

REGISTRATION INFORMATION

Complimentary Conference Passes

With the event fast approaching, your next step will be to take advantage of your complimentary 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, opening night reception and other event meal functions.

Important Note: Except for official Preconference Seminar Sponsors, these complimentary Conference Passes do not include access to any of the preconference seminars on April 16th. If you wish to attend a Preconference Seminar, you can purchase an upgrade to your complimentary Conference Pass for \$199.

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 all meal functions served in the exhibit hall, including the opening night networking reception.

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 dlambert@rfidjournal.com with the details on who will be speaking on behalf of your company.

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

Exhibitor Staff Conference Passes:
Cornerstone Sponsor – 20 passes
Signature Sponsor – 20 passes
Premiere Sponsor – 15 passes
Premium Sponsor – 15 passes
Platinum Sponsor – 8 passes
Silver Sponsor – 4 passes
Exhibitor – 4 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 should have received an email from LiveHelp@RFID.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 LiveHelp@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com.

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:

Conference + Preconference Pass _____ \$1,099

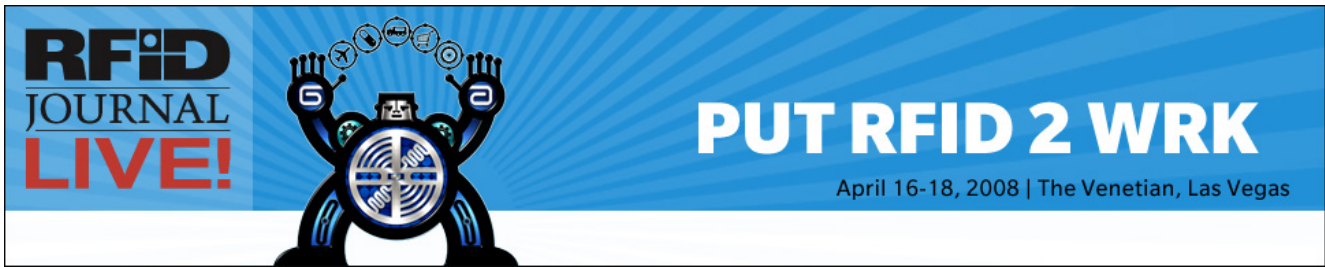
Conference Pass _____ \$899

Exhibit Booth Staff Passes _____ \$199

Upgrade from Complimentary Conference Pass to
Conference + Preconference Pass _____ \$199*

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

If you have questions regarding Online Registration, please contact LiveHelp@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com.



HOTEL RESERVATIONS

RFID Journal has negotiated a discounted hotel rate of \$249.00 per night Single/Double for all RFID Journal LIVE! event participants at the official event hotel and conference center, The Venetian Resort Hotel.

Please note: The deadline to receive our discounted hotel rate is **March 25, 2008**. After this date, the discounted rate will be honored on an "as available" basis.

The Venetian Resort Hotel

The Venetian Resort Hotel
3355 Las Vegas Blvd., South
Las Vegas, NV 89109
\$249.00 Single/Double
Toll Free (877) 385-3885
OR (702) 414-4100.

Business Center

The Venetian Resort Hotel offers an on-site, full service business center. Hours of operation are 7:00 am – 7:00 pm, Monday – Friday and 7:00 am – 5:00 pm on Saturday and Sunday.

AIRPORT & TRANSPORTATION

McCarran International Airport (LAS) is approximately 15 minutes away from The Venetian Resort.

Taxis

Taxi fares from McCarran International Airport are approximately **\$15**. Allow 7 to 15 minutes in travel time.

MISCELLANEOUS

Las Vegas Weather

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

Appropriate Attire

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