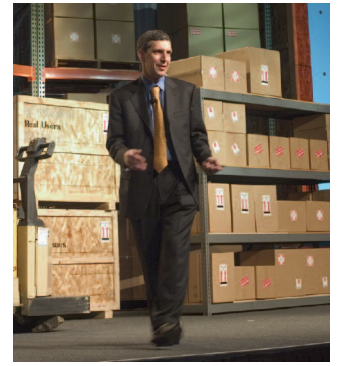


# RFID JOURNAL LIVE! 2006

**RFID Journal LIVE! 2006**  
**May 1-3, 2006**  
**MGM Grand, Las Vegas**



RFID Journal LIVE! 2006 is RFID Journal 's 4th annual conference and exhibition. It's where the global RFID community gathers to plan strategies, network, buy and sell, learn and share ideas. No other RFID conference and exhibition combines high-quality, objective information with the opportunity for exhibitors to access the breadth and depth of senior-level executives and implementers whose responsibility is to put RFID to work.

### **Sampling of End-user Companies in Attendance at RFID Journal LIVE! 2005**

*(More than 70% of the following companies sent more than one person.)*

Alcoa Inc.	Hamilton Sundstrand	Proctor & Gamble
Anheuser-Busch	Hershey Foods	Pharmaceuticals
Bayer Healthcare	Hoffman-LaRoche	R.C. Bigelow
Boeing	John Deere	Rock-Tenn Company
Brass Eagle	Johnson & Johnson	Rubbermaid
Dell Computer	Kellogg	Sara Lee
DHL Worldwide Express	Kimberly-Clark	Sears
Dow Chemical	Kraft	Shell Oil
Energizer Battery	Lowe's	Sherwin-Williams
ExxonMobil	McIlhenny Company	Target
Fuji Photo Film	Mead Johnson Nutritionals	Tyson Foods
GE	Meadwestvaco	Unilever
General Mills	Medtronic	Walgreens
Gillette Company	Merck & Company	Wal-Mart
GlaxcoSmithKline	Michelin	Weider Nutrition
Goodrich	Nestle	Weyerhaeuser

## Gold Exhibition and Conference Sponsorship

### Marketing Benefits

- One-time post-conference access to attendee postal list for marketing purposes (all names to be sent to a 3rd-party bonded mail house)
- Company name and hyperlink displayed on the sponsor page of the RFID Journal LIVE! Web site
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to sponsor participation in and support of RFID Journal LIVE!
- Company profile in the program guide (up to 30 words)
- Company name and link listed and linked on the RFID Journal LIVE! Web site for a minimum of two months post-conference

### Exhibit Space

- 10' x 10' booth space location in the exhibition

### Conference Passes & Invitations

- Three complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, breakout sessions, meals and/or evening events (approximate value \$3,600). Additional passes may be purchased for the early registration rate.

**Cost: \$5,445**

## Conference Sponsor Marketing Package

An effective and cost-efficient means to build awareness and excitement before the event with both pre-registered attendees and the entire RFID Journal subscriber database. The Sponsor Marketing Package includes your text ad in the RFID Journal LIVE! Show Preview email newsletter which features coming highlights of the show and other editorial news. The Show Preview newsletter is emailed 8 weeks and 4 weeks prior to the show to all pre-registered attendees of RFID Journal LIVE! with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the RFIDJournal.com and LIVE! Web sites, in a section dedicated to the event and event sponsors.

**Cost: \$5,000**

### Program Guide Advertising

Conference program guides are distributed at no cost to all LIVE! attendees. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide. Please contact your RFID Journal salesperson for availability.

**Cost: Full-page ads start at \$1,500**

### Booth Upgrades

Offered in incremental 10' x 10' spaces, based on availability.

**Cost: \$4,345**

# RFID Journal LIVE! 2006

## Gold Plus Exhibition and Conference Sponsorship

### Content Opportunity

- Vendor panel breakout session with moderator and up to 75 attendees. Conference sponsors are limited to 16 and will co-participate in 1 of 4 panels.

### Marketing Benefits

- One-time post-conference access to attendee postal list for marketing purposes (all names to be sent to a 3rd-party bonded mail house)
- Company logo displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site
- Company name listed in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE!
- Company profile in the program guide (up to 30 words)
- Distribution of up to 25 of your company's press kits in press room
- Company logo displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site for a minimum of two months post-conference

### Exhibit Space

- 10' x 10' booth space location in the exhibition.

### Conference Passes & Invitations

- Three complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, breakout sessions, meals and/or evening events (approximate value \$3,600). Additional passes may be purchased for the early registration rate.

### Gold Plus Exhibition and Conference Sponsorships limited to 8 companies

**Cost: \$9,405**

## Conference Sponsor Marketing Package

An effective and cost-efficient means to build awareness and excitement before the event with both pre-registered attendees and the entire RFID Journal subscriber database. The Sponsor Marketing Package includes your text ad in the RFID Journal LIVE! Show Preview email newsletter which features coming highlights of the show and other editorial news. The Show Preview newsletter is emailed 8 weeks and 4 weeks prior to the show to all pre-registered attendees of RFID Journal LIVE!, with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the RFIDJournal.com and LIVE! Web sites, in a section dedicated to the event and event sponsors.

**Cost: \$5,000**

### Program Guide Advertising

Conference program guides are distributed at no cost to all LIVE! attendees. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide. Please contact your RFID Journal salesperson for availability.

**Cost: Full-page ads start at \$1,500**

### Booth Upgrades

Offered in incremental 10' x 10' spaces, based on availability.

**Cost: \$4,345**

# RFID Journal LIVE! 2006

## Platinum Exhibition and Conference Sponsorship

### Content Opportunity

- Sponsor presentation at breakout session with up to 75 attendees

### Marketing Benefits

- One-time pre-conference access to registered attendee postal list approximately 2 weeks prior to the event (all names to be sent to a 3rd-party bonded mail house)
- One-time post-conference access to attendee postal list for marketing purposes (all names to be sent to a 3rd-party bonded mail house)
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site
- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE!
- Feedback survey with 1 sponsor-specific question
- Prominent logo placement on conference sponsor "thank you" signage
- Prominent logo placement and visibility in on-site program guide
- Company profile in the program guide (up to 50 words)
- Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- Distribution of up to 50 of your company's press kits in press room
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site for a minimum of two months post-conference

### Exhibit Space

- 10' x 10' booth space location in the exhibition.

### Conference Passes & Invitations

- Eight complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, breakout sessions, meals and/or evening events (approximate value \$9,600). Additional passes may be purchased for the early registration rate.
- Opportunity to invite up to 100 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. RFID Journal will manage mailing the invitations to your contacts, as well as the registration process for your invitees.

## Platinum Exhibition and Conference Sponsorships limited to 24 companies

**Cost: \$17,325**

## Conference Sponsor Marketing Package

An effective and cost-efficient means to build awareness and excitement before the event with both pre-registered attendees and the entire RFID Journal subscriber database. The Sponsor Marketing Package includes your text ad in the RFID Journal LIVE! Show Preview email newsletter which features coming highlights of the show and other editorial news. The Show Preview newsletter is emailed 8 weeks and 4 weeks prior to the show to all pre-registered attendees of RFID Journal LIVE!, with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the RFIDJournal.com and LIVE! Web sites, in a section dedicated to the event and event sponsors.

**Cost: \$5,000**

## Program Guide Advertising

Conference program guides are distributed at no cost to all LIVE! attendees. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide. Please contact your RFID Journal salesperson for availability.

**Cost: Full-page ads start at \$1,500**

## Booth Upgrades

Offered in incremental 10' x 10' spaces, based on availability.

**Cost: \$4,345**

## RFID Journal LIVE! 2006

### Conference Track Exhibition and Sponsorship Program

RFID Journal LIVE! 2006 will feature 8 focused and topical conference tracks. For specific track details, please contact your RFID Journal account manager.

#### Content Opportunity

- Exclusive sponsorship of breakout track with up to 75 attendees
- Two speaking opportunities during breakout track (40 min. each)

#### Marketing Benefits

- One-time pre-conference access to registered attendee postal list approximately 2 weeks prior to the event (all names to be sent to a 3rd-party bonded mail house)
- One-time post-conference access to attendee postal list for marketing purposes (all names to be sent to a 3rd-party bonded mail house)
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site
- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE!
- Feedback survey with 1 sponsor-specific question
- Prominent logo placement on conference sponsor "thank you" signage
- Prominent logo placement and visibility in on-site program guide
- Company profile in the program guide (up to 50 words)
- One four-color, full-page advertisement in the program guide
- Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- Distribution of up to 50 of your company's press kits in press room
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site for a minimum of two months post-conference

#### Exhibit Space

- 10' x 10' booth space location in the exhibition.

#### Conference Passes & Invitations

- Ten complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, breakout sessions, meals and/or evening events (approximate value \$12,000). Additional passes may be purchased for the early registration rate.
- Opportunity to invite up to 100 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. RFID Journal will manage mailing the invitations to your contacts, as well as registration for your invitees.

#### Exhibition and Sponsorships limited to 3 companies

**Cost: \$43,450**

### Conference Sponsor Marketing Package

An effective and cost-efficient means to build awareness and excitement before the event with both pre-registered attendees and the entire RFID Journal subscriber database. The Sponsor Marketing Package includes your text ad in the RFID Journal LIVE! Show Preview email newsletter which features coming highlights of the show and other editorial news. The Show Preview newsletter is emailed 8 weeks and 4 weeks prior to the show to all pre-registered attendees of RFID Journal LIVE!, with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the RFIDJournal.com and LIVE! Web sites, in a section dedicated to the event and event sponsors.

**Cost: \$5,000**

#### Booth Upgrades

Offered in incremental 10' x 10' spaces, based on availability.

**Cost: \$4,345**

# RFID Journal LIVE! 2006

## Signature Exhibition and Conference Sponsorship

This high-visibility conference sponsorship provides you with a high level of promotional exposure to our high-level audience before and during RFID Journal LIVE! 2006. This package also includes:

### Content Opportunity

- Sponsor presentation at breakout session with up to 75 attendees

### Marketing Benefits

- One-time pre-conference access to registered attendee postal list approximately 2 weeks prior to the event (all names to be sent to a 3rd-party bonded mail house)
- One-time post-conference access to attendee postal list for marketing purposes (all names to be sent to a 3rd-party bonded mail house)
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site
- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE!
- Feedback survey with 1 sponsor-specific question
- Prominent logo placement on conference sponsor "thank you" signage
- Prominent logo placement and visibility in on-site program guide
- Company profile in the program guide (up to 100 words)
- One four-color, full-page advertisement in the program guide
- Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- Distribution of up to 50 of your company's press kits in press room
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site for a minimum of two months post-conference

### Exhibit Space

- Premium 10' x 10' booth space location in the exhibition.

### Conference Passes & Invitations

- Ten complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, breakout sessions, meals and/or evening events (approximate value \$12,000). Additional passes may be purchased for the early registration rate.
- Opportunity to invite up to 100 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. RFID Journal will manage mailing the invitations to your contacts, as well as registration for your invitees.

## Signature Exhibition and Conference Sponsorship is an exclusive opportunity

**Cost: \$50,325**

## Conference Sponsor Marketing Package

An effective and cost-efficient means to build awareness and excitement before the event with both pre-registered attendees and the entire RFID Journal subscriber database. The Sponsor Marketing Package includes your text ad in the RFID Journal LIVE! Show Preview email newsletter which features coming highlights of the show and other editorial news. The Show Preview newsletter is emailed 8 weeks and 4 weeks prior to the show to all pre-registered attendees of RFID Journal LIVE!, with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the RFIDJournal.com and LIVE! Web sites, in a section dedicated to the event and event sponsors.

**Cost: \$5,000**

### Booth Upgrades

Offered in incremental 10' x 10' spaces, based on availability.

**Cost: \$4,345**

## Cornerstone Exhibition and Conference Sponsorship

The lead conference sponsor of the event, the Cornerstone Sponsor will have the most prominent location in the sponsor Technology Showcase and host the opening 'welcome' reception. Signage and marketing materials will reflect the marquis position of the Cornerstone Sponsor. This vendor will have a main session speaking opportunity, with the topic and speaker to be approved by RFID Journal.

### Content Opportunity

Presentation opportunity: conference sponsor may choose one of the following two options:

- Forty-five minute general session presentation
- Preconference on developing the business case for RFID: takes place on Monday, May 1 from approximately 11:00AM – 5:00PM, including lunch; between 50 to 75 attendees. This option also includes panel participation during the main conference

### Hosting Opportunity

- Monday opening reception host, recognized as Cornerstone Conference Sponsor
- Five-minute welcome

### Marketing Benefits

- Two-time pre-conference access to registered attendee postal list approximately four and two weeks prior to the event (all names to be sent to a 3rd-party bonded mail house)
- Two-time post-conference access to attendee postal list for marketing purposes (all names to be sent to a 3rd-party bonded mail house)
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site
- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE!
- Press release announcing RFID Journal LIVE! 2006 and Cornerstone Conference Sponsor
- Feedback survey with 2 sponsor-specific questions
- Prominent logo placement on sponsor thank you signage
- Prominent logo placement and visibility in on-site program guide
- Company profile in the program guide (up to 100 words)
- Premium placement of 1 four-color, full-page advertisement in the program guide
- Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- Distribution of 1 marketing piece and one promotional item/gift in attendee bags (Note: All items are subject to approval by RFID Journal)
- Distribution of up to 75 of your company's press kits in press room
- Company logo prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! Web site for a minimum of 2 months post-conference

### Exhibit Space

- Prime location for 20' x 20' island booth, located close to the entrance of the exhibition.

### Conference Passes & Invitations

- Fourteen complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, breakout sessions, meals and/or evening events (approximate value \$16,750). Additional passes may be purchased for the early registration rate.
- Opportunity to invite up to 200 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. RFID Journal will manage mailing the invitations to your contacts, as well as registration for your invitees.

### Cornerstone Exhibition and Conference Sponsorship is an exclusive opportunity

**Cost: \$59,895**

## Conference Sponsor Marketing Package

An effective and cost-efficient means to build awareness and excitement before the event with both pre-registered attendees and the entire RFID Journal subscriber database. The Sponsor Marketing Package includes your text ad in the RFID Journal LIVE! Show Preview email newsletter which features coming highlights of the show and other editorial news. The Show Preview newsletter is emailed 8 weeks and 4 weeks prior to the show to all pre-registered attendees of RFID Journal LIVE!, with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the RFIDJournal.com and LIVE! Web sites, in a section dedicated to the event and event sponsors.

**Cost: \$5,000**

### Booth Upgrades

Offered in incremental 10' x 10' spaces, based on availability.

**Cost: \$4,345**

## Customized Exhibition and Conference Sponsorship Opportunities

RFID Journal LIVE! will work closely with each conference sponsor to identify high-value, customized opportunities to expand exposure at the conference and exhibition. Opportunities include:

### Speaking Opportunities

#### Half-day Preconference Sponsor

From 11:00AM to 5:00PM on Monday, May 1, you'll have the opportunity to speak for 40 minutes to between 40 to 50 attendees, with additional signage and exposure on-site.

**Cost: \$22,000**

### Hosting Opportunities

#### NEW! Tuesday Evening Reception

With this exclusive sponsorship, your company is the host of our reception immediately following the last conference session on Tuesday. Here's your chance to make a huge impression with our high-level audience before they head out to explore the Las Vegas nightlife by hosting a relaxed gathering with cocktails and fun appetizers out by the MGM Grand's pool.

**Cost: \$30,000**

#### NEW! Private Invitation VIP Dinner Sponsor

As the host of a sit-down dinner on Tuesday evening, you will have the opportunity to hand-select up to 15 conference attendees for a private dinner at one of the MGM Grand's exciting restaurants. Four VIP dinners are available for sponsorship.

**Cost: \$22,000**

#### Private Invitation VIP Lunch Sponsor

As the host of a sit-down lunch on either Tuesday or Wednesday, you will have the opportunity to hand-select 10 non-conference attendees (providing them with free conference passes) and 10 conference attendees for a total of 20 guests. Set up as a roundtable discussion, your lunch will be co-moderated by an RFID Journal editor. Four VIP lunches are available for sponsorship.

**Cost: \$22,000**

#### NEW! Private Invitation VIP Breakfast Sponsor

As the host of a sit-down breakfast on either Tuesday or Wednesday morning, you will have the opportunity to hand-select 10 non-conference attendees (providing them with free conference passes) and 10 conference attendees for a total of 20 guests. Set up as a roundtable discussion, your breakfast will be co-moderated by an RFID Journal editor. Four VIP breakfasts are available for sponsorship.

**Cost: \$15,000**

### Additional Meeting Room Space

#### Private Meeting Room

Located in the main conference venue, sponsors may use this room for executive or client meetings on either May 2nd or 3rd.

**Cost: \$2,500**

### Media Advertising Opportunities

#### NEW! Sponsor Marketing Package

An incredible way to build excitement and buzz before the event with both our pre-registered attendees and the entire RFID Journal subscriber database. Our Sponsor Preview Package includes your text ad in our HTML Show Preview eNewsletter which features coming highlights of the show and other editorial news. The Show Preview is emailed 8 weeks and 4 weeks before the show to all pre-registered attendees of RFID Journal LIVE!, with bonus circulation to the full RFID Journal subscriber database. Your text ad will include a hyperlink to your listing on the LIVE! Web site as well.

**Cost: \$5,000**

#### Program Guide Advertising

Conference program guides are distributed at no cost to all LIVE! attendees. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide. Full-page ads start at \$1,500. Please contact your RFID Journal account manager for availability and complete pricing details.

#### NEW! Event Web Site Banner Advertising

Place your banner ad on the redesigned RFID Journal LIVE! event Web site to build up awareness of your company, your products and services among attendees and our viewers long before the actual event. Please contact your RFID Journal account manager for availability and pricing.

#### NEW! Program Guide Belly Band

All attendees receive a Conference Program Guide – the essential information source for the RFID Journal LIVE! 2006 Conference. 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 attendee's eyes.

**Cost: \$4,500**

## Customized Exhibition and Conference Sponsorship Opportunities (cont.)

### Advertising/Brand Building Opportunities

#### Portable USB Drive Sponsor (exclusive)

Attendees will love their portable USB drive, featuring your company logo and distributed with conference materials.

**Cost: \$15,000 plus cost**

#### Conference Bag Sponsor (exclusive)

Put your logo on the official RFID Journal LIVE! conference bag carried by all the attendees. A sure-fire way to gain widespread recognition during the event and afterwards.

**Cost: \$17,500**

#### NEW! Registration Sponsor (exclusive)

The exclusive Registration Sponsor will provide you with upfront exposure to our attendees from the moment they arrive at the event. And with every attendee walking around with your brand affixed to their badgeholder/lanyard, you will be assured of tremendous recognition.

**Cost: \$12,495**

#### NEW! Press Sponsor

As the official Press Sponsor for RFID Journal LIVE! 2005, you will support the visiting press and the press conference room. Sponsorship includes your logo displayed on signage for the Conference Press Room, a literature table, refreshments in the working pressroom for the duration of the Conference as well as prominent logo placement on all conference materials.

**Cost: \$9,495**

#### NEW! Exhibit Area Entrance Unit

Receive extra visibility and build awareness among all attendees before they enter the exhibition with the new exhibit area entrance unit. Sponsorship includes your logo and tag line displayed on the main entrance unit.

**Cost: \$9,495**

#### Wireless Hotspot Sponsor

Help attendees stay connected by creating and sponsoring a wireless hotspot where attendees can check email and access the Web. Our Wireless Hotspot Sponsors enjoy extra on-site exposure. Maximum of three (3) sponsors.

**Cost: \$5,500**

#### Continental Breakfast Sponsor

Sponsor one of our two daily continental breakfasts for extra on-site exposure and recognition by our Conference Chairman.

**Cost: \$4,500**

#### Room Key Jacket Sponsor

With a logo and message on each room key jacket, this sponsor will reach all hotel guests during the conference. Maximum of two (2) sponsors.

**Cost: \$4,400**

#### Refreshment Break Sponsor

Sponsor one of our two daily refreshment breaks for extra on-site exposure and recognition by our Conference Chairman.

**Cost: \$3,500**

#### NEW! Keynote Seat Drops

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.

**Cost: \$3,000**

#### Room Drop

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

**Cost: \$3,500**

#### NEW! Banners & One-Meter Board Ads

Enhance your company's visibility by placing your logo, booth number and tag line on either a 2' x 6' hanging banner or free standing 1-meter board to be displayed along the sides of the general session room. Position is on a first-come, first-served basis and based on availability.

**Cost: \$2,000**

#### NEW! Exhibit Hall Aisle Signs

Your logo will appear on one of the aisle banners hanging in the Exhibit Hall. Location selection is on a first-come, first-served basis. Based on availability.

**Cost: \$1,500**

**Additional opportunities available.**