsor Badge Registration 31 October 2008
- Advance Shipments to arrive at the warehouse No later than 30 October, 2008
- Direct Shipments to arrive at the Clarion Congress Hotel No Sooner than 1 November, 2008



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## Frequently Asked Questions

### **What additional costs should I be aware of?**

Generally, the most common expenses outside the rental of the exhibit space are incurred through shipping, freight handling, furniture ordering, installation labor & booth cleaning. Please take a minute to review the shipping and other order forms provided in your Exhibitor Services Manual.

### **Do I need to carpet my booth?**

No, the Exhibition area, located in the Meridien Ballroom is carpeted.

### **How many badges do I receive with my sponsorship?**

This depends on your company's level of sponsorship. Please refer to the Registration Information Section for a detailed description.

### **What shipping method should I use?**

We suggest that you use the international shipping method your firm normally uses, and is most comfortable with. You will likely need to fill out a customs declaration form or commercial/pro forma invoice. As with any international shipment, additional time should be allowed for your materials to clear customs. ***Remember to keep copies of all shipping documents in case you need to track the shipments.***

The hotel suggests that exhibitors use Federal Express or DHL for time sensitive deliveries of small packages. These should be addressed to a member of your staff who is staying at the hotel. A tutorial on international shipping is available at: <http://www.fedex.com/us/international/shipguide/>

### **Is there an Advance Shipping / Freight Forwarder?**

Terinvest has a relationship with BECKSPEDITIONS, a recognized leader in shipping logistics. Contact information is listed on the next page.



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## Shipping Information

### Advance Shipping of International freight and courier shipments:

Latest delivery to the below address is 30 October 2008. Please allow extra time for overseas shipping.

### Customs clearance for Advance Shipping:

If your shipment originates from outside the EU then please include a pro forma invoice consigned to BECKSPEDITION at the below advance warehouse address.

#### Advance Shipment to local warehouse

##### Advance Freight, please ship to:

Pražský Výstavní Areál  
Beranových 667  
190 00 Praha 9-Střížkov  
Česká Republika  
C/O BECKSPEDITION  
Pavel Beck, Tel: 00420 602 311 950

##### Customs Paperwork, please consign to:

Ing.Pavel BECK  
Chrastavská 113/4  
190 00 Praha 9-Střížkov  
Česká Republika  
Customs house: PRAHA-WASHINGTONOVA

### On-Site, Direct Shipment to Clarion Congress Hotel (domestic freight):

Delivery only on Tuesday, 4 November 2008. Schedule to arrive between 08:00 and 17:00 hr.

### Customs clearance for Direct Shipments:

If your shipment originates from outside the EU then please include a pro forma invoice consigned to your company at hotel address listed below. We suggest you include the name of an employee staying at the hotel.

Please ship to:

RFID Journal LIVE! Europe  
C/O *Company Name and Stand #*  
Clarion Congress Hotel Prague, Meridien ballroom  
Freyova 33  
190 00 Prague 9-Vysočany  
Czech Republic

### Any freight needing customs clearance should be pre-adviced at least 1 week in advance to:

BECKSPEDITIONS  
Pavel Beck  
[beck.pavel@volny.cz](mailto:beck.pavel@volny.cz)  
T. +420 602 311950

### Customs clearance:

If your shipment originates from outside the EU then please include a pro forma invoice with your pre advice consigned to your self at the above domestic delivery address.

### Small Package Shipments:

The Clarion Congress Hotel will accept small shipments for several days prior to the event. If you wish to ship larger materials farther in advance of the event dates, please refer to the Advance Shipping information above. The hotel suggests that exhibitors use Federal Express or DHL for time sensitive deliveries of small packages. These should be addressed to a member of your staff who is staying at the hotel. If your shipment originates outside the EU, remember to include a pro-forma invoice with your shipment.

**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## Registration Information

### Exhibitor/Sponsor Staff and Complimentary Passes

With the event fast approaching, your next step will be to take advantage of your complimentary All-Conference Passes for your staff and VIPs. These complimentary passes provide access to the keynote and general sessions, breakout sessions, the exhibit area, and all food functions on 5-6 November.

**IMPORTANT!** This pass does not include access to any of the Preconference Seminars on 4 November. If you wish to upgrade your complimentary All-Conference Pass to an All-Access Pass, which includes access to the Preconference Seminar of your choice, you may do so for € 199. Please contact your Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com) for more information.

### ONLINE REGISTRATION

How to Register Your Staff, Customers & Prospects

Instructions:

1. The person you provided to us as your primary point of contact for this event should have received an email from [rfidj@customreg.com](mailto:rfidj@customreg.com)
2. This email contains your unique URL and instructions for registering your complimentary passes. Please follow the instructions carefully.
3. Should you require further assistance please contact either [europereg@rfidjournal.com](mailto:europereg@rfidjournal.com) or Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com).

Please note that your exhibitor account is pre-programmed with the number of complimentary passes that you are entitled to. Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

Exhibitor All-Access Pass _____	€ 1,099
Exhibitor All-Conference Pass _____	€ 799
Exhibit Booth Staff Passes _____	€ 199
Upgrade from Complimentary All-Conference Pass to All-Access Pass _____	€ 199*

\*Please note that if you wish to upgrade, you will need to contact a registration customer service representative by emailing [europereg@rfidjournal.com](mailto:europereg@rfidjournal.com).

**If you have questions regarding Online Registration, please contact [europereg@rfidjournal.com](mailto:europereg@rfidjournal.com) or Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com).**

The number of complimentary staff and VIP passes included for each level of participation is outlined below:

<b>Passes:</b>	
Cornerstone Sponsor – 10 passes	Silver Sponsor – 4 passes
Signature Sponsor – 8 passes	Exhibitor – 3 passes
Platinum Sponsor – 6 passes	



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**  
**EXHIBITOR MARKETING & PROMOTIONAL TOOLS**

**Time to Prep!**

According to *Business Week*, **approximately 75% of tradeshow attendees plan their show schedule in advance**, which makes letting your customers know where you will be imperative. Don't wait until the last minute to brief staff, customers and prospects on your organization's involvement in the event.

**The RFID Journal Marketing Team can help drive the most qualified leads to your booth and get purchasing decision-makers to proactively seek you out at the show.** To ensure maximum exposure, be sure to take advantage of all the traffic-driving opportunities listed below.

**4 Easy Ways to Maximize Your Exposure at RFID Journal LIVE! Europe 2008:**

Dates	Action Item	Cost
Ongoing	<b>Online Marketing:</b> Post the RFID Journal LIVE! Europe 2008 event logo, Web site URL, banner and/or text calendar listing on your company's Web site. Browse and select creative to suit your needs at: <a href="http://www.rfidjournal.com/media">http://www.rfidjournal.com/media</a> . For customized creative please contact Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a> .	FREE
ASAP thru 12 September	<b>Customized HTML Invites:</b> Request a customized email invitation to promote your participation and provide a special 10% discount to your top prospects and best customers.	FREE
ASAP thru 19 September	<b>Media Program:</b> Submit new product information or other news announcements to be included in the RFID Journal LIVE! Europe 2008 Announcements email sent out to attendees to gain extra pre-event visibility. Please send announcements to Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a> .	FREE
September 1	<b>Program Guide Ad:</b> Place an ad in the Official Event Program Guide that will be distributed to all attendees at registration.	Contact your sales rep for pricing



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**  
**EXHIBITOR MARKETING & PROMOTIONAL TOOLS (continued)**

Post the RFID Journal LIVE! Europe 2008 logo, banner and/or calendar listing on a prominent page of your company's Web site or in your newsletter as soon as possible. (See sample banners below.)

**Sample Web Banners:**



**Downloading images or text ads is easy, simply follow these 3 steps:**

1. On your Internet Browser, proceed to <http://www.rfidjournalevents.com/media>
2. Find RFID Journal LIVE! Europe 2008 Event listing
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID Journal LIVE! Europe 2008 Web site at <http://www.rfidjournalevents.com/europe>

**Don't see what you need?**

To request custom sizes, please contact Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## **EXHIBITOR MARKETING & PROMOTIONAL TOOLS (continued)**

**Invite your customers to see you and your products in action!**

**Deadline: ASAP thru 12 September**

As more and more products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging customers and prospects in an interactive setting is the best way to garner new business and close deals.

**Offer your best customers and prospects a special 10% registration discount with this FREE marketing tool which is an easy and proven method of attracting more potential buyers and prospects to your booth.**

Email Invitations: Request a customized HTML email which includes a 10% registration discount offer and a hyperlink to a PDF of our latest event brochure. Send out the email on your own, or have the RFID Journal Event Management Team email the invitations on your behalf. No need to worry about having an email designed or coded, we'll take care of everything.

For more information, please contact Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).

### **RFID Journal LIVE! Europe 2008 Media Program**

**Deadline: ASAP – 19 September**

Get the word out about new products and other announcements related to the event.

Key benefits:

1. A headline, blurb and hyperlink to the news story will be put on the RFID Journal Event Announcements page.
2. A special email with event announcements will be sent to our 30,000+ active newsletter subscribers and to pre-registered RFID Journal LIVE! Europe 2008 attendees.

This is a unique opportunity to promote awareness of new product launches and reach the entire RFID community interested in purchasing and implementing RFID hardware, software and services. To be included, please send your news announcements as soon as possible to [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com) and note that it is an RFID Journal LIVE! Europe 2008 announcement.

**We look forward to greeting you in Prague, 4-6 November**



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## **ON-SITE EVENT PROGRAM GUIDE SPECIFICATIONS**

**Deadline: 12 September 2008**

The RFID Journal LIVE! Europe 2008 Event Program Guide will be distributed to all event attendees. Key industry buyers will refer to the Guide both during and after the event.

The Program Guide offers you the opportunity to communicate your company's message and capabilities to the attendees. Please note that copy submitted for the Program Guide will be edited based on RFID Journal style guidelines, and final copy approval for the Program Guide remains at the discretion of Event Management. Depending on your level of participation, please submit the following items to [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com) by 12 September, 2008.

### **CORPORATE PROFILE**

#### **Cornerstone Sponsor:**

- Corporate Profile – (100 words maximum)
- One-page, four-color ad
- Speaker Biographies and Photograph (50-words maximum)

#### **Signature Sponsor:**

- Corporate Profile – (100 words maximum)
- One-page, four-color ad
- Speaker Biographies and Photograph (50-words maximum)

#### **Premium Sponsor:**

- Corporate Profile – (50 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

#### **Platinum Sponsor**

- Corporate Profile – (50 words maximum)
- Speaker Biographies (50-words maximum)

#### **Silver Sponsor**

- Corporate Profile – (30 words maximum)
- Panelist Biography and Photograph (50 words maximum)

#### **Exhibitor**

- Corporate Profile – (30 words maximum)

**Please email your corporate profile and other deliverables to Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com) by 12 September, 2008 to ensure inclusion in the Program Guide.**

**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## **ON-SITE EVENT PROGRAM GUIDE SPECIFICATIONS (continued)**

Please use these specifications as your guide when submitting your graphic items.

### **Logos:**

Your company logos must be submitted in the following Digital format:

- “Preferred” – Vector Image, EPS – Original Adobe Illustrator with fonts outlined.
- “Secondary Preference” – Photoshop CMYK or RGB color format. Hi-Res 300 dpi, in a TIFF or JPEG format  
*Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.*

### **Photos:**

Your photo images must be in one of the following formats:

- Digital: CMYK or RGB color format. Hi-Res 300 dpi in a TIFF or JPEG format  
*Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.*
- Standard photo print (color preferred)

### **Company Description / Personal Bios:**

Please submit your company descriptions / personal bio as Word document, or a generic text file.

*Please note: Any submission exceeding these word maximums will be edited at our discretion.*

### **Advertisements:**

Please submit your advertisements in one of the following formats:

**Digital:** (Note: Film will not be accepted)

We are on a Macintosh platform and can accept:

- 100mb Zip Disks, or a Mac Formatted CD in the following applications
1. QuarkXPress
  2. Illustrator
  3. Photoshop
  4. In Design

**Standard Page Size (please confirm with your sales representative):**

### **Full Page**

Trim: 8.375” by 10.875”

Bleed: 8.875” by 11.375”

### **Always include the following:**

- Matchprint or color laser printout acceptable – to exact size
- All supporting graphics
- Both screen and printer fonts – Postscript level one or two (no Multiple Master or True Type fonts accepted)
- Be sure to include all fonts from your graphic images (i.e. Illustrator) if fonts are not outlined.

If you have any questions, please contact Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **Half-Day Preconference Sponsor** *(Exclusive) €10,000*

RFID Journal LIVE! Europe includes 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. The Preconference 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 preconference seminar and on-site.

### **Networking Reception** *(Exclusive) €18,000*

With this exclusive sponsorship, your company is the host of the Networking Reception at the close of the second day of our event. 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** *(2 Opportunities) €14,500*

As the host of a sit-down lunch on either Day 1 or Day 2 of the 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.

### **Private Invitation VIP Breakfast Sponsor** *(2 Opportunities) €14,500*

As the host of a sit-down breakfast 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 breakfast will be co-moderated by an RFID Journal editor.

### **Program Guide Belly Band** *(Exclusive) €5,000*

All attendees receive a Conference program guide—the essential information source to RFID Journal LIVE! Europe. 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 stand location and catch attendees' eyes.

### **Full-Page Color Ad in the Program Guide** €1,500

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 market place and drive qualified attendees to your booth.

### **Registration Sponsorship** *(Exclusive) €15,000*

- Customized lanyards with company logo branded on each
- Signage denoting sponsorship
- Opportunity to insert a one-page marketing piece into the tote bag
- One four-color, full-page advertisement in the program guide



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES (continued)**

### **Lunch Sponsor (Exclusive) €3,000**

- Prominent signage with logo exposure provided by the conference organizers
- Company recognition and logo exposure in the brochure mailer
- Logo exposure in the sponsor section of the program guide, including a 50-word description
- Napkins provided with your company logo

### **Continental Breakfast Sponsor (2 Opportunities) €2,500**

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

### **Refreshment Break Sponsor €2,000**

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)

### **Conference Bag Sponsor (Exclusive) €10,000**

With this sponsorship, every attendee will be a walking billboard for your company. Your logo (one-color) will be imprinted on one side of the conference tote bag distributed by show management to everyone at check-in.

### **Conference Bag Insert (Limit of 10 paid inserts) €1,000**

A terrific opportunity to reach the 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.)*

### **Keynote Seat Drops €1,500**

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. *(All items subject to approval by RFID Journal.)*

### **Event Pen Sponsor (Exclusive) €1,500**

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) €1,500**

Get your personalized notepad into the hands of every attendee.

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



**4-6 November 2008 • Clarion Congress Hotel • Prague • Czech Republic**

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES (continued)**

**Room Drop** *Contact your sales rep for pricing*

One marketing item may be placed at the door or inside each attendee's hotel room.

**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** €1,500

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

**Hanging Banner** *Contact your sales rep for pricing*

Got a message you want to ensure every attendee sees? Have your banner hung in a strategic location that no one will miss.



Terinvest s.r.o. - divise II. realizace

Jana Masaryka 6

120 00 Prague 2

Czech Republic

Tel: +420 724 749 939

URL: [www.terinvest-realizace.cz](http://www.terinvest-realizace.cz)

Email: [kapicova@terinvest-realizace.cz](mailto:kapicova@terinvest-realizace.cz)

## ADD-ON ITEMS - INDIVIDUALLY LAID - OUT STAND

Code	Item	Size in cm	Unit	EUR per unit	Amount	Total price
1230	Shelfless show case	100x50x250	pc	20,00 EUR		EUR
1240	Shelfless show case	100x50x100	pc	25,00 EUR		EUR
1290	Shelves for the showcase	all dimensions	pc	4,00 EUR		EUR
1300	display case, height 88cm	100x50	pc	15,00 EUR		EUR
1360	counter, height 88cm	100x50	pc	15,00 EUR		EUR
1420	counter, height 110cm	100x50	pc	15,00 EUR		EUR
1450	counter, height 110cm	50x50	pc	13,00 EUR		EUR
1460	shelves for counters	all dimensions	pc	4,00 EUR		EUR
19	self standing panel (for graphic etc)	100x250	pc	30,00 EUR		EUR
4060	Wallpapering		sqm	5,50 EUR		EUR

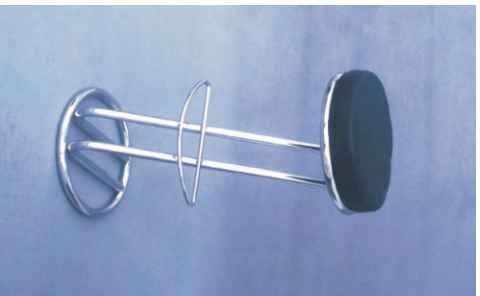
## ELECTRICAL APPLIANCES

7010	Refrigerator		pc	20,00 EUR		EUR
7031	plasma display		pc	120,00 EUR		EUR
7032	DVD + home cinema system		pc	50,00 EUR		EUR
7050	coffee machine		pc	7,00 EUR		EUR
7070	boiling kettle		pc	7,00 EUR		EUR
7080	PC		pc	100,00 EUR		EUR
7081	laser printer incl. 500 sh. Paper		pc	30,00 EUR		EUR
7083	LCD 17"		pc	50,00 EUR		EUR
7084	LCD 22"		pc	70,00 EUR		EUR

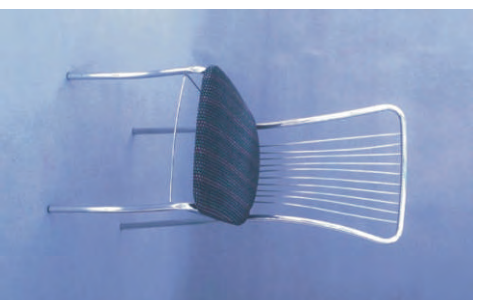
## STAND'S EQUIPMENT

6030	chair PUNTINO (chrome- frame, padding, cloth)		pc	10,00 EUR		EUR
6060	bar chair (chrome - black leatherette)		pc	12,00 EUR		EUR
6130	round table black /white desk	d 90, h 75	pc	11,00 EUR		EUR
6134	bar table black /white desk	d 60, h 110	pc	11,00 EUR		EUR
6140	lockable case	80x30x80	pc	15,00 EUR		EUR
6150	coat hanger		pc	6,00 EUR		EUR
6160	waste basket		pc	4,00 EUR		EUR
16	leaflet stand		pc	8,00 EUR		EUR

6060 bar chair



6030 chair PUNTIINO



6160 waste basket



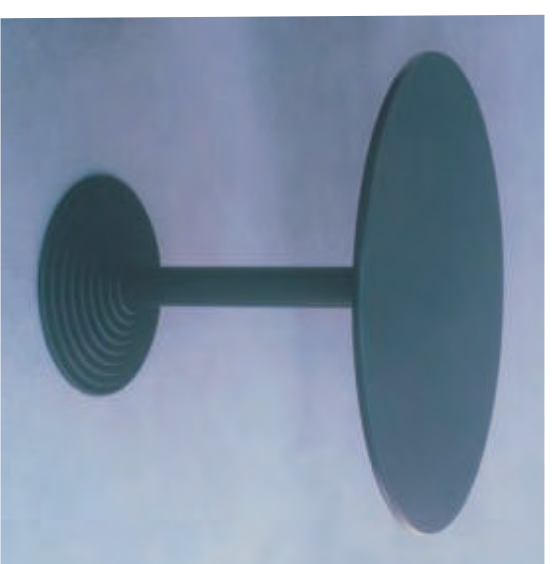
6134 bar table black desk



bar table white desk



round table white desk



6130 round table black desk



Terinvest s.r.o., Divize II  
Jana Masaryka 252/6  
120 00 Praha 2

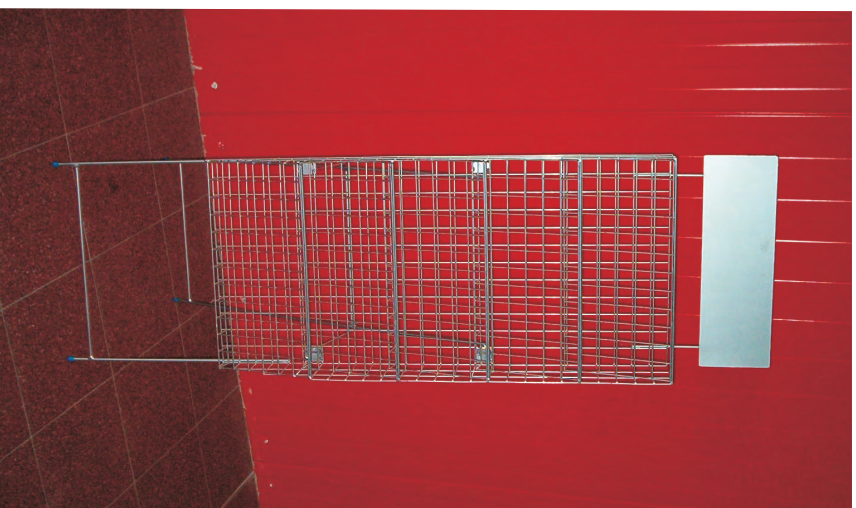
[www.terinvest-realizace.cz](http://www.terinvest-realizace.cz)

Stand's equipment

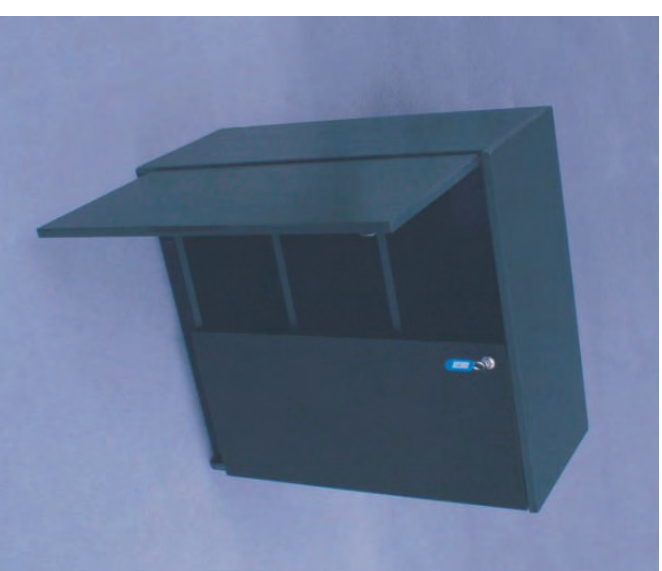
6150 coat hanger



16 leaflet stand



6140 lockable case



7031 plasma display



7010 refrigerator



7070 boiling kettle



7050 coffee machine

1420 counter 100x50 h110cm



19 self standing panel for graphics



Shelfless show case 100x50x250cm



1360 display case 100x50 h88cm

Clarion Congress Hotel Prague\*\*\*\*  
 Freyova 33,  
 CZ 190 00 Prague 9 - Vysočany

Eliška Smutná  
 CCHP sales coordinator  
 smutna@cchp.cz



## ORDER FORM

DATE: 4. - 6. 11. 2008 Event name: RFID JournalLive! Europe  
 TO: Code:  
 COMPANY: Location:  
 FAX:  
 PHONE:

**Contact person for AV equipment:**  
**Martin Litov**  
**Mikenopa a.s.**  
**Mobile: 00420 775 708 699 or 00420 603 888 000**  
**e-mail: litov@contech.cz**



All prices are 19% VAT included

Equipment	pcs	days	price	total
Dataprojector 2000 ANSI lm. , (resolution 1024 x 768)			214.0 EUR	0.0 EUR
Screen 180x180 Front projection (tripod)			17.5 EUR	0.0 EUR
17" LCD/TFT monitor 1280x1024			40.4 EUR	0.0 EUR
19" LCD/TFT monitor 1280x1024			53.5 EUR	
LCD monitor/TV 20" - PC,Video input			80.5 EUR	0.0 EUR
LCD TV/PC (diagonal 32", 16:9) include stand and installation			214.0 EUR	
Plasma TV/PC (diagonal 42", 16:9) include stand and installation			244.0 EUR	
Plasma TV/PC (diagonal 50", 16:9) include stand and installation			326.0 EUR	0.0 EUR
DVD II player			53.5 EUR	0.0 EUR
Information board, blue decoration (120 x 100cm)			30.5 EUR	
White board – including markers and erasing sponge			22.4 EUR	0.0 EUR
Laptop Lenovo Centrino 1,6, 512MB RAM, 80GB HDD,15,1 TFT,1024x768,Intel 852GME,CD-RW,IR,4xUSB + XP + MS Office 2003			133.9 EUR	0.0 EUR
Sony VAIO Intel Core 2 Duo 2,4 GHz, 2GB RAM, 14,1" WXGA, ATI Mobility Radeon X2300, 250 GB HDD, Windows Vista			213.9 EUR	0.0 EUR
<b>Total price</b>				<b>0.0 EUR</b>

<b>Total price</b>	<b>0.0 EUR</b>
	<b>CZK</b>
	<b>EUR</b>
	<b>0.- CZK</b>
	<b>0 EUR</b>

EUR rate	24 CZK	1 €
----------	--------	-----

Signature / confirmation:

Name:

Date: