

## EXHIBITOR MARKETING TOOLS & SERVICES

### Time to Prep!

According to *Business Week*, **approximately 75% of tradeshow attendees plan their show schedule in advance**, which makes letting your customers know where you will be imperative. Don't wait until the last minute to brief staff, customers and prospects on your organization's involvement in the event.

The RFID Journal 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. To ensure maximum exposure, be sure to take advantage of all the traffic-driving opportunities listed below.

### 6 Easy Ways to Maximize Your Exposure at RFID Journal LIVE! 2008:

Deadline	Marketing Opportunity
Ongoing	<p><b>Promote your participation in the event.</b> Post the RFID Journal LIVE! 2008 event logo, Web site URL, Banner ad and/or text calendar listing on your company's Web site. Browse and select creative to suit your needs at: <a href="http://www.rfidjournalevents.com/media">http://www.rfidjournalevents.com/media</a>. For additional sizes, please contact Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a>.</p>
Requests Must be Received by February 15	<p><b>Ensure your top prospects and best customers attend the event.</b> Send a customized html invitation with a special registration discount to your audience. We'll take care of the creative and programming. Please send your email requests to Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a>.</p>
Requests Must be Received by February 15	<p><b>New: Target your message to your audience.</b> Send an electronic event brochure with your company's customized message and a special registration discount to your audience. Contact your sales rep for details.</p>
Announcements Must be Received by February 15	<p><b>Gain additional pre-event exposure.</b> Submit your new product information or other news announcements to be included in an RFID Journal LIVE! 2008 email. Please send your announcements to Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a>.</p>
February 15	<p><b>Get your message in front of attendees at the event.</b> Place an ad in the Official Event Program Guide that will be distributed to all attendees at registration. Contact your sales rep for details.</p>
February 19 (Attendee launch date)	<p><b>Schedule meetings and plan out your days for the most benefit.</b> RFIDconnect allows event registrants to meet people, schedule meetings, review exhibitor listing and check out conference sessions.</p>



**Post the RFID Journal LIVE! 2008 logo, banner and/or calendar listing** on a prominent page of your company's Web site and in your newsletter as soon as possible.  
Sample Web Banners:

Downloading images or text ads is easy, simply follow these 3 steps:

1. On your Internet Browser, proceed to <http://www.rfidjournalevents.com/media>
2. Find the RFID Journal LIVE! 2008 Event listing
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID Journal LIVE! 2008 Web site at <http://www.rfidjournalevents.com/live/>

\*New creative is added regularly so be sure to check back often!

Don't see what you need?

To request custom sizes, please contact Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).

**Custom Invites:** Have your customers see you and your products in action!

Deadline: **February 15**

As more and more products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging customers 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 and prospects to your booth.

**Email Invitations:** Request a customized HTML email which includes your special registration discount offer and a link to a PDF of our latest event brochure. Send out the email on your own, or have the RFID Journal Marketing Team email the invitations on your behalf. No need to worry about having an email designed or coded, we'll take care of everything.

For more information, please contact Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).

\* **New: Customized Event Brochure:** 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 rep for details.

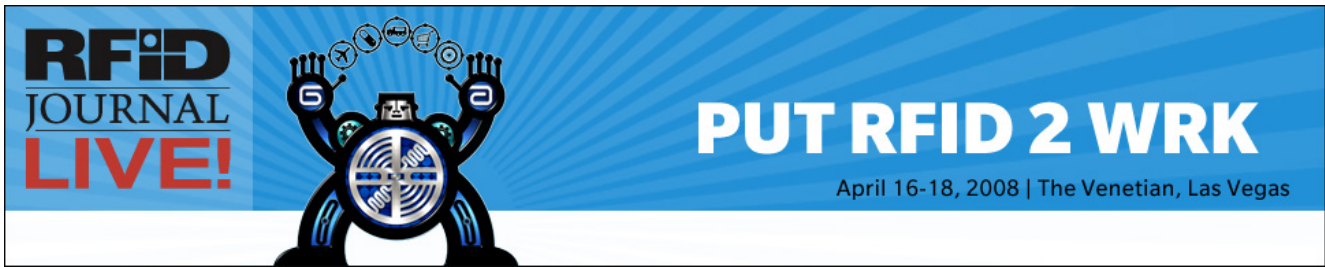
**RFID Journal LIVE! 2008 Announcements**

Deadline: **February 15**

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

- A special email with event announcements will be sent to our 30,000+ active newsletter subscribers and to pre-registered RFID Journal LIVE! 2008 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 [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).



### Official Event Program Guide

A brief company description and logo for all sponsors and exhibitors will be included in the RFID Journal LIVE! 2008 on-site program guide. To be included all materials (30-word description, logo in .eps format) must be sent to Timothy Giganti [tgiganti@rifdjournal.com](mailto:tgiganti@rifdjournal.com) no later than **February 15**. 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.

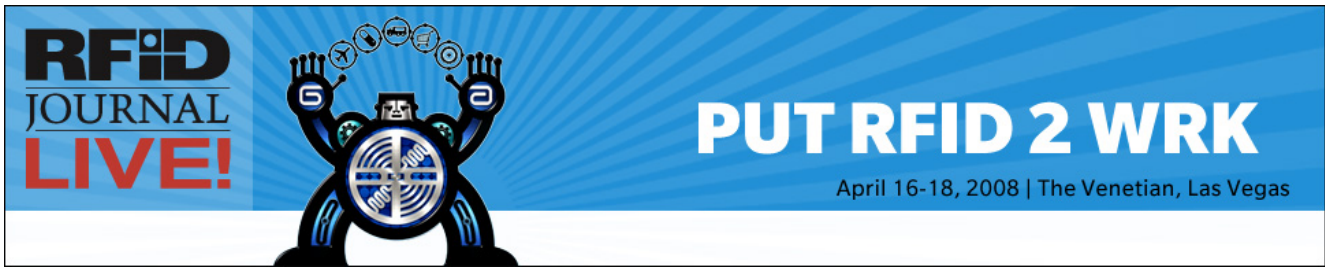
### RFIDconnect

RFID Journal is pleased to announce the return of RFIDconnect, our unique online community consisting of attendees, speakers, press, VCs and exhibitors attending RFID Journal LIVE! 2008. RFIDconnect allows event registrants to meet people, schedule meetings, review exhibitor listing and check out conference sessions. It's just another way that RFID Journal is working to create the best event experience possible!

#### *Exhibitors – Here is what RFIDconnect can do for you:*

- Publish your information to make it easy for buyers to find you.
- Reach attendees via an opt-in HTML email advertisement.
- Publish your press releases on a "time release" basis.
- Publish current job openings and conduct job interviews at the event.
- Reach editors who are planning on attending the trade show to write features and news sections for their publication.
- 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 who are planning to attend the event.
- And so much more!

Complete details on RFIDconnect, including free services and optional premium services you can purchase to enhance your visibility will be emailed out directly to you by the first week in February. For more information, please contact your sales representative.



## EXHIBITOR PUBLIC RELATIONS

### Schedule a Press Conference

**Deadline: ASAP through April 2**

Attract the attention of the press and gain more visibility at the event by conducting a press conference at RFID Journal LIVE!. Press conferences are an efficient means of delivering your message quickly to a large number of the many editors and journalists who attend the event.

### Topics that ensure a good attendance at a press conference include:

- Strategic changes for your company that will affect the industry in a major way
- A long anticipated product announcement that is of great interest to the editors
- A major partnership announcement that will affect the industry
- Significant new technology developments that are newsworthy

Please Note: No more than one press conference will be scheduled during any given time period and time slots will be reserved on a first-come, first-served basis. If you want to hold a press conference, here is a list of steps to ensure the success of your press conference:

1. **Select an optimal time and date.** Early morning and lunch time press conferences tend to have better attendance. Remember that journalists spend limited time at events and press conferences held on the last day of the event tend to be poorly attended.
2. **Send out invitations early.** Prepare and mail your press conference invitation at least three weeks before the event to both your media contact list and the LIVE! pre-registered press list.\* Include the time, date, place, and some information about your presentation. Make sure there is a RSVP number or fax so that editors can register to attend.

*\*Contact Kevin Rushalko with Spectrum Marketing & Communications for the LIVE! pre-registered press list.*

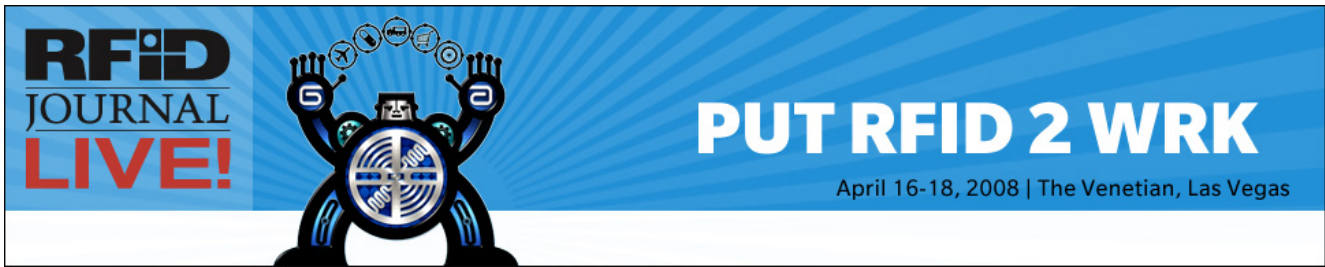
### One-On-One Press Appointments

As journalists are often in "competition" with one another for stories and breaking news, consider setting up one-on-one appointments with select journalists. Many journalists prefer one-on-one meetings in order to ask probing questions that will not tip off their competitors on the particular angle that they are covering. Once again, our pre-registered press list can be obtained from Kevin Rushalko.

### Press Kits

Bring Press Kits with you to the event as they can be distributed to journalists from the RFID Journal LIVE! Press Room. We suggest displaying 25-30 in the press room and keeping the rest in your booth.

**For assistance with all of your RFID Journal LIVE! public relations needs, contact Spectrum Marketing & Communications (Bob Basmadjian, 908.823.9400, [spectrum\\_marketing@earthlink.net](mailto:spectrum_marketing@earthlink.net) or Kevin Rushalko, 603.924.6692, [specmkt@worldpath.net](mailto:specmkt@worldpath.net)).**



## ON-SITE PROGRAM GUIDE SPECIFICATIONS

**Deadline: February 15**

The RFID Journal LIVE! Program Guide will be distributed to attendees at the event. Key industry buyers will refer to the guide both during and after the event.

The Program Guide offers you the opportunity to communicate your company's message and capabilities to the attendees. Please note that copy submitted for the Program Guide will be edited based on RFID Journal style guidelines, and final copy approval for the Program Guide remains at the discretion of Event Management. Depending on your level of participation, please submit the following to [tjiganti@rfidjournal.com](mailto:tjiganti@rfidjournal.com) by **February 15, 2008**.

### CORPORATE PROFILE

#### Cornerstone Sponsor:

- Corporate Profile – (100 words maximum)
- One-page, four-color ad
- Speaker Biographies and Photograph (50-words maximum)

#### Signature Sponsor:

- Corporate Profile – (100 words maximum)
- One-page, four-color ad
- Speaker Biographies and Photograph (50-words maximum)

#### Premium Sponsor:

- Corporate Profile – (50 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

#### Platinum Sponsor

- Corporate Profile – (50 words maximum)
- Speaker Biographies (50-words maximum)

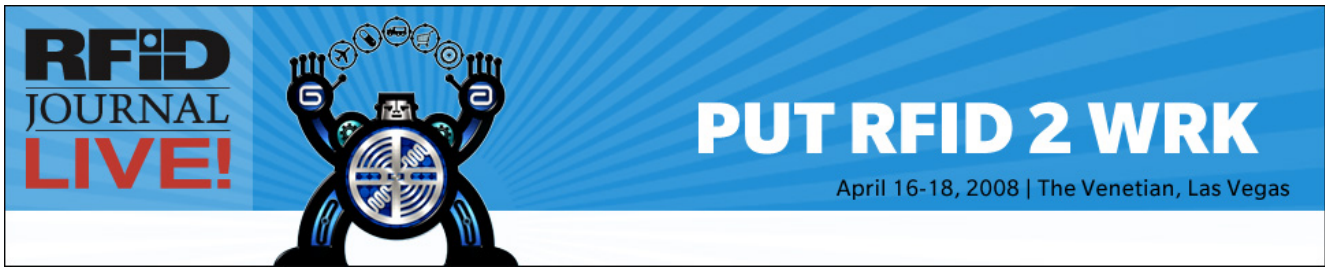
#### Silver Sponsor

- Corporate Profile – (30 words maximum)
- Panelist Biography and Photograph (50 words maximum)

#### Exhibitor

- Corporate Profile – (30 words maximum)

Please email your corporate profile and other deliverables to Tim Giganti at [tjiganti@rfidjournal.com](mailto:tjiganti@rfidjournal.com) by February 15, 2008 to ensure inclusion in the Program Guide.



## ON-SITE PROGRAM GUIDE SPECIFICATIONS (continued)

Please use this specifications sheet as your guide when submitting your graphic items.

### Logos:

Your company logos must be submitted in the following Digital format:

- "Preferred" – Vector Image, EPS – Original Adobe Illustrator with fonts outlined.
- "Secondary Preference" – Photoshop CMYK or RGB color format. Hi-Res 300 dpi, in a TIFF or JPEG format

*Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.*

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### Photos:

Your photo images must be in one of the following formats:

- Digital: CMYK or RGB color format. Hi-Res 300 dpi in a TIFF or JPEG format

*Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.*

- Standard photo print (color preferred)

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### Company Description / Personal Bios:

Please submit your company descriptions / personal bio as Word document, or a generic text file.

*Please note: Any submission exceeding these word maximums will be edited at our discretion.*

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### Advertisements:

Please submit your advertisements **by March 3rd** in one of the following formats:

**Digital:** (Note: Film will not be accepted)

Upload instructions for print advertisement artwork

Ftp site: <ftp://rfid.dyndns.org>

User: rfidup Password: rfidup

Before uploading artwork, please call or email John Hull:

telephone: 416.461.7393 or [jhull@rfidjournal.com](mailto:jhull@rfidjournal.com)

We are on a Macintosh platform and can also accept a Mac Formatted CD in the following applications.

1. QuarkXPress
2. Illustrator
3. In Design
4. Print-resolution PDF

### Standard Page Size (please confirm with your sales representative):

#### Full Page

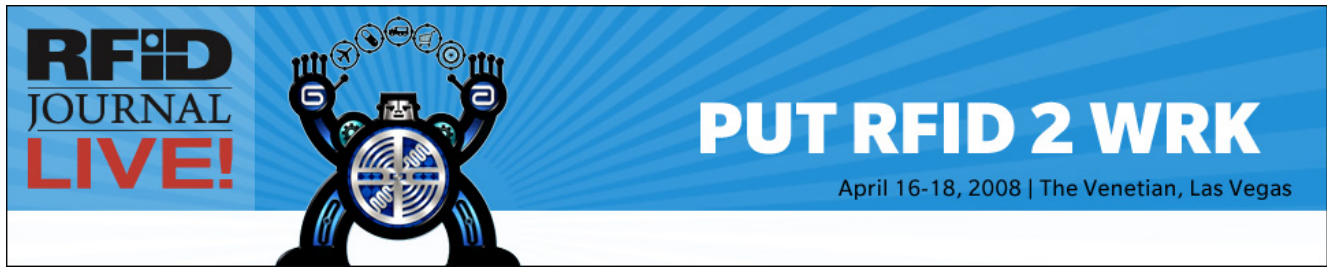
Trim: 8.375" by 10.875"

Bleed: 8.625" by 11.125"

#### Always include the following:

- All supporting graphics
- Both screen and printer fonts – Postscript level one or two (no Multiple Master or True Type fonts accepted)
- Be sure to include all fonts from your graphic images (i.e. Illustrator) if fonts are not outlined.

If you have any questions, please contact Tim Giganti at [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com).



## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

### **HOSTING OPPORTUNITIES**

#### **Opening Evening Networking Reception (Exclusive) \$20,000**

With this exclusive sponsorship, your company is the host of the Networking Reception immediately following the Opening Keynote address on Wednesday evening. Here's your chance to make a huge impression with our high-level audience by hosting a relaxed gathering in the Exhibit Hall with cocktails and delectable appetizers. Benefits include:

- Prominent signage with logo exposure
- Acknowledgement of sponsorship with company logo in attendee marketing brochures and on-site Program Guide
- Napkins provided with company logo

#### **Private Invitation VIP Lunch Sponsor (4 Opportunities) \$25,000**

As the host of a sit-down lunch on either Thursday or Friday, 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.

#### **Private Invitation VIP Breakfast Sponsor (4 Opportunities) \$25,000**

As the host of a sit-down breakfast on either Thursday or Friday, 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.

#### **Refreshment Break Sponsor \$3,500**

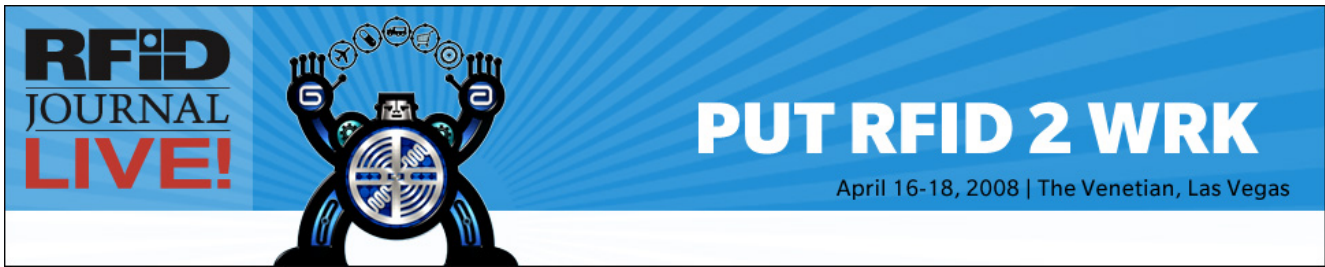
Sponsor one of our two daily refreshment breaks for extra on-site exposure. You will receive:

- Prominent signage with logo exposure in refreshment break serving areas
- Acknowledgement of sponsorship in Program Guide
- Napkins provided with company logo
- Opportunity to distribute branded cup or mug (provided by sponsor)

#### **Continental Breakfast Sponsor (2 opportunities) \$6,500**

Sponsor one of our two daily continental breakfasts for extra on-site exposure. You will receive:

- Prominent signage with logo exposure in refreshment break serving areas
- Acknowledgement of sponsorship in Program Guide
- Napkins provided with company logo
- Opportunity to distribute branded cup or mug (provided by sponsor)



## **ADDITIONAL SPONSORSHIP OPPORTUNITIES (continued)**

### **Lunch Sponsor (4 Opportunities) \$10,000**

Sponsor one of our two lunches for extra on-site exposure. You will receive:

- Acknowledgement of sponsorship with logo in the Event Program Guide
- Prominent signage on-site with logo exposure adjacent to the food serving areas
- Acknowledgement of sponsorship with company logo in pre-event direct mail brochures (subject to print deadlines.)
- Napkins provided with your company logo

## **MEDIA ADVERTISING OPPORTUNITIES**

### **Program Guide Belly Band (Exclusive) \$6,500**

All Attendees receive an Event Program Guide - - the essential information source for RFID Journal LIVE! 2008. Your company's logo will be prominently displayed on a stylish band that is wrapped around each Program Guide. This is a great opportunity to publicize your booth location and catch attendees' eyes.

### **Full-Page Color Ad in the Program Guide \$2,000**

Event Program Guides are distributed to all LIVE! attendees. This is an opportunity to reach our highly targeted audience in a glossy, take-home reference guide.

## **ADVERTISING/BRAND-BUILDING OPPORTUNITIES**

### **Room Drop \$5,000**

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

### **Tote Bag Insert \$2,500**

A terrific opportunity to reach our conference attendees via the event bag. You provide the item (such as a CD, brochure, flyer, etc.) to Event Management and we will insert it into the event bag. (Limit of 10 paid inserts. All items subject to approval by RFID Journal.)

### **Banners & One-Meter Board Ads \$2,000**

Enhance your company's visibility by placing your logo, booth number and tag line on either a 2 x 6-foot hanging banner or free standing 1-meter board to be displayed in the pre-function areas adjacent to the breakout rooms and/or Keynote room. Position is on a first-come, first-served basis and based on availability.

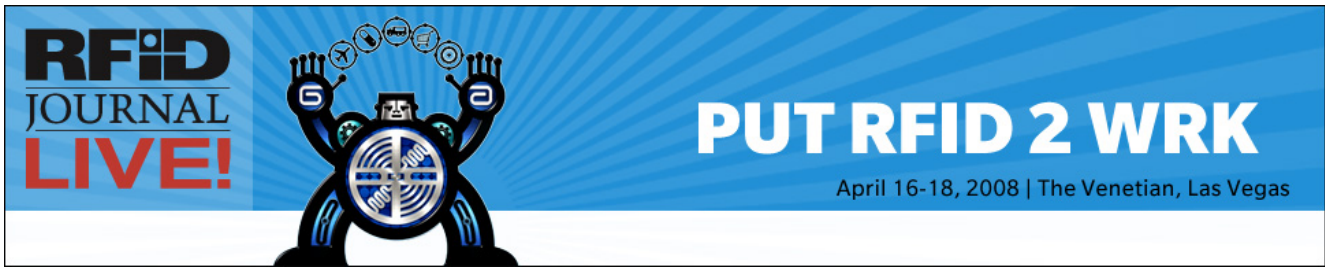
### **Exhibit Hall Aisle Signs \$1,500**

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)

### **Exhibit Area Entrance Unit (Exclusive) \$7,500**

Receive extra visibility and build awareness among all attendees before they enter the exhibition with your sponsorship of the Exhibit Hall entrance unit. Benefits include:

- Acknowledgement of sponsorship with company logo in Program Guide
- Your company logo and tag line displayed on the main entrance unit to the Exhibit Hall



**Wireless Hotspot Sponsor (3 Opportunities) \$5,000**

Help attendees stay connected by creating and sponsoring one of three wireless hotspots in the pre-function areas outside the General Session and Breakout Rooms where attendees can check email and access the Web. Your benefits include:

- Opportunity to create personalized customer graphics for computer kiosks and a screensaver of your choice in your hot spot
- Includes Internet drop, computer rentals, kiosks and electrical

**Cyber Café on the Show Floor (Exclusive) \$15,000**

The Cyber Café in the Exhibit Hall is where attendees will come to check their email and news. As sponsor of this high-exposure attraction, you'll receive:

- Acknowledgement of sponsorship with company logo in Program Guide
- Company logo and tag line/booth number on banner suspended over the 20'-by20' Café area
- 1-meter sign with company logo
- Opportunity to create personalized customer graphics for computer kiosks
- Screensaver of your choosing on Café computers
- Includes Internet drop, computer rentals, kiosks, carpet, and electrical

**Conference Bag Sponsor (Exclusive) \$20,000**

Put your logo on the official RFID Journal LIVE! 2008 conference bag carried by all the attendees. A sure-fire way to gain widespread recognition during the event and afterwards.