

## RFID Journal LIVE! 2012

### Exhibitor Marketing Tools and Services

For more information, please contact:

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<b>Key Deadline Dates:</b>	
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 <b>Mar. 31, 2012</b>	<b>Enter the Coolest RFID Demo Contest, Open to All Exhibitors</b> 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 ( <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> ) or Matthew Singer ( <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a> ) for details.
Must Sign Up by <b>Jan. 31, 2012</b>	<b>Participate in the Supply Chain Demo</b> Take part in a live demonstration on the exhibit floor, showcasing how RFID works throughout the supply chain. Contact Alan McIntosh ( <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> ) or Matthew Singer ( <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a> ) for participation opportunities.
Launch Date <b>Ongoing</b>	<b>Connect With Attendees in Our Online Community—FREE TO JOIN</b> 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 ( <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> ) or Matthew Singer ( <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a> ) for details.
Requests Must Be Received by <b>Mar. 2, 2012</b>	<b>Customized HTML E-mail Invitations—FREE SERVICE</b> 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 ( <a href="mailto:kroach@rfidjournal.com">kroach@rfidjournal.com</a> ). See samples on page 4.
Requests Must Be Received by <b>Mar. 2, 2012</b>	<b>Customized Electronic Event Brochure</b> Target your message to your audience by sending an electronic brochure including your company's logo and a special registration discount. Contact Alan McIntosh ( <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> ) or Matthew Singer ( <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a> ) for details. See samples on page 5.
Requests Must Be Received by <b>Mar. 2, 2012</b>	<b>New Product and News Announcements—FREE SERVICE</b> 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 ( <a href="mailto:kroach@rfidjournal.com">kroach@rfidjournal.com</a> ).
ASAP Through <b>Mar. 30, 2012</b>	<b>Schedule an Onsite Press Conference</b> 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 <a href="mailto:spectrum_marketing@earthlink.net">spectrum_marketing@earthlink.net</a> .
Requests Must Be Received by <b>Feb. 24, 2011</b>	<b>Program Guide Ad</b> 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 ( <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> ) or Matthew Singer ( <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a> ) for details.
Launch Date <b>Ongoing</b>	<b>Web Banners and Text Ads—FREE SERVICE</b> 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 <a href="http://www.rfidjournal.com/media/">www.rfidjournal.com/media/</a> . For additional sizes, please contact Kathy Roach ( <a href="mailto:kroach@rfidjournal.com">kroach@rfidjournal.com</a> ). See samples on next page.
Requests Must Be Received by <b>Mar. 2, 2012</b>	<b>Customized Videos</b> Create customized content that can be used after the event to showcase your brand, product and participation in the event. Contact Alan McIntosh ( <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> ) or Matthew Singer ( <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a> ) 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](http://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/](http://www.rfidjournalevents.com/live/).

Don't see what you need? To request custom sizes, please contact Kathy Roach at [kroach@rfidjournal.com](mailto:kroach@rfidjournal.com).

**RFID**  
JOURNAL  
LIVE!

APR  
3-5 2012  
ORLANDO, FLA.

**10<sup>TH</sup> ANNIVERSARY EVENT**

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

Sample E-mail Invitation:

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:

The image shows a sample event brochure for the RFID Journal LIVE! 2012. The brochure features the event title 'THE PREMIER RFID EVENT' in large, bold letters, with 'THE' in black and 'PREMIER' in red. Below the title, it states 'April 16-18, 2008' and 'The Venetian Hotel, Las Vegas'. A red arrow points to a yellow circular badge that reads 'MOTOROLA VIP DISCOUNT SAVE AN EXTRA 10% USE CODE: RFJLACD'. To the right of the badge, a blue box contains the text 'NOW EVEN BIGGER AND BETTER!' followed by a list of benefits: 'More pioneering end-user case studies', 'More exhibitors and live tech demos', 'More in-depth preconference seminars', 'New breakthrough innovations', 'Three co-located events', and 'And so much more!'. At the bottom, it says 'SAVE UP TO \$300' and 'REGISTER BY MARCH 7 | PLUS, SAVE AN EXTRA 10% WITH MOTOROLA VIP DISCOUNT - USE CODE: RFJLACD'. The Motorola logo is also present at the bottom right.

**RFID Journal LIVE! 2011 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](mailto: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](mailto: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! 2011 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](mailto: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.rfidjournevents.com/live/esm.php](http://www.rfidjournevents.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.**

**RFiD**  
JOURNAL  
LIVE!

APR  
3-5 | 2012  
ORLANDO, FLA.

**10<sup>TH</sup> ANNIVERSARY EVENT**

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

**RFiD**  
JOURNAL