



SECOND ANNUAL

# RFID Journal LIVE! Canada

Nov. 26-28, 2007 | Toronto Congress Centre  
Toronto, Canada



## EXHIBITOR SERVICES MANUAL

Dear RFID Journal LIVE! Canada Exhibitor/Sponsor,

We are excited to have you participating in our upcoming event, and on behalf of our events team, we are pleased to send you this Exhibitor Services Manual.

This manual will be posted online. Please be sure to check the online version for periodic updates and changes. You can access the online version by going to <http://www.rfidjournalevents.com/livecanada/esm.php>.

### WHERE DO I BEGIN?

- Go over the Planning Checklist— We have put together a checklist, located on page 5, to aid you in preparing for the event.

### OTHER INFORMATION TO LOOK FOR INSIDE:

- Service Contractor/Decorator Services Ordering – We have chosen Stronco Show Services to serve as the Official Service Contractor. Show Services information begins on page 14 or you can go on-line to [www.stronco.com](http://www.stronco.com) and print out the show services order forms to fax back to Stronco. Stronco can be reached by telephone at (905) 270.6767, extension 2258
- Remember to bring copies of all your service orders and proof of payment to the event for reference.
- Registration – Depending upon your level of participation, you are entitled to 3 or more complimentary 2-Day Conference Passes for your staff and VIPs. To register your team, please use the Exhibitor & Sponsor Registration Form (Excel spreadsheet), which has been provided separately. More information on registration can be found on page 9.

If you have any questions about your organization's participation in this year's event, feel free to contact anyone on our Contact List found on page 3. We are excited about the upcoming event and are dedicated to making it successful for everyone!

Best regards,

RFID Journal Events Team



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## Separate Attachments

- Exhibitor Service Order Forms (PDF)
- Exhibitor & Sponsor Registration Form (Microsoft Excel spreadsheet)
- Exhibitor & Sponsor Marketing Resource Packet (PDF)



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## RFID JOURNAL LIVE! CANADA STAFF CONTACT LIST

### OPERATIONS/LOGISTICS TEAM CONTACTS:

**Kim Ray**, Vice President of Events

Tel (860) 461.7168

Email [kray@rfidjournal.com](mailto:kray@rfidjournal.com)

Fax (617) 663.6223

**\*\*Contact Kim re:** General Event Questions, Catering Needs, PR Needs.

**Cheryl Johnson**, Director, Events Management

Tel (508) 778-1974

Email [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com)

Fax (508) 778-0003

**\*\*Contact Cheryl re:** Exhibit Hall Operations and Logistics, Move-in and Move-Out, Booth Set, Company Profiles, Sponsor/Exhibitor Registrations, & Shipping Info.

### SALES TEAM CONTACTS:

**Alan McIntosh**, Director of Sales

Tel (212) 584.9400, extension 4

Email [amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com)

Fax (212) 584.9359

**Matthew Singer**, Director of Sales

Tel (212) 584.9400, extension 6

Email [msinger@rfidjournal.com](mailto:msinger@rfidjournal.com)

Fax (212) 584.9359

### SPEAKER/CONTENT CONTACT:

**Faiza Akhtar**, Editorial Director, Events

Tel (631) 249.5064

Email [fakhtar@rfidjournal.com](mailto:fakhtar@rfidjournal.com)

Fax (631) 980.4314



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## OFFICIAL SERVICE VENDORS

If any of the following services are needed, please call the Official Service Provider direct. These services will be provided at the exhibitor's expense:

### Electrical/Lighting

#### Showtech Power & Lighting

5675 McLaughlin Road  
Mississauga, ON L5R 3K5  
Contact: Ed Kenny  
Tel: 416.244.4899

### Audio Visual Services:

#### AVW-TelAv Audio Visual Services

650 Dixon Road  
Toronto, ON M9W 1J1  
Contact: Brian D'Souza  
Tel: 416.240.7838

### On-site Shipping

#### Attn: LANGE Receiver

Toronto Congress Centre  
650 Dixon Road  
Toronto, ON M9@ 1J1  
Event: RFID Journal LIVE! Canada  
Booth #: \_\_\_\_\_

### General Service Contractor

#### The Stronco Group

1510 Caterpillar Road, Unit "B"  
Mississauga, ON L4X 2W9  
Event Contact: Ms. Sharon Ryan  
Tel: (905) 270-6767  
Fax: (905) 270-6771

### Telephone

#### Bell Canada

Tel: (800) 414-8424  
Fax: (866) 242-3131  
Email: tradeshow@bell.ca



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## Planning Checklist

Item	Deadline
<input type="checkbox"/> Corporate Profile Cheryl Johnson – <a href="mailto:cjohnson@rfidjournal.com">cjohnson@rfidjournal.com</a>	November 1
<input type="checkbox"/> Hotel Reservations	ASAP
<input type="checkbox"/> Speaker Bio, Photo & Contact Information Faiza Akhtar – <a href="mailto:fakhtar@rfidjournal.com">fakhtar@rfidjournal.com</a>	November 1
<input type="checkbox"/> Exhibitor & Sponsor Registration Cheryl Johnson – <a href="mailto:cjohnson@rfidjournal.com">cjohnson@rfidjournal.com</a>	November 9
<input type="checkbox"/> Booth Cleaning	November 12
<input type="checkbox"/> Furniture Requests – Tables, Chairs, Wastebaskets, etc.	November 12
<input type="checkbox"/> Booth Labor	November 12
<input type="checkbox"/> Advance Warehouse Shipment	November 12
<input type="checkbox"/> Audio Visual / Computer Rentals	November 15
<input type="checkbox"/> Electrical Services	November 15
<input type="checkbox"/> Internet Services	November 15
<input type="checkbox"/> Telecommunications (Telephone)	November 15
<input type="checkbox"/> Direct Shipments to Arrive at the Toronto Congress Centre	NOT BEFORE November 25



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## EVENT OVERVIEW AND FACT SHEET

Welcome Exhibitors:

Here is some basic information about the upcoming RFID Journal LIVE! Canada, to be held Monday, November 26 through Wednesday, November 28, 2007 at the Toronto Congress Centre in Toronto.

Overall Event Hours:

	<b>Monday November 26</b>	<b>Tuesday November 27</b>	<b>Wednesday November 28</b>
<b>Registration</b>	7:30 am – 8:00 pm	7:00 am – 4:00 pm	7:00 am – 4:00 pm
<b>Conference</b>	8:00 am – 6:30 pm	8:30 am – 4:10 pm	8:30 am – 3:55 pm
<b>Exhibitor Move-in</b>	10:00 am – 4:00 pm		
<b>Exhibit Hours</b>	6:30 pm – 8:00 pm* <i>*Exhibit Hall opens with a Networking Cocktail Reception open to all immediately following the opening Keynote Address.</i>	10:15 am – 4:30 pm	10:00 am – 4:00 pm
<b>Exhibitor Move-out</b>			4:00 pm – 7:30 pm

### Location/Venue:

RFID Journal LIVE! Canada  
November 26-28, 2007  
Toronto Congress Centre  
650 Dixon Road  
Toronto, ON M9W 1J1  
Tel: (416) 245-5000 , extension 2279  
Fax: (416) 245.4923  
Attention: Ms. Diana DiManno, CMP6



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## Advance Shipping:

**Deadline for Receipt of Shipment is Friday, November 12, 2006**

If you plan on shipping booth equipment/materials in advance, please send them to the following address:

### RFID Journal LIVE! Canada

Company Name/Booth # \_\_\_\_\_  
Stronco Logistics Services/Liberty CFS Inc.  
c/o Reimer Express  
5919 Shawson Drive  
Mississauga, ON  
L4W 3Y2  
Canada  
Piece \_\_\_\_ of \_\_\_\_

**\* (For more information, please contact Thomas Golacki, Stronco Logistics Services by phone at (800) 665-2621 or by email at [thomas.g@stronco.com](mailto:thomas.g@stronco.com).**

## Direct Show Site Shipping:

If you plan on shipping booth equipment/materials direct to show site, please send them to the address below: Shipments/freight will only be accepted as of 10:00 am, Monday, November 26. **Shipments/freight arriving prior to this date and time may be refused by the Toronto Congress Centre.**

### Attn: LANGE Receiver

Toronto Congress Centre  
650 Dixon Road  
Toronto, ON M9W 1J1  
Event: RFID Journal LIVE! Canada  
Company Name/Booth # \_\_\_\_\_  
Piece \_\_\_\_ of \_\_\_\_

## Outbound Show Site Shipping:

**All exhibitor items must be moved out by 8:00 pm.**

It is the exhibitor's responsibility to notify your transportation carrier to check in prior to 8:00 pm on the day of move-out. Any equipment/product left on the exhibit floor without the proper paperwork (shipping instructions) filed with the General Service Contractor/material handling service vendor (The Stronco Group) by 8:00 pm on Wednesday, November 28, will be moved back to their warehouse for pick-up/shipping at the exhibitor's expense on Thursday, November 29, 2007.



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## **Booth Equipment included:**

Each 10' x 10' booth will be set with 8' high black back drape, 3' high black side rails.

One (1) 9" x 44" booth identification sign (one line of print)

One (1) waste basket

Exhibit area will already be carpeted with gray carpet by RFID Journal at no cost to you.



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## REGISTRATION

### Exhibitor/Sponsor Staff and Complimentary Passes

With the event fast approaching, your next step will be to take advantage of your complimentary 2-Day Conference Passes for your staff and VIPs. These complimentary passes provide access to the keynote and general sessions, breakout sessions, the exhibit area, and all food functions on November 26-28\*.

**\*IMPORTANT!** This pass does not include access to any of the Preconference Seminars on November 26. If you wish to upgrade your complimentary 2-Day Conference Pass to a Full Conference Pass, which includes access to the Preconference Seminar of your choice, you may do so for \$199. Please contact your Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com) for more information.

To register your team, please use the Exhibitor & Sponsor Registration Form (Microsoft Excel spreadsheet), which has been provided separately. Please be sure to re-name the spreadsheet with your company name before returning it to Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com).

The number of complimentary staff and VIP passes included for each level of participation is outlined below:

<b>Passes:</b>
Cornerstone Sponsor – 12 passes
Signature Sponsor – 8 passes
Platinum Sponsor – 4 passes
Silver Sponsor – 2 passes
Exhibitor – 3 passes

### Speaker and Panelist Passes

If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted badges above. Please email Faiza Akhtar [fakhtar@rfidjournal.com](mailto:fakhtar@rfidjournal.com) and let her know who will be speaking on behalf of your company.



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## HOTEL INFORMATION

### Hotel Reservations

RFID Journal does not have a designated headquarter hotel for this event since there are so many hotels in the general vicinity of the Toronto Congress Centre. Please make sure to make your hotel reservation soon if you have not already done so. Below is a list of nearby hotels and their phone numbers for your convenience in booking your room:

#### Hotels

Park Plaza	1-800-268-3300
Courtyard by Marriott Toronto Airport	1-800-791-9442
Belaire Hotel Toronto Airport	416-241-8513
Days Hotel and Conference Centre - Toronto Airport	1-800-DAYS-INN
Delta Toronto Airport West	1-800-737-3211
Hilton Toronto Airport	1-800-677-9900
Holiday Inn Select Toronto Airport	416-675-7611
Holiday Inn Toronto Airport East	416-240-7511
Doubletree International Plaza Hotel	416-244-1711
Marriott Toronto Airport	416-674-9400
Quality Suites Toronto Airport	416-674-8442
Ramada Plaza Hotel Toronto Airport East	416-249-8171
Renaissance Toronto Airport Hotel	416-675-6100
Sheraton Gateway Hotel in Toronto International Airport	905-672-7000
Travelodge Hotel Dixon Road (Toronto Airport)	416-674-2222
Wyndham Bristol Place Hotel	416-675-9444



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## TRAVEL INFORMATION

### Airport Information

Toronto's Pearson International Airport is located approximately 10 minutes away from the Toronto Congress Centre. For detailed information, and maps, visit the following websites: [www.gtaa.com](http://www.gtaa.com) or [www.torontocongresscentre.com](http://www.torontocongresscentre.com).

### Ground Transportation

There are many ways to travel to and from Pearson Airport - by car, public transit, inter-city buses or taxis and limousines.

### Taxis

Travel time to the Toronto Congress Centre and local airport hotels is approximately 10 minutes. Approximate taxi fare: \$15.00 - \$20.00 Canadian per person for a one way trip. For further information please visit [www.gtaa.com](http://www.gtaa.com) and choose the "Ground Transportation" option under the Helpful Hints category on the main page.

### Limousine or Hotel Shuttle Service

Please visit [www.gtaa.com](http://www.gtaa.com) and choose the "Ground Transportation" option under the Helpful Hints category on the main page for detailed information.

## Driving Directions to the Toronto Congress Centre

### By Car (Via Major Highways)

- West on Hwy 401, exit Dixon Road W, turn right into Toronto Congress Centre.
- East on Hwy 401, exit Dixon Road W (left), turn right into Toronto Congress Centre.
- North on Hwy 427, exit Dixon Road E (right), turn left into Toronto Congress Centre.
- North on Hwy 427, follow Hwy 27 N to Dixon Road E, turn left into Toronto Congress Centre.
- South on Hwy 427, exit Hwy 409 E to Martin Grove Road, travel south on Martin Grove Road, turn right on Dixon Road, turn right into Toronto Congress Centre.
- West on Hwy 407, exit Hwy 27 S, follow Hwy 27 S to Dixon Road E, turn left into Toronto Congress Centre.
- East on Hwy 407, exit Hwy 27 S, follow Hwy 27 S to Dixon Road E, turn left into Toronto Congress Centre.



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## By Car (Via Downtown)

- **From the Harbourfront area of downtown Toronto**, take the Gardiner Expressway W to Hwy 427 N, follow Hwy 27 to Dixon Road E exit, turn left into Toronto Congress Centre.
- **From the East areas of Greater Toronto**, travel the Don Valley Parkway N to Hwy 401 W, follow Hwy 401 W to Dixon Road W exit, turn right into Toronto Congress Centre.
- **From the Pearson International Airport**, take Airport Road Eastbound for about 3 miles until it turns into Dixon Road. Continue Eastbound past Highway 27 until the first set of traffic lights. Turn left into Toronto Congress Centre.

## By Public Transportation

Travel to the Lawrence West subway station then transfer to the Malton #58 bus which will take you directly in front of the Toronto Congress Centre.

## Parking

Toronto Congress Centre has ample parking available on a complimentary basis to all attendees.



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## ON-SITE PROGRAM GUIDE

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

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 the RFID Journal LIVE! Canada style, and final copy approval for the Program Guide remains at the discretion of *RFID Journal*. Depending upon your level of participation, please submit the corporate profile to Cheryl Johnson, [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com) and your speaker biography and photo to Faiza Akhtar, [fakhtar@rfidjournal.com](mailto:fakhtar@rfidjournal.com) by no later than October 22, 2007.

### CORPORATE PROFILE

#### Cornerstone Sponsor:

Corporate Profile – (100 words maximum)  
Speaker Biographies and Photograph (50-words maximum)

#### Signature Sponsor:

Corporate Profile – (100 words maximum)  
Speaker Biographies and Photograph (50-words maximum)

#### Platinum Sponsor:

Corporate Profile – (75 words maximum)  
Speaker Biographies and Photograph (50-words maximum)

#### Silver Sponsor:

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

#### Exhibitor:

Corporate Profile – (30 words maximum)

Please email your corporate profile to Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com) by October 22, 2007 to ensure inclusion in the program guide.



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## ON-SITE PROGRAM GUIDE SPECIFICATIONS

Please use the specifications below as your guide when submitting your graphic items.

### Logos:

Your company logos must be submitted in the following format:

#### Digital:

- "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.*

#### 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)

### Speaker Bio

30-word maximum biography

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

Please email your speaker photo and speaker biography to Faiza Akhtar at [fakhtar@rfidjournal.com](mailto:fakhtar@rfidjournal.com) by October 22, 2007 to ensure inclusion in the program guide.