

Third Annual

# RFID IN FASHION

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Aug. 13-14, 2008 • Fashion Institute of Technology • New York City



[www.rfidjournalevents.com/fashion](http://www.rfidjournalevents.com/fashion)

The RFID event for retail, apparel, footwear and accessory companies

Addressing the unique needs of retail, apparel, footwear and accessory companies around the world, RFID In Fashion, the third annual conference and exhibition, 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. Leading end users will share new case studies relevant to retail, apparel, footwear and accessory companies. Vendors will demonstrate new technologies designed to address real business problems in this sector. And attendees will get to participate in highly interactive, immersive meetings with these thought leaders to determine how and where RFID can be put to work within their industry.

## Be Among Industry Leaders

### Past Exhibitors Included:

- |                      |                  |
|----------------------|------------------|
| ▶ ADT                | ▶ Impinj         |
| ▶ Alien Technologies | ▶ KSA            |
| ▶ Avery Dennison     | ▶ Laudis Systems |
| ▶ Brooks Automation  | ▶ Motorola       |
| ▶ Checkpoint         | ▶ NCR            |
| ▶ EIS                | ▶ OAT            |

SEE WEB SITE FOR COMPLETE LIST

### 2008 Sponsors Include:

#### CORNERSTONE SPONSOR



#### PLATINUM SPONSOR



## Among the benefits of being a sponsor and exhibitor at RFID In Fashion:

- ▶ Access 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 this sector.
- ▶ Hear top-name industry leaders share lessons learned and candid case studies.
- ▶ Build brand awareness for your organization with our aggressive marketing campaigns.

## Leadership Forum:

Admission to this high-level roundtable meeting is by invitation only (approximately 20 attendees). The event is designed to provide a larger group of senior-level RFID decision makers with in-depth information geared to the specific challenges facing retail, apparel, footwear and accessory companies.

# RFID JOURNAL

THE WORLD'S RFID AUTHORITY

IN PARTNERSHIP WITH:



For exhibition and sponsorship information, please contact:

### Alan McIntosh

Director of Sales  
212-584-9400 ext. 4  
E-mail: [amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com)

### Matthew Singer

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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)

PAST ATTENDEES

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**Past RFID In Fashion attendees included:**

AH Schreiber  
AISL  
Allen-Edmonds Shoe Corp.  
Alliance Bernstein LP  
American Apparel Inc.  
Arpent Associates LLC  
Attevo  
Burlington Coat Factory  
Byer California  
Carhartt, Inc.  
Chantelle Lingerie Inc  
Charles Komar & Sons, Inc.  
Chyau Yih Ind. Co., Ltd  
Consolidated Shoe Co.  
Dillard's, Inc.  
Fishman Tobin Inc.  
GenuOne  
Gold Toe Brands  
Identifi, Inc.  
Intava Corp.  
Jockey International, Inc.  
Jones Apparel Group, Inc.  
Kahn Lucas Lancaster  
Kane  
Kaufhof Warenhaus AG

Kellwood Co.  
KMA Global Solutions  
L&E International, Ltd.  
LAWSGROUP  
Lemmi-Fashion  
Levi Strauss & Co.  
Limited Brands  
Liti USA  
Liz Claiborne, Inc.  
Marks & Spencer  
Mark's Work Wearhouse, Ltd.  
Marubeni America Corp.  
MCM  
MS Retail K.S.C.  
New Balance Athletic Shoes  
Nine West  
Perry Ellis International  
Philips Austria GmbH  
Phillips-Van Heusen  
PM Soldier Equipment  
Reebok International, Ltd.  
Riverside Mfg. Co.  
Russell Corp.  
Russell Newman, Ltd.  
SG Footwear

SGS US Testing Services  
SML Group, Ltd.  
Sportland  
Stride Rite Corp.  
Sumikin Bussan Corp.  
The Container Store  
The Limited  
The Warehouse  
Thermal Solutions  
ThingMagic  
Timberland Co., Inc.  
TradeCard, Inc.  
TradeLink Technologies  
Trident Capital  
VF Corp.  
Wacoal America, Inc.  
Welspun USA, Inc.  
Williamson-Dickie Manufacturing Co.  
WIS International  
Wolverine Worldwide, Inc.  
Woolrich, Inc.  
Zymmetry, Inc.

SEE WEB SITE FOR COMPLETE LIST





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# RFID IN FASHION

In Partnership With the American Apparel & Footwear Association  
**Sponsorship and Exhibit Opportunities**

Aug. 13-14, 2008 ▶ Fashion Institute of Technology, New York City

[www.rfidjournalevents.com/fashion](http://www.rfidjournalevents.com/fashion)

EXHIBIT PACKAGE

## EXHIBIT PACKAGE

**\$3,200**

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

### Marketing Benefits

- ▶ Company name on RFID In Fashion Web site
- ▶ Company name in all attendee marketing materials
- ▶ Use of the RFID In Fashion logo for ads and promotional materials relating to exhibitor's participation in and support of the event
- ▶ 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 RFID In Fashion Web site for a minimum of two months post-conference

### Conference Passes & Invitations

- ▶ Two internal complimentary registrations

## Private Meeting Room (3 Opportunities)

**\$2,000**

You may use this room, located just off the Exhibit Hall, to supplement your display or for private executive and client meetings.

EXHIBIT PACKAGE

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[amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com)

▶ **Matthew Singer** 212-584-9400 ext. 6  
[msinger@rfidjournal.com](mailto:msinger@rfidjournal.com)

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, logo and profile displayed and linked on RFID in Fashion Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of the RFID In Fashion logo for ads and promotional materials relating to sponsor's participation in and support of the event
- ▶ 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 conference
- ▶ Company logo and profile prominently displayed and linked on the conference Web site for a minimum of two months post-conference

### **Conference Passes & Invitations**

- ▶ Two internal complimentary registrations and one complimentary client registration
- ▶ Opportunity to invite 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 8 x 10-foot exhibit display area.

PLATINUM SPONSOR

PLATINUM SPONSOR

## **PLATINUM SPONSOR** (2 Opportunities)

**\$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 conference and exhibition.

### **Content Opportunity**

- ▶ 40-minute general session presentation

### **Marketing Benefits**

- ▶ Company name, logo and profile displayed and linked on RFID in Fashion Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of the RFID In Fashion logo for ads and promotional materials relating to sponsor's participation in and support of the event
- ▶ One four-color, full-page advertisement in the program guide
- ▶ Prominent company logo placement 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 conference
- ▶ Company logo and profile prominently displayed and linked on the conference Web site for a minimum of two months post-conference

### **Conference Passes & Invitations**

- ▶ Four internal complimentary registrations and two complimentary client registrations
- ▶ Opportunity to invite 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 8 x 10-foot exhibit display area.

CORNERSTONE SPONSOR

CORNERSTONE SPONSOR

## **CORNERSTONE SPONSOR (Exclusive)**

**\$23,000**

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at the RFID In Fashion conference and exhibition. 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 In Fashion 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 program

### **Hosting Opportunity**

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

### **Marketing Benefits**

- ▶ Company name, logo and profile displayed (special position status) and linked on RFID in Fashion Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of the RFID In Fashion logo for ads and promotional materials relating to sponsor's participation in and support of the event
- ▶ One four-color, full-page advertisement with premium placement in the program guide
- ▶ Press release announcing event 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 conference session room
- ▶ Company name, logo and profile displayed (special position status) and linked on the sponsor page of the RFID in Fashion Web site for a minimum of two months post-conference

### **Conference Passes & Invitations**

- ▶ Six internal complimentary registrations and four complimentary client registrations
- ▶ Opportunity to invite 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 8 x 10-foot exhibit display area.

**MEDIA ADVERTISING OPPORTUNITIES**

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

All attendees receive an Event Program Guide—the essential information source for RFID In Fashion. 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 In Fashion conference bag carried by all the attendees. A sure-fire way to gain widespread recognition during the event and afterwards.

**ADDITIONAL MARKETING & BRANDING OPPORTUNITIES**

**RFID in Fashion Luncheon Sponsor** (Exclusive) **\$4,500**

- Sponsor the Conference's luncheon for extra on-site exposure. You will receive:
- ▶ Prominent signage with logo exposure adjacent to luncheon 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)
  - ▶ 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
- ▶ 1-Meter board at the registration area denoting sponsor
- ▶ One full-page four-color ad in event conference manual
- ▶ Opportunity to insert one-page marketing piece in the tote bag

**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 RFID In Fashion 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**

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.

**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.

**One-meter Board**

**\$1,000**

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

**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.