



The RFID Event for Companies Doing Business in Canada

The second annual RFID Journal LIVE! Canada, in partnership with EPCglobal Canada, is where the Canadian RFID community—end users, vendors, systems integrators, consultants and others—gathers to learn, plan strategies, network, buy and sell, and share ideas. The event will feature an exhibition of RFID technologies by leading RFID vendors designed to address real business problems.

IN PARTNERSHIP WITH:



Powered by GS1 Canada

Be among Industry Leaders

2007 Sponsors and Exhibitors Include (as of 9/17/07)



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Among the benefits of being a sponsor and exhibitor at RFID Journal LIVE! Canada are:

- ▶ **Access Your Target Audience:** This is where you'll find Canada's largest group of end users and implementers of RFID. Get in front of your best customers and prospects.
- ▶ **Competitive Advantage:** This is where the industry's leading suppliers and service providers come to showcase their latest technology solutions. Don't miss the opportunity to have a presence on the exhibit floor.
- ▶ **Build Awareness:** Our aggressive campaign means your company will enjoy extensive promotion that will help drive attendees to your booth.
- ▶ **ROI:** Participation is extremely affordable making it easy for you to achieve a significant return on your investment.

For exhibition and sponsorship information, please contact:

Alan McIntosh

Director of Sales
212-584-9400 ext. 4
E-mail: amcintosh@rfidjournal.com

Matthew Singer

Director of Sales
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PRODUCED BY:

RFID Journal
The World's RFID Authority
www.rfidjournal.com

IN PARTNERSHIP WITH:

EPCglobal Canada
Powered by GS1 Canada
www.epcglobalcanada.org

Companies that attended in 2006 included:

3M Canada
 ABMIS
 Academia RFID
 Accraply Canada
 ACNielsen
 Action Data Communication Ltd.
 Afilias Canada
 Agriculture Canada
 Agropur
 Alcatel
 Allegro168
 Applied RFID Solutions Inc.
 Assurant Solutions
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 Atlantic Packaging Products Ltd
 Atlantic Queen Seafoods Limited
 Atlas Cold Storage
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 Systems Inc.
 Boeing Commercial Airplanes
 BookNet Canada
 Campbell Company of Canada
 Canada Post
 Canadian Association for
 Pharmacy Distribution
 Canadian Business Partners Ltd.
 Canadian Pallet Council
 Canadian Packaging Magazine
 Cascades Tissue Group
 Celestica
 CHEP Canada
 CIBA Vision Canada Inc
 CN
 Con Cast Pipe
 Confederation Freezers
 Correctional Services of Canada
 Datamax
 Deuteron Acquisition
 Duocom Canada
 Ecole Polytechnique de Montreal
 EDI Gateway
 Ekahau, Inc.
 Elfe Juvenile Products
 EPCglobal Canada
 Far-Ex Int. Inc.
 Firesys
 Flex-O-Mark Inc.
 Foam Creations

GFS Ontario
 Gordon W. Gow & Associates Inc.
 Grand Toy
 Grant Forest Products
 Graphic Controls
 GreenStar Medical
 GS1 Canada
 High Road Communications
 Hill & Knowlton
 Hobart Brothers of Canada
 Hoffmann-La Roche Ltd.
 Holt Renfrew
 HP Canada
 IATA
 IBM Canada Ltd.
 Identec Solutions
 inCode Wireless
 Industry Canada
 Information & Privacy
 Commissioner/Ontario
 Infosys Technologies Ltd.
 Ingnea Polymers
 Intellibox Concept Inc.
 Intermec
 Irving Tissue
 IT World Canada
 Johnson & Johnson Distribution
 Kansas Technology Enterprise
 Corporation
 Katz Group Canada Ltd.
 Kimberly Clark Corp
 Kruger
 Kuehne + Nagel Ltd.
 Kurt Salmon Associates
 Lawrence Regional Technology
 Center
 Lexmark Canada
 Liaison Can US
 Loblaw Companies Ltd
 Lyngsoe Systems
 Macon State College
 Manning & Napier
 Mark IV - EZ Pass
 Mark IV Industries Corp- IVHS
 Division
 Marnlen RFID
 McCain Foods Ltd.
 Microsoft
 NAIT
 Nestlé Group
 New Horizon System Solutions
 Nexen Inc.
 Normerica Inc.
 OCR Canada Ltd.

Office Of the Privacy
 Commissioner of Canada
 Olymel
 Operations Project Manager
 Parmalat Canada
 Paxar
 Pfizer Canada Inc.
 PLi Consulting Services Inc
 PricewaterhouseCoopers
 Psion Teklogix
 Purina Nestlé
 Purolator Courier
 Purolator, Inc.
 R. Moroz Ltd. - RFID Canada
 Reckitt Benckiser
 Relizon
 RFID Alliance Lab
 RFID4U
 RIM
 RJL Packaging & Labelling
 Industries Inc.
 Saputo Foods Ltd.
 Schenker Canada
 Scott Paper Limited
 Seagull
 Sears Canada Inc
 Shoppers Drug Mart
 Sirit Inc.
 Smucker Foods of Canada
 Solutions 2 Security, Inc.
 Spin Master Ltd.
 Staples Business Depot Canada
 Sundex Information Systems, Inc.
 Symbol Technologies
 Symbol Technologies Canada
 Syngenta Crop Protection
 Technology Evaluation Centers
 The Country Grocer
 Thomas, Large & Singer
 Thoughtcorp
 TNET Management Ltd.
 TransCore
 TransSec Magazine
 Ubisense Inc
 Unilever Canada
 Unisource Canada
 Universite de Sherbrooke
 University of Guelph
 Wal-Mart
 Wal-Mart Canada Corp
 Wavetrend Technologies Inc
 Wyeth, Inc.
 Zebra Technologies

2006 ATTENDEES

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Sponsorship and Exhibit Opportunities

November 26-28, 2007 ▶ Toronto Congress Centre ▶ Toronto, ON, Canada

www.rfidjournalevents.com/livecanada

EXHIBIT PACKAGE

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\$3,500 CD*

+6% GST

- ▶ 100-square-foot display space in the Exhibit Hall

Marketing Benefits

- ▶ Company name on the RFID Journal LIVE! Canada Web site
- ▶ Company name in all attendee marketing materials
- ▶ Company profile in the program guide (up to 30 words)
- ▶ Company name featured on A/V loop running during session breaks/transitions
- ▶ Company name displayed and linked on the exhibitor page of the Event Web site for a minimum of two months post-conference
- ▶ Use of the Event logo for ads and promotional materials relating to exhibitor's participation in and support of the Event

Conference Passes & Invitations

- ▶ Three complimentary 2-day conference passes for customers, colleagues, prospects or company employees, with access to the general sessions, breakout sessions, meals and/or evening events (excluding preconference seminars.) (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)
- ▶ Opportunity to invite up to 10 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)

EXHIBIT PACKAGE

* EPCglobal Canada, GS1 Canada and Strategic Advisory Council Members receive a 10% discount (discounts are not combinable)

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amcintosh@rfidjournal.com

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SILVER SPONSOR

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SILVER SPONSOR (12 Opportunities)

\$7,500 CD*

+6% GST

With a Silver Sponsorship, a representative of your company can participate in a panel discussion on a topic of interest to your customers and prospects, providing a cost-effective way to be seen as an important player in the RFID community.

Content Opportunity

- ▶ Participation in a moderated vendor panel session.

Marketing Benefits

- ▶ Company name and logo on the RFID Journal LIVE! Canada Web site
- ▶ Company logo in all attendee marketing materials
- ▶ Company logo on sponsor thank-you signage
- ▶ Company profile in the program guide (up to 50 words)
- ▶ Company logo featured on A/V loop running during keynote and general session breaks/transitions
- ▶ Company logo displayed and linked on the Event Web site for a minimum of two months post-conference
- ▶ Use of the Event logo for ads and promotional materials relating to sponsor's participation in and support of the Event

Conference Passes & Invitations

- ▶ Two complimentary 2-day conference passes for customers, colleagues, prospects or company employees, with access to the general sessions, breakout sessions, meals and/or evening events (excluding preconference seminars.) (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)
- ▶ Opportunity to invite up to 10 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10 x 10-foot booth on the exhibit floor

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PLATINUM SPONSOR

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PLATINUM SPONSOR (Only 2 left)

\$14,500 CD*

+6% GST

A Platinum Sponsorship provides an extremely effective way to be seen as a thought leader in the Canadian RFID community. Whether you use your 40-minute breakout session to highlight a customer success story or to introduce a new product, you'll be able to achieve valuable visibility with the high-level end-user audience that RFID Journal events attract. And the marketing benefits wrapped around this speaking opportunity ensure that your company will have high visibility before, during and after the conference and exhibition.

Content Opportunity

- ▶ 40-minute presentation at exclusive breakout session

Marketing Benefits

- ▶ Company name and logo on the RFID Journal LIVE! Canada Web site
- ▶ Company logo in all attendee marketing materials
- ▶ Company logo on sponsor thank-you signage
- ▶ Company profile in the program guide (up to 75 words)
- ▶ Company logo featured on A/V loop running during keynote and general session breaks/transitions
- ▶ Company logo displayed and linked on the Event Web site for a minimum of two months post-conference
- ▶ Use of the Event logo for ads and promotional materials relating to sponsor's participation in and support of the Event

Conference Passes & Invitations

- ▶ Four complimentary 2-day conference passes for customers, colleagues, prospects or company employees, with access to the general sessions, breakout sessions, meals and/or evening events (excluding preconference seminars.) (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)
- ▶ Opportunity to invite up to 15 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10 x 10-foot booth on the exhibit floor

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CORNERSTONE SPONSOR

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CORNERSTONE SPONSOR (Exclusive) \$35,000 CD*

+6% GST

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at RFID Journal LIVE! Canada. This is a unique opportunity to position your company as a thought leader and prime mover in the Canadian RFID industry. The Cornerstone Sponsor addresses the entire audience in a general session presentation that highlights the company's leadership position in the industry (topic and speaker to be approved by RFID Journal and EPCglobal Canada). The Cornerstone Sponsor receives prominent visibility on the RFID Journal LIVE! Canada Web site and on all marketing and communications, including e-mail promotions and print brochure mailings. This visibility is carried through at the event itself, with signage that reflects the Cornerstone Sponsor's unique position at the event.

Content Opportunity

- ▶ 40-minute general session presentation



Marketing Benefits

- ▶ Company name and logo (special position status) on the RFID Journal LIVE! Canada Web site
- ▶ Company logo (special position status) in all attendee marketing materials
- ▶ Press release announcing Cornerstone Sponsorship of RFID Journal LIVE! Canada
- ▶ Company logo (special position status) on sponsor thank-you signage
- ▶ Company profile in the program guide (up to 100 words)
- ▶ Company logo featured on A/V loop running during keynote and general session breaks/transitions
- ▶ Dedicated banner with company logo in general session Conference room
- ▶ Company logo prominently displayed and linked on the Event Web site for a minimum of two months post-conference
- ▶ Use of the Event logo for ads and promotional materials relating to sponsor's participation in and support of the Event

Conference Passes & Invitations

- ▶ Twelve complimentary 2-day conference passes for customers, colleagues, prospects or company employees, with access to the general sessions, breakout sessions, meals and/or evening events (excluding preconference seminars.) (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)
- ▶ Opportunity to invite up to 25 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and EPCglobal Canada and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10 x 20-foot booth on the exhibit floor

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ADVERTISING/BRAND-BUILDING OPPORTUNITIES

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Registration Sponsor (Exclusive)



\$7,500 CD*

+6% GST

The exclusive Registration Sponsor will provide you with upfront exposure to our attendees from the moment they arrive at the event. As exclusive sponsor, your benefits include:

- ▶ Acknowledgement of sponsorship with company logo in Program Guide
- ▶ Branded lanyard (to be provided by sponsor) to be distributed to all event attendees and exhibitors
- ▶ Welcoming billboard with company logo, tag line and booth number adjacent to registration area
- ▶ Customized display boards (approximately 8 x 12 inches) to be displayed on registration counters with your company logo, tag line and booth number
- ▶ Tote bag insert

Half-day Preconference Sponsor (Based on Availability)

\$6,000 CD*

+6% GST

RFID Journal LIVE! Canada includes special preconference seminars targeted at specific audiences that you would like to reach. The preconference sponsor receives special branding in all promotions of the preconference seminar and on site.

Tote bag Sponsorship (Exclusive)

\$7,500 CD*

+6% GST

With this sponsorship, every attendee will be a walking 'billboard' for your company. Your logo (one-color) will be imprinted on one side of the conference tote bag distributed by show management to everyone at check-in and will include one insert in the bag.

Program Guide Belly Band (Exclusive)

\$3,500 CD*

+6% GST

All attendees receive an Event Program Guide – the essential information source for RFID Journal LIVE! Canada. 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.

Notepad Sponsor (Exclusive)

\$1,500 CD*

+6% GST

Get your personalized notepads in front of every attendee to the Event. Sponsor supplies notepads before the event and RFID Journal is responsible for the distribution at Event.

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ADVERTISING/BRAND-BUILDING OPPORTUNITIES

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Pen Sponsor (Exclusive) **\$1,500 CD***

+6% GST

Get your personalized pen in front of every attendee to the Event. Sponsor supplies pens before the event and RFID Journal is responsible for the distribution at the Event.

Four-Color Full-Page Ad in Program Guide **\$1,500 CD***

+6% GST

Conference program guides are distributed to all all attendees at the event. This highly targeted advertising opportunity in which your message and logo will reach our high-level audience in a glossy, take-home reference guide.

Event Bag Insert (Limit of 12 paid inserts) **\$1,250 CD***

+6% GST

A terrific opportunity to reach our attendees via the event bag. You provide the item (such as a CD, brochure, flyer, etc.) to show management and we will insert it into the event bag. (All items subject to approval by RFID Journal.)

Keynote Seat Drops **\$1,000 CD***

+6% GST

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.

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