RFID in Health Care

Produced by RFID Journal • Co-Located Health Care Supply Chain Management Summit

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS

Co-Located With the Health Care Supply Chain Management Summit

Hospitals across North America are achieving real benefits—improved patient outcomes and/or a financial return on investment—from using RFID to monitor patients and assets, collect information automatically and reduce medical errors. This one-day seminar, co-located with The Health Care Supply Chain Summit, is designed to attract senior executives from hospitals, clinics and other health-care providers.

Benefits of being a sponsor and exhibitor at RFID Journal's RFID in Health Care 2009:

- **Gain** access to a targeted group of health-care executives interested in deploying RFID systems
- **Achieve** unrivaled mindshare by associating your company with the leading provider of information about RFID in the health-care sector
- **Speed up** the purchasing cycle by reaching attendees who are being educated about the benefits RFID can deliver in health care

www.rfidjournalevents.com/healthcare

RFID JOURNAL

THE WORLD'S RFID AUTHORITY

For exhibit, sponsorship and customized programs, 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

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

RFID in Health Care

Produced by RFID Journal • Co-Located Health Care Supply Chain Management Summit

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS

www.rfidjournalevents.com/healthcare

2007 ATTENDEES

Companies and Titles from Last Year's RFID in Health Care Event:

COMPANY	TITLE
Aethon	Director, Business Development AT
AHRMM AHA	Executive Director
Alfred Mann Foundation	Senior Electrical Engineer
Beacon Industries, Inc.	President
Capital Health	Director, Operations and PMO
Centre Hospitalier Universitaire de Québec	Change Management Specialist
Cliniguard Technology Corp	CEO
CombineMed	VP, Sales
Crothall CES	Senior Regional Manager
Dana Farber Cancer Institute	VP, Operations
Department of Veterans Affairs	Chief Information Officer, VISN 19
DEROME biomedical	President
Downey Regional Medical Center	President & CEO
Edward Hospital	Project Manager
Geisinger Health System	Senior Director, Purchasing & Contracting
HCA	VP, Research & Technology
Healthcare Resource Management, Inc.	President
Hoag Hospital ED	Clinical Systems Coordinator
Horizon CSA LLC	Executive VP
Hospital Corporation of America	Director, Supply Chain Solutions
IBSS, Inc.	Director, Healthcare Development
Integris Health	VP, Special Projects & Consulting Svcs
Kettering Health Network	Network VP
Medical Center Hospital	Director, Materials Mgmt
Memorial Health Care System	Director, Cardiac Cath Labs
Mems ID	Managing Director
NewPage Corp	Innovations Manager
Nihon Hospital Service, Inc.	President & CEO
Northwestern Memorial Hospital	Director, Materials Management Distribution
OmniDataCorp	President
Owens & Minor	Managing Director
PAR Excellence Systems, Inc.	President
PeaceHealth	IT Manager
Philips Medical Systems	Director, Product Development
Pomona Valley Hosp Med Center	CIO
Providence Health System	Regional Director, Invasive Heart & Vascular Svcs
PULSA, Inc.	President
SAIT Polytechnic	Dean of School of Health & Public Safety
Seton Family of Hospitals	VP, Supply Chain Management & Contracting
Sister of Mercy Health Systems	President
Smith & Nephew	Development Manager
South West Healthcare	IT Svcs Manager
St. Alexius Medical Center	VP, Materials Management
Tom Baker Cancer Centre	Senior Analyst
UBC Centre for Disease Control	Project Manager
U.S. Food and Drug Administration	Senior Advisor, Patient Safety
VA Pittsburgh Healthcare Sys	Inventory Management Specialist
Vancouver Island Health Authority	Corp. Director
Wayne Memorial Hospital	VP, Operations
Zimmer, Inc.	Director

2007 ATTENDEES

For exhibit, sponsorship and customized programs, please contact:

Alan McIntosh 212-584-9400 ext. 4
amcintosh@rfidjournal.com

Matthew Singer 212-584-9400 ext. 6
msinger@rfidjournal.com

RFID in Health Care

Produced by RFID Journal • Co-Located Health Care Supply Chain Management Summit

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS

www.rfidjournalevents.com/healthcare

CORNERSTONE SPONSOR

CORNERSTONE SPONSOR (Exclusive) $18,000

The Cornerstone Sponsor of the RFID in Health Care seminar represents an incredible opportunity for your company to reach senior executives and decision makers from the health-care sector. All on-site signage and pre-event marketing materials will reflect the marquee position of the Cornerstone Sponsor.

Content Opportunity

- Opportunity to do one 40-minute presentation during the seminar, positioning your company as a thought leader in the use of RFID in the health-care sector

Marketing Benefits

- Company logo (special position status), 100-word description and hyperlink displayed on event Web site
- Company logo (special position status) in all attendee marketing materials
- 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 breaks/transitions in sessions throughout the Summit
- Dedicated banner with company logo in the seminar session room
- Company logo and description prominently displayed and linked on the conference sponsor page of the Summit Web site for a minimum of 2 months post-conference

Conference Passes & Invitations

- Four internal complimentary registrations and two complimentary client conference registrations
- Opportunity to invite up to 10 additional clients or prospects to attend the event at a 15% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-served basis. RFID Journal will manage mailing the invitations to your contacts, as well as the registration process for your invitees.)

Exhibit Space

- Tabletop or pop-up display area

CORNERSTONE SPONSOR

For exhibit, sponsorship and customized programs, please contact:

Alan McIntosh 212-584-9400 ext. 4
amcintosh@rfidjournal.com

Matthew Singer 212-584-9400 ext. 6
msinger@rfidjournal.com

RFID in Health Care

Produced by RFID Journal • Co-Located Health Care Supply Chain Management Summit

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS

www.rfidjournalevents.com/healthcare

SILVER SPONSOR

SILVER SPONSOR — $7,500

Content Opportunity

- Participation in a moderated vendor panel session.

Marketing Benefits

- Company name displayed, 50-word description and hyperlink on event Web site
- Company logo in all attendee marketing materials
- 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 breaks/transitions in sessions throughout the Symposium
- Company logo and description prominently displayed and linked on the conference sponsor page of the Summit Web site for a minimum of 2 months post-conference

Conference Passes & Invitations

- Two internal complimentary registrations and one complimentary client conference registrations
- Opportunity to invite up to 5 additional clients or prospects to attend the event at a 15%discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-served basis. RFID Journal will manage mailing the invitations to your contacts, as well as the registration process for your invitees.)

Exhibit Space

- Tabletop or pop-up display area

EXHIBIT PACKAGE

EXHIBIT PACKAGE — $3,200

- Tabletop or pop-up display space in the seminar room
- Company name, 30-word description and hyperlink on the event Web site
- Two complimentary conference passes for customers, prospects or company employees
- Company name, 30-word description and hyperlink on the event Web site for a minimum of 2 months post-event

For exhibit, sponsorship and customized programs, please contact:

Alan McIntosh 212-584-9400 ext. 4
amcintosh@rfidjournal.com

Matthew Singer 212-584-9400 ext. 6
msinger@rfidjournal.com

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

Luncheon Sponsor (Exclusive) $4,000

Sponsor the Summit'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

Morning Refreshment Break Sponsor (Exclusive) $2,500

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

- Signage with logo exposure in refreshment break serving area
- Acknowledgement of sponsorship in program guide
- Opportunity to distribute branded cup or mug (provided by sponsor)

Afternoon Refreshment Break Sponsor (Exclusive) $2,500

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

- Signage with logo exposure in refreshment break serving area
- Acknowledgement of sponsorship in program guide
- Opportunity to distribute branded cup or mug (provided by sponsor)

Notepad Sponsor (Exclusive) $1,500

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

Pen Sponsor (Exclusive) $1,500

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

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES