

# RFID JOURNAL LIVE! CANADA 2007 EXHIBITOR & SPONSOR MARKETING RESOURCE PACKET



HEAR THESE AND OTHER INDUSTRY LEADERS  
DETAIL HOW RFID CAN IMPROVE YOUR BUSINESS:



#### LEARN HOW TO:

- ▶ Cut manufacturing costs
- ▶ Reduce spoilage in the cold chain
- ▶ Increase asset utilization
- ▶ Lower labor costs
- ▶ Transition from bar codes to RFID
- ▶ Improve product lifecycle management
- ▶ Boost picking and shipping accuracy
- ▶ Slash losses from theft
- ▶ Decrease turnaround times
- ▶ AND MUCH MORE!



## 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.



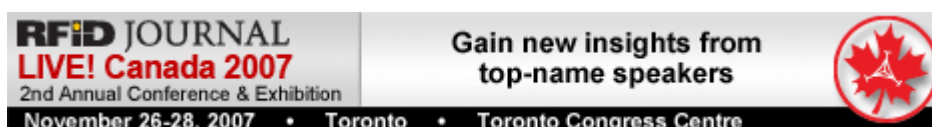
## 4 Easy Ways to Maximize Your Exposure at RFID Journal LIVE! Canada 2007

Dates	Action Item	Cost
Ongoing	Post the RFID Journal LIVE! Canada 2007 event logo, Web site URL, banner 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 customized creative please contact Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a> .	FREE
Requests Must be Received by November 2	Request a customized email invitation to promote your participation and provide a special 10% discount to your top prospects and best customers.	FREE
Announcements Must be Received by November 2	Submit new product information or other news announcements to be included in the RFID Journal LIVE! Canada 2007 Announcements email sent out to attendees to gain extra pre-event visibility. Please send announcements to Tim Giganti <a href="mailto:tgiganti@rfidjournal.com">tgiganti@rfidjournal.com</a> .	FREE
November 2	Place an ad in the Official Event Program Guide that will be distributed to all attendees at registration.	Contact your sales rep for pricing



**Post the RFID Journal LIVE! Canada 2007 logo, banner and/or calendar listing** on a prominent page of your company's Web site or in your newsletter as soon as possible. (*See sample banners below.*)

**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 RFID Journal LIVE! Canada 2007 Event listing
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID Journal LIVE! Canada 2007 Web site at <http://www.rfidjournalevents.com/livecanada>

**Don't see what you need?**

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



**Invite your customers to see you and your products in action!**

**Deadline: ASAP thru November 2**

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 10% registration discount with this FREE marketing tool which is an easy and proven method of attracting more potential buyers and prospects to your booth.**

Email Invitations: Request a customized HTML email which includes a 10% registration discount offer and a hyperlink to a PDF of our latest event brochure. Send out the email on your own, or have the RFID Journal Event Management 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).**



## **RFID Journal LIVE! Canada 2007 Announcements**

**Deadline: ASAP – November 2**

Get the word out about new products and other announcements related to the event.

3 key benefits:

1. Exhibitor announcements published on RFID Journal's Web site ([www.rfidjournal.com](http://www.rfidjournal.com)) will be flagged with a logo that indicates the exhibitor's booth number at the event, enabling you to drive traffic among attendees at the event and also receive visibility among RFID Journal's 250,000 unique visitors.
2. A headline, blurb and hyperlink to the news story will be put on the RFID Journal Event Announcements page.
3. A special email with event announcements will be sent to our 30,000+ active newsletter subscribers and to pre-registered RFID Journal LIVE! Canada 2007 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 announcements as soon as possible to [tgiganti@rfidjournal.com](mailto:tgiganti@rfidjournal.com) and note that it is an RFID Journal LIVE! Canada 2007 announcement.

**We look forward to greeting you in Toronto November 26-28**