

EXHIBITOR SERVICE MANUAL

April 3 - 5, 2012
Walt Disney World
Swan and Dolphin Resort
Orlando, FL

Dear RFID Journal LIVE! Exhibitor,

We are excited to have you participating in our upcoming event: April 3 – April 5 at the Walt Disney World Swan and Dolphin Resort, Orlando, FL. On behalf of our events team, I am pleased to send you the **RFID Journal LIVE! 2012 Exhibitor Services Manual**. Please use this as a reference tool to understand the opportunities that you have as an exhibitor.

This manual will be posted online. We recommend that you check this online version for periodic updates and changes at <http://www.rfidjournalevents.com/live/esm.php>.

WHERE DO I BEGIN?

- **Go over the *Planning Checklist***— We have put together a convenient check list, located in the *General Information Section*, which will aid you in preparing for the event.
- **Review the *Action Items/Timeline page***— Meeting deadlines in a timely manner will help you save money, maximize your participation, and give you the most exposure prior to the event.
- **Read the *Rules & Regulations*** — Please carefully review all regulations for both the event and booth construction.
- **Reserve your hotel rooms now— Group Discounts end March 9, 2012** The Walt Disney World Swan and Dolphin Resort is accepting room reservations on a first-come – first-served basis. We have negotiated a discounted rate with the hotel, but space is limited. Please turn to the Registration & Travel Section for more information.

Two easy ways to book your room*:

Online: <https://www.swandolphingroupres.com/index.cfm>

By Phone: You may book your reservation by calling the Swan and Dolphin toll-free at (888) 828-8850. International guests may call +1 (407) 934-4000.

*If you wish to book a block of 10 rooms or more, please contact Jennifer Edwards, Group Housing Coordinator, at the Walt Disney World Swan and Dolphin Resort. She can be reached via email at: jedwards@swandolphin.com or by phone at (407) 934-4566.

- **Program guide submission** – Each exhibitor receives one FREE company listing in the Official Event Program Guide. Instructions on how to submit your company description are located in the *Exhibitor Marketing & Tools Section*. Don't miss this opportunity– submit your information today! The deadline is **February 24, 2012**.
- **Shepard Online Ordering**— We have chosen Shepard Exposition Services to serve as the Official General Services Contractor. To assist you in planning, necessary show services order forms are located in this manual; or you can order online any time after January 9th by following the instructions found in the "Online Ordering" Form. If you have a question regarding online ordering, please call Shepard's Exhibitor Services Center at (407)888-9669.

Bring copies of all your service orders and proof of payment with you to the event (or give it to the person who will be managing your booth on-site) for reference.

If you have any questions about this Exhibitor Service Manual, please contact me at cjohnson@rfidjournal.com or at 508-778-1974. We are excited about the upcoming event and are dedicated to making it successful for everyone!

Best regards,
Cheryl M. Johnson
Director, Events Management
cjohnson@rfidjournal.com
Tel: 508-778-1974

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Floral Order Form
Lead Retrieval Information & Order Form

GENERAL SHOW INFORMATION

Location:

Walt Disney World Swan and Dolphin Resort
Pacific and Atlantic Exhibit Halls
1500 Epcot Resorts Blvd.
Lake Buena Vista, FL 32830
Tel 800-524-4939
Fax 407-934-4880

Exhibit Hall Hours:

Move-In & Setup Pacific & Atlantic Exhibit Halls

Monday, April 2	10:00 am – 7:00 pm *overtime charges apply after 5pm
Tuesday, April 3	8:00 am – 4:00 pm

All Exhibits must be set-up by 4:00 p.m. on Tuesday, April 3

Exhibit Halls Open

Tuesday, April 3	6:30 pm to 8:30 pm	Opening Reception in the Exhibit Hall
Wednesday, April 4	10:45 am to 5:15 pm	Lunch Served in the Exhibit Hall
Thursday, April 5	10:30 am to 3:30 pm	Lunch Served in the Exhibit Hall

Tear Down & Move Out

Thursday, April 5	3:30 pm – 8:30pm	Note: All carriers (trucking companies) must check in no later than 6:00 p.m. on Thursday, April 5, 2012 for freight pickup.
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Shipping:

Advanced Warehouse: March 2 – 23, 2012
Direct to show site: April 2, 2012 at 10:00 am

Exhibit Booths Include:

- Booth ID sign listing company name and booth number
- 8' high back drape (black)
- 3' high side rails (black)

****Please Note: The exhibit hall is carpeted.****

Exhibit Area:

Walt Disney World Swan and Dolphin Resort, Pacific and Atlantic Exhibit Halls
Current Floor Plan can be downloaded at: <http://www.rfidjournalevents.com/live/floorplan.php>

ACTION ITEMS/TIMELINE

Deadline	Action Item
On Signing of Contract	<ul style="list-style-type: none"> • Final booth & sponsorship payment due January 31, 2012 • Corporate logo due (when applicable) for use on event web site and/or in printed materials and signage, send to Kathy Roach kroach@rfidjournal.com • Confirm company URL for link on event web site send to Kathy Roach kroach@rfidjournal.com tel: 212-584-9400 x3
March 9	Make hotel reservations online at: https://www.swandolphingroupres.com/index.cfm
ASAP	Order Customized HTML Email Templates: This is included in your participation and is complimentary for exhibitors. Send an email to Kathy Roach kroach@rfidjournal.com tel: 212-584-9400 x3
February 24	<p>Event Program Guide materials due:</p> <ul style="list-style-type: none"> (a) Corporate logo and profile (b) Breakout session abstract (if applicable) (c) Breakout session speaker bio and photo (if applicable) (d) Vendor Panel participant bio and photo (if applicable) <p>Send item (a) to Kathy Roach kroach@rfidjournal.com tel: 212-584-9400 x3 and items (b), (c) and (d) to Deb Hughes dhughes@rfidjournal.com tel: 561.504.2627</p>
February 24	Reserve Ad Space in the onsite Event Program Guide. Contact your sales representative for details and information: Alan McIntosh amcintosh@rfidjournal.com tel: 212-584-9400 x4 or Matthew Singer msinger@rfidjournal.com tel: 212-584-9400 x6
March 9	4-Color, Full-Page Ad Materials for Event Guide due Send to Kathy Roach kroach@rfidjournal.com tel: 212-584-9400 x3
March 14	Deadline for advance order on Custom Exhibits & Signage
March 14	Deadline for advance order on all other General Services contractor/decorator services (furniture and accessories)
March 23	Register your staff and VIP's. After this date, all registrations must be submitted on site at the registration desk.
March 23	Confirm your shipments and their contents and bring all copies of all paperwork to show site.
March 2 to 23	Late to warehouse charges will apply to shipments received after March 23.
March 30	Schedule a Press Conference
April 4 - 5	RFID Journal LIVE! 2012 – Space Selection for the 2013 RFID Journal LIVE! Exhibition in the on-site Sales Suite.

PLANNING CHECKLIST

- Submit Company Profile for Event Guide to: Kathy Roach
kroach@rfidjournal.com 212-584-9400 x3 February 24, 2012
- Submit Speaker Bios (if applicable) for Event Guide to:
Deb Hughes dhughes@rfidjournal.com 561.504.2627 February 24, 2012
- Logos & Profiles Submitted for Event Guide/Signage to:
Kathy Roach kroach@rfidjournal.com February 24, 2012
- 4-Color, Full-Page Ads for Event Guide to: March 9, 2012
Kathy Roach kroach@rfidjournal.com 212-584-9400 x3
- Exhibitor Appointed Non-Official Contractor Form to: March 2, 2012
Cheryl Johnson cjohnson@rfidjournal.com 508-778-1974

Order Services Before The Deadlines Listed Below For Advanced Discount Pricing (Where Applicable)

- Lead Retrieval March 23, 2012
- Hotel Reservation Discount March 9, 2012
- Custom Exhibits Rental March 14, 2012
- Special Signage March 14, 2012
- Furniture Requests – Tables, Chairs, etc. March 14, 2012
- Internet & Telephone Services March 5, 2012
- Third-Party Payment Authorization March 14, 2012
- Booth Labor March 14, 2012
- Booth Cleaning & Porter Service March 5, 2012
- Audio Visual / Computer Rentals March 19, 2012
- Electrical Services Orders March 5, 2012
- Advance Shipment Discount Material Handling Pricing March 2 – March 23, 2012
- Exhibitor Registration March 23, 2012
- Direct Shipments to Arrive at Walt Disney World Swan and Dolphin
Resort April 2, 2012 10:00 am
***all booths must be set
by 4pm on Tuesday,
April 3**

RFID JOURNAL LIVE! STAFF CONTACT LIST

OPERATIONS/LOGISTICS TEAM CONTACTS:

Kim Ray, Vice President of Events
Tel 860.461.7168
Email kray@rfidjournal.com
Fax 617.663.6223

****Contact Kim re:** General Event Questions

Cheryl Johnson, Director, Events Management
Tel 508.778.1974
Email cjohnson@rfidjournal.com

****Contact Cheryl re:** Operations and Logistics, Move-In and Move-Out, Booth Set, & Shipping Info.

Ross Holicker, Exhibit Floor Manager
Tel 781.455.1188
Email ross.holicker@roieventmanagement.com
Fax 781.444.3429

****Contact Ross re:** Show Floor Issues, Move-In and Move-Out, Display Guidelines

Kathy Roach, Marketing Coordinator
Tel 212.584.9400 ext. 3
Email kroach@rfidjournal.com
Fax 212.584.9359

****Contact Kathy re:** Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads

Deb Hughes, Editorial Director of Events
561.504.2627
Email dhughes@rfidjournal.com

****Contact Deb re:** Conference Program Content, Speaker Questions/Issues (speaker bios, a/v questions)

SALES TEAM CONTACTS:

Alan McIntosh, Director of Sales
Tel 212.584.9400 ext. 4
Email amcintosh@rfidjournal.com
Fax 212.584-9359

****Contact Alan re:** Exhibit Sales, Sponsorship Opportunities, Advertising in the Program & Exhibits Guide, Custom Programs and General Sales Related Questions

Matthew Singer, Director of Sales
Tel 212.584.9400 ext. 6
Email msinger@rfidjournal.com
Fax 212.584-9359

****Contact Matthew re:** Exhibit Sales, Sponsorship Opportunities, Advertising in the Program & Exhibits Guide, Custom Programs and General Sales Related Questions

PUBLIC RELATIONS TEAM CONTACT:

Bob Basmadjian, Public Relations Manager
Spectrum Marketing & Communications
Tel 908.823.9400
Email spectrum_marketing@earthlink.net

**** Contact Bob re:** PR Opportunities, Obtaining the pre-registered Press List & Scheduling Press Conferences/Announcements

RFID JOURNAL LIVE! SERVICE CONTRACTORS CONTACT LIST**Audio Visual & Computer Rental Services**

Audio Visual One
9695 Delegates Drive
Suite 501
Orlando, FL 32837
Tel: 407.859.8800
Fax: 407.888.1997
Email: adunlap@audiovisualone.com

Catering *

Walt Disney World Swan and Dolphin Resort
1500 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830
Tel: 407.934.1637
Fax: 407.934.1716
Email: jdiaz@swandolphin.com *Janise Diaz*

Floral

Sunfloral
P.O. Box 2778
Apopka, FL 32704

Tel: 954.288.9091
Fax: 954.337.3369
Email: info@sunfloral.com

**Official General Services Contractor
(Labor, Furnishings, Signs, Shipping,
Material Handling*, etc.)**

Shepard Exposition Services
603 West Landstreet Road
Orlando, FL 32824

Phone: 407.888.9669
Fax: 407.888.2301

Email: Orlando@shepardes.com

11th Hour Business Center

Walt Disney World Swan and Dolphin Resort
1500 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830
Tel: 407.934.4259
Fax: 407.934.4884
Email: dolphinbiz@live.com

Internet Orders - XpoNet *

1500 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830
Tel: 407-934-5108
Fax: 407-934-4273 Email: Dolphin@xponet.net

Booth Cleaning *

GES
7050 Lindell Road
Las Vegas, NV 89118

Tel: 407.934-4229
Fax: 866.329.1437
Email: csrOrlando@ges.com

Electrical Services *

GES
7050 Lindell Road
Las Vegas, NV 89118

Phone: 407.934-4229
Fax: 866.329.1437
Email: csrOrlando@ges.com

Lead Retrieval

Custom Registration, Inc.
2020 E. Randol Mill Rd., Suite 307
Arlington, TX 76011

Tel: (817) 277-7187
Fax: (817) 277-7616
www.customreg.com/leads CODE: RJLIVE12

Rigging Services *

PSAV
1500 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830
Tel: 407.939.5786
Fax: 407.939.5799

Email: jasonrodriguez@psav.com

Telephone Services *

Swan & Dolphin
1500 Epcot Resorts Boulevard
Lake Buena Vista, FL 32830
Tel: 407.934.4105
Fax: 407-934-4562
Email: telephone@swandolphin.com

*** Exclusive Service**

FREQUENTLY ASKED QUESTIONS

Do I need insurance for my exhibit space?

Exhibitors must obtain adequate insurance at their own expense. RFID Journal and the Walt Disney World Swan and Dolphin Resort require coverage of at least \$1 million of comprehensive general liability insurance as well as adequate levels of Property Insurance, Workers Compensation, and Automobile Liability Insurance.

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at **their own expense**. The Walt Disney World Swan and Dolphin Resort, RFID Journal, and Shepard Exposition Services will **not** be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

What hidden 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, union labor and booth cleaning. Please take a minute to review the shipping and order forms provided in your exhibitor service kit. **Ordering by the Advance Discount Deadline Dates will save your company money.**

Do I need to carpet my booth?

NO. The exhibit hall **IS** carpeted.

What is the difference between shipping to the Advance Warehouse vs. shipping directly to show site?

To ensure that exhibitor move-in is efficient and timely, Shepard Exposition Services provides exhibitors the opportunity to ship items for their exhibit spaces to an advance warehouse. Items shipped to the advance warehouse are delivered to the event site a day earlier than freight that is accepted on-site. This generally will insure that your booth items are placed as early as possible in your booth location for set-up. **NO SHIPMENTS WILL BE ACCEPTED AT THE WALT DISNEY WORLD SWAN AND DOLPHIN RESORT PRIOR TO APRIL 2, 2012 AT 10:00AM.**

Do I need to send in the Exhibitor Appointed Non-Official Contractor Authorization form?

If you will be using a third-party contractor to install your exhibit space, you will need to fill out and fax back the Exhibitor Non-Official Contractor form to Show Management cjohnson@rfidjournal.com and Shepard Exposition Services at: 407.888.2301 by **March 2, 2012**. Your contractor will also need to provide a **copy of their insurance** along with this form.

How many badges do I receive with my exhibit space?

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

Can I hang a sign over my booth?

Yes, if your booth size is a minimum of 20' x 20'. No hanging signs are allowed for booths smaller than 20' by 20'.

Where can I find my booth location?

Exhibitor booth locations can be found via a downloadable floor plan at:

[RFID Journal LIVE! 2012 | Floor Plan](#)

SECURITY TIPS

Event Management will provide 24-hour perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit floor is closed or your booth is unattended, remove valuable items or secure them in a safe place. There will be a security cage available near the Exhibitor Services Desk at the rear of the Exhibit Hall to lock up valuables.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibits floor is closed.
- ✓ **Do not leave your leads in the booth unattended.**
- ✓ When the exhibits floor closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.

MISCELLANEOUS

Appropriate Attire

Business casual attire is recommended for all sessions and functions at RFID Journal LIVE!

Business Center

11th Hour Business Center

Walt Disney World Swan and Dolphin Resort

1500 Epcot Resorts Boulevard

Lake Buena Vista, FL 32830

Tel: 407.934.4259

Fax: 407.934.4884

Email: dolphinbiz@live.com

Orlando Weather

April temperatures range from the high 70s during the day to the low 60s at night.



RFID Journal LIVE! 2012

Exhibitor Marketing Tools and Services

For more information, please contact:

Kathy Roach
Marketing Coordinator
212-584-9400 x3
kroach@rfidjournal.com

Alan McIntosh
Director of Sales
212-584-9400 x4
amcintosh@rfidjournal.com

Matthew Singer
Director of Sales
212-584-9400 x6
msinger@rfidjournal.com

Key Deadline Dates:	
2012 Awards Entry	Jan. 31, 2012
Request Custom Materials & Submit Product Announcements	Mar. 2, 2012
Request Program Guide Ad	Feb. 24, 2012
Program Guide Ad Artwork Due	Mar. 9, 2012
Schedule On-Site Press Conference	Mar. 30, 2012



It's time to start promoting your participation in RFID Journal LIVE! 2012.

RFID Journal's 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. Don't wait until the last minute to let your staff, customers and prospects know about your organization's involvement at the event. To ensure maximum exposure, be sure to take advantage of all the traffic-driving opportunities listed below.

Deadline	Easy and Effective Ways to Maximize Your Event Exposure
Entries Must Be Received by Mar. 31, 2012	Enter the Coolest RFID Demo Contest, Open to All Exhibitors Each participating company will receive a floor sticker indicating that its booth features a cool demonstration, as well as listings with that firm's booth number on the program guide's Coolest RFID Demo page, on a 1-meter board outside the general session hall, on the LIVE! 2012 Web site and in an e-mail to RFID Journal's readers. What's more, the winner will receive coverage in <i>RFID Journal</i> magazine. <i>RFID Journal's</i> editors will pick the winner based on input from attendee voting. Contact Alan McIntosh (amcintosh@rfidjournal.com) or Matthew Singer (msinger@rfidjournal.com) for details.
Must Sign Up by Jan. 31, 2012	Participate in the Supply Chain Demo Take part in a live demonstration on the exhibit floor, showcasing how RFID works throughout the supply chain. Contact Alan McIntosh (amcintosh@rfidjournal.com) or Matthew Singer (msinger@rfidjournal.com) for participation opportunities.
Launch Date Ongoing	Connect With Attendees in Our Online Community—FREE TO JOIN Meet attendees, schedule meetings and plan out your days with RFID Connect, our re-designed online event community. For promotion opportunities, such as the newly added product showcase, contact Alan McIntosh (amcintosh@rfidjournal.com) or Matthew Singer (msinger@rfidjournal.com) for details.
Requests Must Be Received by Mar. 2, 2012	Customized HTML E-mail Invitations—FREE SERVICE Ensure your top prospects and best customers attend the event by sending a customized HTML e-mail invitation with a special registration discount to your audience. We'll take care of the creative and coding. Please send your e-mail requests to Kathy Roach (kroach@rfidjournal.com). See samples on page 14.
Requests Must Be Received by Mar. 2, 2012	Customized Electronic Event Brochure Target your message to your audience by sending an electronic brochure including your company's logo and a special registration discount. Contact Alan McIntosh (amcintosh@rfidjournal.com) or Matthew Singer (msinger@rfidjournal.com) for details. See samples on page 15.
Requests Must Be Received by Mar. 2, 2012	New Product and News Announcements—FREE SERVICE Gain additional exposure by having your new product information or other news announcements included in an e-mail sent out prior to the event. Please send your announcements to Kathy Roach (kroach@rfidjournal.com).
ASAP Through Mar. 30, 2012	Schedule an Onsite Press Conference Attract the attention of the press and gain increased visibility at the event by conducting an onsite press conference. It's an efficient way to deliver your message quickly to a large number of attending editors and journalists. Contact Bob Basmadjian at Spectrum Marketing & Communications: (908) 823-9400 or spectrum_marketing@earthlink.net .
Requests Must Be Received by Feb. 24, 2012	Program Guide Ad Get your message in front of LIVE! attendees by placing an ad in the official event program guide, which will be distributed to all attendees at registration. Contact Alan McIntosh (amcintosh@rfidjournal.com) or Matthew Singer (msinger@rfidjournal.com) for details.
Launch Date Ongoing	Web Banners and Text Ads—FREE SERVICE Post the RFID Journal LIVE! 2012 event logo, URL, banner ad, text ad and/or calendar listing on your company's Web site, as well as in your newsletters. Browse and select creative to suit your needs at www.rfidjournaevents.com/media/ . For additional sizes, please contact Kathy Roach (kroach@rfidjournal.com). See samples on next page.
Requests Must Be Received by Mar. 2, 2012	Customized Videos Create customized content that can be used after the event to showcase your brand, product and participation in the event. Contact Alan McIntosh (amcintosh@rfidjournal.com) or Matthew Singer (msinger@rfidjournal.com) for details.



Help us make this the best LIVE! yet, and get valuable marketing benefits during and after the show!

Build awareness about your participation in the event by posting the RFID Journal LIVE! 2012 logo, URL, banner ad, text ad and/or calendar listing on a prominent page of your company's Web site, as well as in your newsletters, as soon as possible.

Sample Web Banners:



Downloading images or text ads is easy—simply follow these three steps:

1. On your Internet browser, proceed to www.rfidjournalevents.com/media.php.
2. Find the RFID Journal LIVE! 2012 event listing.
3. Select the banner or text advertisement to suit your specifications, and link it directly to the LIVE! 2012 Web site, www.rfidjournalevents.com/live/.

Don't see what you need? To request custom sizes, please contact Kathy Roach at 212-584-9400x3 kroach@rfidjournal.com.



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

As a growing number of products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging clients 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 registration discount, with these easy and proven methods of attracting more potential buyers to your booth.

E-mail Invitations

Deadline: Mar. 2, 2012

Request a customized HTML e-mail that includes your special registration discount offer and a link to a PDF of our latest event brochure. Send out the e-mail on your own, or have *RFID Journal's* marketing team e-mail the invitations on your behalf. There's no need to worry about having an e-mail designed or coded—we'll take care of everything.

For more information, please contact Kathy Roach at 212-584-9400x3 kroach@rfidjournal.com.

Sample E-mail Invitation:

RFID JOURNAL LIVE! APR 3-5 2012 WALT DISNEY WORLD SWAN AND DOLPHIN RESORT, ORLANDO, FLA. **TENTH ANNUAL CONFERENCE AND EXHIBITION** TRACK AND MANAGE EVERYTHING

Receive Info Attendees Pricing Hotel/Travel Exhibitors Press Contact Register Now

FIND THE RIGHT RFID SOLUTIONS AT THE WORLD'S LARGEST RFID EVENT

Help us celebrate our 10th anniversary this year! We will be offering weekly special giveaways and event updates via [Twitter](#), [Facebook](#), [LinkedIn](#) and [RFID Connect](#).

LEARN HOW TO DEPLOY RFID SUCCESSFULLY

Discover how to successfully deploy radio frequency identification technologies, and hear how industry leaders are benefiting from RFID today, at RFID Journal LIVE! 2012. Our 10th anniversary event will feature more than 200 RFID technology companies demonstrating real business solutions, and more than 50 real-world end-user case studies from industry leaders.

KEYNOTE SESSION Marianne Flynn CISCO	RETAIL/APPAREL Bill Connell macy's	DEFENSE/AEROSPACE Dr. Ravi Margasahayam NASA
ENHANCING VISIBILITY AND TRACEABILITY Craig Casto Dow Living. Improved daily.	MANUFACTURING/OPERATIONAL EFFICIENCY Shay O'Neal JOHN DEERE	HEALTH CARE/PHARMACEUTICAL Sandra Elliott MERIDIAN HEALTH

BE PART OF THE ONE INDUSTRY EVENT THAT HAS IT ALL

BY ATTENDING NEXT YEAR'S EVENT, YOU WILL BENEFIT FROM:

>> More than 100 educational seminars

RFID JOURNAL THE WORLD'S RFID AUTHORITY
VIP Discount
 Save 15% off RFID Journal LIVE! 2012
 —Use promo code
 XXXX
REGISTER NOW

Cornerstone & Registration Sponsor:
MOTOROLA

Platinum Sponsors:
NXP

REVERE SECURITY
 ROI Application Sponsor:

Your company name and logo here

Customized Event Brochure

Deadline: Mar. 2, 2012

Have an electronic event brochure customized with your company’s message and a special registration discount. No need to worry about design or copy writing—we’ll take care of everything. Please contact your sales representative for details.

Sample Customized Event Brochure:



RFID Journal LIVE! 2012 Announcements

Deadline: Mar. 2, 2012

Get the word out about your new products and other initiatives related to the event. Key benefits:

- Exhibitor announcements will be posted on the RFID Journal LIVE! 2012 Web site.
- A special e-mail listing event announcements will be sent to our entire database of more than 75,000 readers, and to pre-registered RFID Journal LIVE! 2012 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 announcement to kroach@rfidjournal.com.

Lead Generation and PR Assistance

Deadline: ASAP through Mar. 30, 2012

RFID Journal is committed to helping our sponsors and exhibitors get the most out of RFID Journal LIVE!, our annual conference and exhibition. We have selected Spectrum Marketing & Communications, a leading communications company in the auto-ID field, as our Preferred Marketing Partner for the event.

Under our exclusive agreement, Spectrum is offering special discounts on the following lead generation and public relations services to all LIVE! exhibitors and sponsors:

➤ **Content Audit and Strategic Planning**

Spectrum will conduct an objective review and critical analysis of your company's Web site, public relations and sales collateral materials. Upon completion of this audit, specific recommendations will be submitted, for improving the effectiveness of your marketing communication materials and activities.

➤ **White Papers**

Spectrum can provide turnkey or *a la carte* services for researching, writing and/or pitching white papers. After the event, feel free to submit your white papers for publication in *RFID Journal's* online white paper library, freely accessible to our readers.

➤ **Case Histories**

Spectrum can provide complete end-to-end project management including arranging customer interviews, preparing article drafts, staging photography, and securing placement of your case history in both print and electronic media.

➤ **Research Studies**

Spectrum can create a wide variety of custom reports based on surveys and interviews of your key clients, channel partners and prospects. Research topics may include purchase motivations; pain points and implementation challenges; product, service, support and communications preferences; and more.

➤ **Sales Collateral**

Spectrum can help you with concept development, copywriting, layout & design, and production of catalogs, brochures, product sheets, videos and podcasts—each customized to support your individual MARCOM objectives.

➤ **Press Releases**

In preparation for the event, Spectrum will write and help place news announcements related to new products, personnel changes, new contracts, new technologies and patents, awards and honors, public appearances, speaking engagements, and other news.

➤ **Press and Analyst Briefings**

Spectrum will help with strategic planning, contact, scheduling, project coordination, onsite representation (optional) and follow-up activities reporting.

For assistance with all of your RFID Journal LIVE! 2012 lead-generation and public relations needs, contact Bob Basmadjian at Spectrum Marketing & Communications: (908) 823-9400 or spectrum_marketing@earthlink.net.

Official Event Program Guide

A brief company description and logo for all sponsors and exhibitors will be included in the RFID Journal LIVE! 2012 onsite program guide. To be included, you must send all materials (a 30-word description and a logo in .EPS format) to Kathy Roach (kroach@rfidjournal.com) no later than **Feb. 24, 2012**.

The program guide is a great opportunity to get your advertising message in front of thousands of RFID decision makers. Please note: There are limited advertising opportunities, and they sell out fast. For more information regarding program guide advertising opportunities, please contact your sales representative soon. **Requests must be received by Feb. 24, 2012. Artwork is due no later than Mar. 9, 2012.**

Customized Videos

RFID Journal creates LIVE! demonstration and content videos. See examples of how *RFID Journal* works with companies at RFID Journal LIVE! to create customized content that can be used after the event to showcase their brand, product and participation at the event, on this page:

www.rfidjournal.com/live/esm.php.

For more information please contact Alan McIntosh 212-584-9400 x4 or Matthew Singer 212-584-9400 x6.

Requests must be received by Mar. 4, 2012.

RFID Connect

RFID Journal is pleased to announce the re-launch of RFID Connect, our unique online community consisting of attendees, speakers, members of the press, VCs and exhibitors attending RFID Journal LIVE! 2012. RFID Connect allows event registrants to interact with people, schedule meetings, review exhibitor listings and check out conference sessions. It's just another way that *RFID Journal* works to create the best event experience possible!

Exhibitors—RFID Connect enables you to:

- Publish your information to make it easy for buyers to find you
- Reach attendees via an opt-in HTML e-mail advertisement
- Publish your press releases on a time-release basis
- Publish current job openings and conduct job interviews at the event
- Reach editors planning to attend the trade show to write features and news sections for their publications
- Meet industry analysts and session speakers to make sure they are up-to-date and briefed on your company's latest products and services
- Make contact with other exhibitors planning to attend the event
- And so much more!

Complete details regarding RFID Connect, including free services and optional premium services you can purchase to enhance your visibility, are now available. Please contact your sales representative for more information.

Interested in participating in other promotions you did not see listed? Create a customized marketing campaign—contact your sales representative for details.

We look forward to greeting you in Orlando, Fla., on Apr. 3-5, 2012!



REGISTRATION INFORMATION

Complimentary Exhibitor Conference Passes*

With the event fast approaching, your next step will be to take advantage of your complimentary Exhibitor Conference Passes for your show staff, company employees, customers or prospects. These complimentary passes provide access to the keynotes, main conference and breakout sessions, exhibit hall and opening night reception. **The Complimentary Exhibitor Conference Passes DO NOT include meal functions or breaks on April 4 – 5.**

***Important Note:** Except for official Preconference Seminar Sponsors, these complimentary Conference Passes do not include access to any of the preconference seminars on April 3rd. If you wish to attend a Preconference Seminar, you can purchase an upgrade to your complimentary Exhibitor Conference Pass. Details below.

Exhibitor Booth Staff Passes (Access to Exhibit Hall Only)

Exhibitors may purchase Exhibitor Booth Staff passes for \$199. These passes are for exhibit hall access, keynote and general sessions and include access during move-in and move-out. These passes also include the opening night networking reception. The exhibitor booth staff pass does not include access to the breakout sessions. **The Exhibitor Booth Staff Passes DO NOT include meal functions or breaks on April 4 – 5.**

Speaker and Panelist Passes

If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted number of passes indicated below. Please email Deb Hughes dhughes@rfidjournal.com 561-504-2627 with the details on who will be speaking on behalf of your company.

The allotted number of complimentary Exhibitor Conference Passes that is included in your exhibit and/or sponsorship program is outlined below:

Exhibitor Complimentary Conference Passes:
Cornerstone Sponsor – 20 passes
Signature Sponsor – 20 passes
Premium Sponsor – 15 passes
Platinum Sponsor – 8 passes
ROI Application Sponsor – 5 passes
Silver Sponsor – 4 passes
Exhibitor – 2 conference & 2 booth staff passes

In addition, any exhibitor that has purchased additional booth space (10x20 or higher) will receive 3 additional Exhibitor Staff Conference Passes per each 10'-by-10' increment. For example, a 10'-by-30' booth space will receive 6 extra passes above and beyond the number of passes listed in the above chart.



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 will receive an email from RFID@signup-confirmation.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 LiveReg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com at 508-778-1974.

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:

All-Access Pass _____	\$1,399
Conference Pass _____	\$999
Exhibit Booth Staff Passes _____	\$199
*Upgrade from Complimentary Conference Pass to Conference + Preconference Pass _____	\$250
*Upgrade from Complimentary Conference Pass to All-Access Pass _____	\$400

*Please note that if you wish to upgrade, you will need to contact a registration customer service representative by emailing LiveReg@rfidjournal.com 631-249-4960.

If you have questions regarding Online Registration, please contact LiveReg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com or telephone 508-778-1974.

HOTEL RESERVATIONS

RFID Journal has negotiated a special discounted rate of \$189 single or double occupancy at the new Walt Disney World Swan and Dolphin Resort for all LIVE! participants.

Please note: The deadline to receive our discounted hotel rate is **March 9, 2012.**

• **Reserve your hotel rooms now**— The Walt Disney World Swan and Dolphin Resort is accepting room reservations on a first-come – first-served basis. We have negotiated a discounted rate with the Walt Disney World Swan and Dolphin Resort, **but space is limited.**

Two easy ways to book your room*:

Online: <https://www.swandolphingroupres.com/index.cfm>

By Phone: You may book your reservation by calling the Swan and Dolphin toll-free at (888) 828-8850. International guests may call +1 (407) 934-4000.

*If you wish to book a block of 10 rooms or more, please contact Jennifer Edwards, Group Housing Coordinator, at the Walt Disney World Swan and Dolphin Resort. She can be reached via email at: jedwards@swandolphin.com or by phone at (407) 934-4566.

Hotel Address:

**Walt Disney World Swan and Dolphin (for priority shipping)
1500 Epcot Resorts Boulevard
P.O. Box 22653
Lake Buena Vista, FL 32830
USA
\$189.00 Single/Double**

Tel: (888) 828-8850

Walt Disney World Swan and Dolphin Web site

<http://www.swandolphin.com/>

RULES & REGULATIONS/EXHIBIT DISPLAY GUIDELINES

LINEAR BOOTH GUIDELINES

All In-Line (Linear) and Perimeter Booths Include:

- 8' high black draped back wall and 3' high side rails. Pipe and drape can be removed at exhibitor's request provided appropriate masking guidelines are followed. Please see guidelines for Standard Linear Booth Space.
- One 7"-by-44" booth identification sign displaying your company name and booth number.

Canopies & Ceilings

Definition: A component of an exhibit supported over an exhibitor's space for decorative purposes only.

No canopies or ceilings allowed due to fire marshal regulations.

Standard Linear Booth Space

Definition: One or more standard booth units (10'-by-10') in a straight line. Applies to all individual and corner booths (10'-by-10').

Linear Booth Height Limit Specifications:

- Back 5' of booth has a maximum height of 8'.
- Front 5' of booth has maximum height of 4'.
- Displays are limited to 4' in height, in the front portion of each booth. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. Any portion of your booth that exceeds 4' in height must be setup in the back half of your booth that allows 8' height in order for the front half of the booth to provide a "see-through" lane for neighboring exhibitors.

Dimensions

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet. Linear booths may not be enclosed. Exhibit structures must be constructed to allow sufficient tolerance on each side for the included equipment and for utility service at rear of booth. Backwalls and/or sidewalls that are visible to abutting neighbors must be covered.

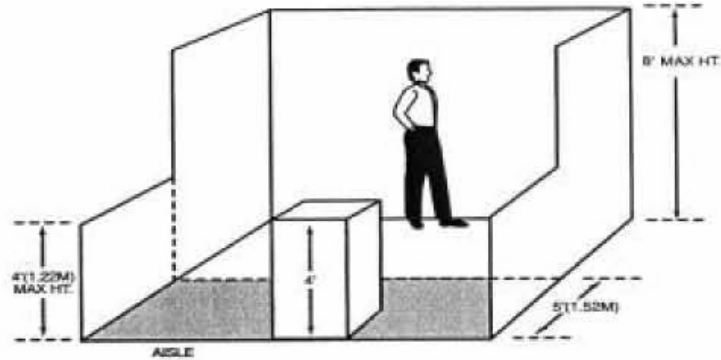
Use of Space

Exhibits shall be arranged as to not obstruct the general view or hide the exhibits of others. Plans for a specially built display not in accordance with these stated regulations should be submitted to Event Management before construction is ordered.

Sign Requirements & Limitations

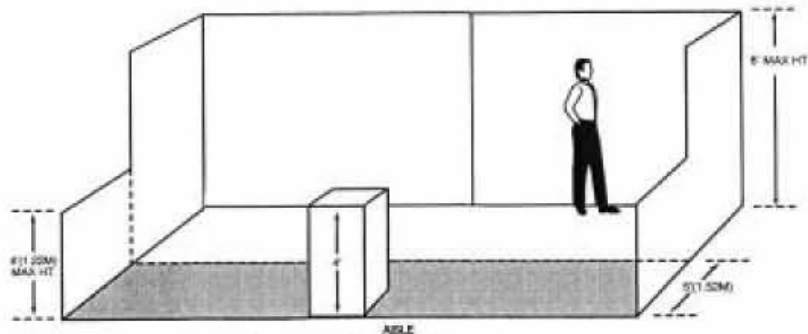
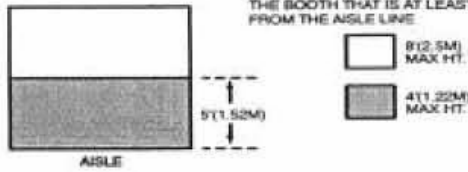
No hanging signs are allowed for booths smaller than 20' by 20'.

LINEAR BOOTH DIAGRAM

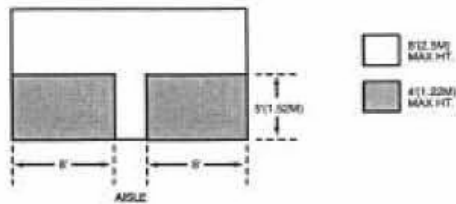


Single Standard Booth Unit

DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



Two or More Standard Booth Units



ISLAND BOOTH SPACE

Definition

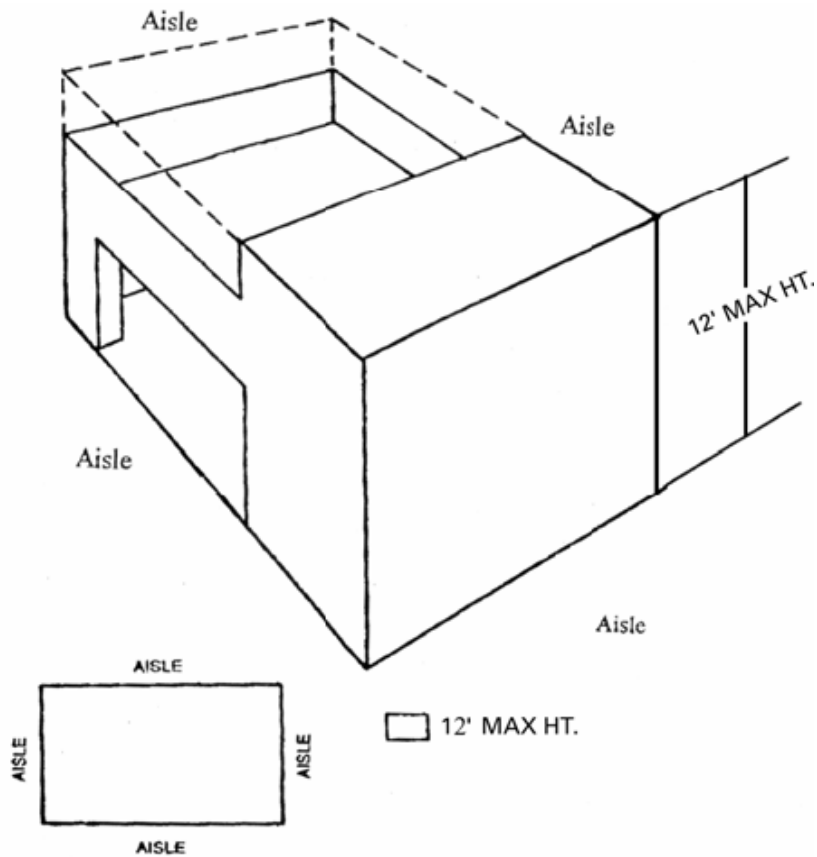
Exhibit of 20'-by-20' or larger with an aisle on all four sides.

Island Booth Height Limit Specifications:

- Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12', including signage.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- Hanging signs are allowed over Island Booths.

Show Management and the Reedy Creek Fire Marshal must approve all booths over 12 feet in height. Failure to submit any request for a height variance to Show Management by February 2, 2012 will jeopardize your request for height approval.

ISLAND BOOTH DIAGRAM



RULES & REGULATIONS

Aisle Space

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship. If your company is interested in sponsorship opportunities, please contact your sales representative. Alan McIntosh amcintosh@rfidjournal.com 212-584-9400 x4 or Matthew Singer msinger@rfidjournal.com 212-584-9400 x6

Badges

All event participants must wear official RFID Journal LIVE! badges at all times in the exhibit area and conference sessions. The event is open to the trade only. No one under 18 years of age will be allowed on the exhibit floor at any time. No one will be allowed on the exhibit floor without a proper badge.

Photography/Recording

No photography, video recording or sketching is permitted during show hours. If exhibitors wish to take photos of their booths, they must do so prior to show opening. No recording is allowed at any time in the Exhibit Hall. Photography or recording in or around the session rooms is strictly prohibited by Event Management at all times.

Cartons

Empty cartons and cases must be removed from the exhibit area. They may not be stored behind drape or booths. During move-in, Shepard Exposition Services will provide **EMPTY** stickers to affix to boxes. When empty and properly labeled with an Empty sticker, please place the cartons in the aisle in front of your booth. Shepard will collect and store the boxes throughout move-in, then return them to you upon show closing.

Catering

All food and beverage requirements must be purchased from Walt Disney World Swan and Dolphin Resort Catering, the exclusive food service provider for the Walt Disney World Swan and Dolphin Resort. No other food items or beverages may be brought into the Exhibit Hall from outside vendors.

Contests/Drawings

Individual contest/drawing winners will **NOT** be announced via the microphone in the Exhibit Hall. We recommend you post the winners' names at your booth on the second day. This may increase traffic to your booth.

Decorator

Shepard Exposition Services is the official Decorator/General Services Contractor for RFID Journal LIVE! 2012. They are responsible for efficient operations of the event including scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. Shepard Exposition Services will handle all material handling at the event (drayage), and the operation of any mechanical lifts.

Electrical Power Distribution

All electrical distribution must meet National Electrical Code and Reedy Creek safety requirements. GES Electrical Services can assist you to ensure compliance. All power hookups will be the responsibility of the WALT DISNEY WORLD SWAN AND DOLPHIN through GES Electrical Services. Cabling across exits and walkways must be covered with rubber mats and taped down to ensure safe egress. Frequently the Fire Marshal representative will visit the hotel to ensure these requirements are met.

Flammables/Gases

Flammable liquids or substances, and caustic chemicals are not allowed in exhibit halls. Propane tanks may not be exhibited unless they are empty and certified as never having held propane gas. Neon tubing and devices may only be utilized if strict protection criteria is followed. If you plan on using neon, you must obtain Fire Marshal approval. A Certificate of Fire Retardant Treatment shall be available within an exhibit as proof of flame retardant treatment.

RULES & REGULATIONS (continued)

Walls

Nothing may be placed, leaned against or affixed to any wall in the exhibit area. This includes writing, tacking, taping, crates, exhibit panels, and pallets, etc.

Vehicles

Vehicles may be used as a display. Please call Cheryl Johnson cjohnson@rfidjournal.com 508-778-1974 for specific information.

Rigging

PSAV is our exclusive rigging contractor. PSAV riggers are responsible for overhead as well as all truss, speaker and other attachments on the ground.

Demonstrations and Any Booth Activities Including Sound Levels

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during exhibit hours only. If you have any type of interactive display, you must have a three-foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope of the event by Event Management is not permitted. Please take into consideration the placement of speakers and theater presentations when designing your booth properties and face the speakers so as to direct sound into the booth rather than into the aisle. Sound demonstrations should remain at a reasonable level and not disrupt neighboring exhibitors. Nothing louder than 85 decibels is allowed in your booth at any time.

Exhibits

Booths must be set-up, staffed and ready to open at the beginning of each day's Exhibit Hall hours. Booths must remain intact until the close of the Exhibit Hall. Early tear-down of booths is strictly prohibited.

Exhibit booths must be constructed in such a manner that fire extinguishing chemicals and sprinkler system water are not impeded should there be a fire emergency. If a booth is to have a covering, it must be of a water permeable material, or clearly have alternate open strips of no less than three feet in width throughout the entire top covering.

1. All materials used in booth decoration must be flame retardant.
2. Exhibit booths shall be constructed of non-combustible materials.
3. All packing containers, wrapping materials, and display materials must be removed from behind booths and placed in storage.
4. All items on display may be in operation provided they comply with safety regulations, local ordinances, and noise restrictions. Noisy equipment used in demonstrations should be operated intermittently.
5. Loud speaking or shouting, mechanical sound, or any unnecessary noises to attract attention will not be permitted.
6. Flood lighting or other lights may not be installed in such a way that the glare is annoying to visitors or neighboring exhibitors.
7. For a two-level booth the requirements must include a building permit using an engineer stamped floor plan (60 days out); dual railing on the stairs; walls on the second floor and fire extinguishers on the first floor.

RULES & REGULATIONS (continued)

Exhibit Set-Up and Union Jurisdictions

Union jurisdictions prevail over all set-up and dismantling of exhibits including signs and laying of carpet. A 10' X 10' display ("pop-ups") may be set by an exhibitor if one person can accomplish the task in no more than 30 minutes (including crating and uncrating) and without the use of any tools. A pop-up booth is an exhibit of 10 linear feet or less, which can be carried and set-up without tools or a ladder. Two 10' x 10' pop-ups within one exhibitor's booth are not separate displays. Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes to install, or exceeds ten feet in any direction, shall be installed by union employees. The union steward reserves the right to determine whether or not union labor is required to set-up the exhibitor's booth.

Exhibitors are also permitted to bring in their own booth shipments provided that they can be hand carried or wheeled in through the front entrance of the exhibit hall. Anything crated that needs to be brought in through the loading dock has to be done by union employees and will be subject to the material handling charges located on the Shepard Exposition forms.

Exhibitor Appointed Contractors

Exhibitors who wish to employ display houses or exhibit manufacturers to erect or dismantle their booth may have supervision of labor sent in from their supplier. Workers of this type cannot physically erect the booth, unless they are members of the appropriate Union Local. Please be sure to submit the required Exhibitor Appointed Contractor Form to Event Management cjohnson@rfidjournal.com and Shepard Exposition Services by **March 2, 2012**.

Exhibitor Events

It is Event Management policy that exhibitors can not plan events that interfere with exhibit or conference hours, or with events such as the Opening Night Reception or an Event Management-offered Attendee Party. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Representative: Alan McIntosh amcintosh@rfidjournal.com 212-584-9400 x4 or Matt Singer msinger@rfidjournal.com 212-584-9400 x6

Flammable/Hazardous Materials Regulations

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. Walt Disney World Swan and Dolphin Resort restricts the use of the following hazardous materials, including but not limited to compressed flammable gases, flammable gases, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in Walt Disney World Swan and Dolphin Resort, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted.

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons

Noise Levels

Music must be kept at minimum sound levels. Speakers are required to be turned inward to the booth. If, after a warning is given by Event Management, complaints continue to arise from neighboring exhibitors the sound system must be turned off.

Promotional Materials and Handouts

Promotional materials may only be distributed from your booth. No promotional material of any kind may be handed out in the aisles or outside the exhibit hall. Exhibitors are also cautioned that if their promotional materials are found affixed to hotel property, they will be responsible for cost of its removal.

RULES & REGULATIONS (continued)

Storage-Accessible

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have Shepard store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes. Arrangements can be made with Shepard for on-site storage of excess items. Check with Shepard on-site for availability and rates for access storage. No security is provided for this area.

Taxes and Licenses

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

Tipping

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing RFID Journal LLC and/or Shepard Exposition Services.

Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.

Violations

Exhibitors are expected to comply with all RFID Journal LIVE! and the Walt Disney World Swan and Dolphin Resort Rules and Regulations and its affiliates.