



The RFID Event for Companies Doing Business in Europe

RFID Journal LIVE! Europe, RFID Journal's third annual conference and exhibition in Europe, is the only RFID event that addresses the unique needs of European companies. Like its sister event in the United States, RFID Journal LIVE! Europe is where the RFID community—end users, leading vendors, systems integrators, consultants and others—gathers to plan strategies, network, buy and sell, learn and share ideas.

Be Among Industry Leaders

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

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PLATINUM SPONSORS



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RFID
JOURNAL

THE WORLD'S RFID AUTHORITY

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Among the benefits of being a sponsor and exhibitor at RFID Journal LIVE! Europe 2007 are:

- ▶ **Access Your Target Audience:** This is where you'll find Europe'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.

Third Annual RFID Journal LIVE! Europe

Sponsorship and Exhibit Opportunities

6-8 November, 2007 ▶ Mövenpick Hotel Amsterdam ▶ Amsterdam, The Netherlands

www.rfidjournalevents.com/liveeurope

2006 ATTENDEES

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Companies that attended in 2006 included:

@Logistics Reply Srl
Accenture Technology Solutions
Acons AG
ADT Security Deutschland GmbH
AeroScout
Afilias Canada
AIM Global
Alien Technology Corporation
American RFID Solutions
Anna Digital Oy
Atmel Germany GmbH
Auto-ID Labs (Cambridge University)
Avery Dennison
Avery Dennison, RFID Division - Europe
BMW Group
BP UK
Brightsight
BT Auto-ID Services
Buena Vista Home Entertainment
Business Logistics (Media Access)
CAEN RFID
Capgemini
Centraal Boekhuis BV
cg-taglogic
cmca sdn bhd
Comercial Arqué
CompTIA
Confidex
ConocoPhillips
COTECNA
Deutsche Bank AG
Dolphin EM Technologies
Ecole Polytechnique Federale de Lausanne (EPFL)
Egytrans SAE
Elektrobit
ELIKO Competence Centre
Embedded Innovation GmbH & Co.KG
Emerson & Cuming Microwave Products
Emphasis Telematics
Endeavour Advisors
EPCglobal Inc.
ETH Zurich
European EPC Competence Center (EECC)
ExxonMobil Lubricants & Specialities
Ferroxcube

G4S Security Systems GmbH
Gasunie
Gilde Norsk Kjatt BA
GS1 Germany
GS1 Netherlands
GSK House
Hispano Ferritas, S.A.
Holland Casino
Hugo Boss
IBM
Icelandic fisheries laboratories
Id-Solutions
IDxS
IER
Impinj, Inc.
Institute of Technology, Tralee
Integrator
Intel
Intelligent Ltd
International Air Transport Association
Intune Circuits Ltd.
IZUM
Joebstl
Kaufhof Warenhaus AG
Kimberly-Clark Europe
KLM
KPMG
Lemmi-Fashion
Logistiek
Lyttron Technology GmbH
McKenna Long Aldridge
McMaster University
MESSIER-DOWTY
MGI METRO Group International
Microsoft
Mieloo & Alexander
Mobile 365
Mobile Mark Europe Ltd
Nato Maintenance and Supply Agency
NLR
Nokia
Northmex
Northrop Grumman
Novartis AG
NOVOdisplay
Novotrac
NXP Semiconductors
Oracle
Packaging Federation
Panasonic

Peacock Mart
Power Paper
Promis
Provence Promotion
Reva Systems
RFID4U
Robert Wiseman Dairies
Rodata AG
Royal Ahold
Sammi Information Systems
SAP
Saudico Electronic Systems
Scandinavian Airlines
Semiconductor
Shell Global Solutions
Sirit Inc.
Skyetek
SLA-Networks
SLA-Security
SmarTerminal Inc.
Software Link Co., Ltd.
Sony Logistics Europe
Sotheby's
SSNET
Stockway
Symbol Technologies, Inc.
TAGSYS
Technology Innovation Centre
Technopolis Plc/Centre of Expertise for Logistics
Telekom Austria AG
TEOTEC S.A.
Tesco Stores Ltd.
TIC
TJS dmcc
TNT Express
Traak Systems Ltd
Trackway - Stockway Oy
TREELOGIC SL
Ubi-Q
Unisys
University of Arkansas
University of Bremen
University of Leicester
University of Parma
UPM Raflatac RFID
Urbs Nova GmbH
Warp Networks S.L.
Wherenet
WJ Communication Inc
Zetes B.V.

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EXHIBIT PACKAGE

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€ 3,500

+ 19% VAT

- ▶ 2.5m by 3m (8 x 10-foot) display space in the Conference exhibit area (partitions, signage and furnishings not included)
- ▶ Use of Conference logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- ▶ Company name with 30-word description displayed and linked on the Conference Web site
- ▶ Company profile in the program guide (up to 30 words)
- ▶ Company logo and 30-word description prominently displayed and linked on the Conference web site for a minimum of two months post-conference
- ▶ 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). Additional passes may be purchased for the special advance registration rate.

EXHIBIT PACKAGE PLUS

€ 4,000

+ 19% VAT

- ▶ 2.5m by 3m (8 x 10-foot) hard-walled pre-equipped display stand in the Conference exhibit area. Display stand comes furnished with aluminum framework, laminated paneling, spot-lights, basic furnishing package & company identification sign.
- ▶ Use of Conference logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- ▶ Company name with 30-word description displayed and linked on the Conference Web site
- ▶ Company profile in the program guide (up to 30 words)
- ▶ Company logo and 30-word description prominently displayed and linked on the Conference Web site for a minimum of two months post-conference
- ▶ 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). Additional passes may be purchased for the special advance registration rate.

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SILVER SPONSOR

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SILVER SPONSOR (12 Opportunities)

€7,500

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

Content Opportunity

- ▶ Vendor panel breakout session with moderator. Conference sponsors are limited to 12 and will co-participate in one of three panels.

Marketing Benefits

- ▶ Company logo with 30-word description displayed and linked on the Conference Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of Conference logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- ▶ Company profile in the program guide (up to 30 words)
- ▶ Distribution of up to 25 of your company's press kits in press room
- ▶ Company logo and 30-word description prominently displayed and linked on the Conference Web site for a minimum of two months post-conference

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). Additional passes may be purchased for the special advance registration rate
- ▶ Opportunity to invite up to 100 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirement

- ▶ Requires the purchase of booth on the exhibit floor

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PLATINUM SPONSOR

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PLATINUM SPONSOR (Only 3 left)

€ 13,500

A Platinum Sponsorship provides an extremely effective way to be seen as a leader in the RFID community. Whether you use the 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

- ▶ Sponsor presentation at exclusive breakout session

Marketing Benefits

- ▶ Company logo with 50-word description displayed and linked on the Conference Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of Conference logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in on-site program guide
- ▶ Company profile in the program guide (up to 50 words)
- ▶ Company logo featured on a/v loop running during breaks/transitions in general sessions throughout the event
- ▶ Distribution of up to 50 of your company's press kits in press room
- ▶ Company logo and 50-word description prominently displayed and linked on the Conference Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Six 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). Additional passes may be purchased for the special advance registration rate
- ▶ Opportunity to invite up to 100 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirement

- ▶ Requires the purchase of booth on the exhibit floor

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SIGNATURE SPONSOR

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SIGNATURE SPONSOR (Exclusive)

€ 27,500

The Signature Sponsor has an exclusive opportunity to reach the thought leaders in the industry through a 30-minute presentation on Day 2 of the conference (topic and speaker to be approved by RFID Journal). The signature sponsorship was designed for an RFID hardware, software or service provider that wants to demonstrate—live, on stage—industry-leading technology, service capabilities or both. Your company also sponsors the Conference Luncheon in the middle of Day 1, so you gain extra visibility with our high-level audience. Additional marketing benefits ensure you will have great visibility with all attendees.



Content Opportunity

- ▶ 30-minute general session presentation on the second day of the Main Conference

Hosting Opportunity

- ▶ 30-minute general session presentation on the second day of the Main Conference

Marketing Benefits

- ▶ Company logo with 100-word description prominently displayed and linked on the Conference Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of Conference logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in on-site program guide
- ▶ Company profile in the program guide (up to 100 words)
- ▶ One four-color, full-page advertisement in the program guide
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Distribution of up to 50 of your company's press kits in press room
- ▶ Company logo and 100-word description prominently displayed and linked on the Conference Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Eight 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). Additional passes may be purchased for the special advance registration rate
- ▶ Opportunity to invite up to 100 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirements

- ▶ Requires the purchase of booth on the exhibit floor

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CORNERSTONE SPONSOR

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CORNERSTONE SPONSOR (Exclusive) €35,000

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at RFID Journal LIVE! Europe 2007. This is a unique opportunity to position your company as a thought leader and prime mover in the RFID industry. The Cornerstone Sponsor addresses the entire audience in a Day 1 general session presentation that highlights the company's leadership position in the industry (topic and speaker to be approved by RFID Journal). Your visibility will be continued on Day 2, when you moderate an end user general session panel discussion. The Cornerstone Sponsor receives prominent visibility on the RFID Journal LIVE! Europe 2007 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 on the first day of the Main Conference
- ▶ Opportunity to introduce and moderate a discussion of a select group of high-level end users in an interactive general session panel discussion on Day 2

Hosting Opportunity

- ▶ Main Conference evening reception host, recognized as Signature Sponsor

Marketing Benefits

- ▶ Company logo with 100-word description prominently displayed and linked on the Conference Web site
- ▶ Company logo in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of Conference logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- ▶ Press release announcing the Conference and Cornerstone Conference Sponsor
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in on-site program guide
- ▶ Company profile in the program guide (up to 100 words)
- ▶ Premium placement of one four-color, full-page advertisement in the program guide
- ▶ Company logo featured on A/V loop running during breaks/transitions in general sessions throughout the event
- ▶ Distribution of one marketing piece and one promotional item/gift in attendee bags (Note: All items are subject to approval by RFID Journal)
- ▶ Distribution of up to 75 of your company's press kits in press room
- ▶ Company logo and 100-word description prominently displayed and linked on the Conference Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Ten 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). Additional passes may be purchased for the special advance registration rate
- ▶ Opportunity to invite up to 200 additional clients, partners and/or prospects to attend the event at a 10% discount. (All invitees are subject to approval by RFID Journal and will be accepted on a first-come, first-serve basis.)

Exhibit Space Requirement

- ▶ Requires the purchase of booth on the exhibit floor

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SPEAKING AND HOSTING OPPORTUNITIES

MEDIA ADVERTISING OPPORTUNITIES

SPEAKING OPPORTUNITIES

Half-Day Preconference Sponsor (4 Opportunities) **€8,000**

With your exclusive sponsorship of one of four preconference seminars on October 25, you'll have the opportunity to speak for 40 minutes, with additional signage and exposure on-site.

HOSTING OPPORTUNITIES

Private Invitation VIP Lunch Sponsor (2 Opportunities) **€14,500**

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.

MEDIA ADVERTISING OPPORTUNITIES

Program Guide Belly Band (Exclusive) **€5,000**

All attendees receive a Conference program guide—the essential information source to RFID Journal LIVE! Europe. 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 stand location and catch attendee's eyes.

Full-Page Color Ad in the Program Guide **€1,500**

Conference program guides are distributed at no cost to all attendees. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide.

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ADVERTISING/BRAND-BUILDING OPPORTUNITIES

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Lunch Sponsor (Exclusive) **€3,000**

- ▶ Prominent signage with logo exposure provided by the conference organizers
- ▶ Company recognition and logo exposure in the brochure mailer
- ▶ Logo exposure in the sponsor section of the program guide including a 50-word description
- ▶ Napkins provided with your company logo

Continental Breakfast Sponsor (2 Opportunities) **€2,500**

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

- ▶ Prominent signage with logo exposure in breakfast area
- ▶ Acknowledgement of sponsorship with company logo in program guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

Refreshment Break Sponsor **€2,000**

Sponsor one of our two daily refreshment breaks for extra on-site exposure and recognition. 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)

Conference Bag Sponsor (Exclusive) **€10,000**

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.

Conference Bag Insert (Limit of 10 paid inserts) **€1,000**

A terrific opportunity to reach the Conference 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.)

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ADVERTISING/BRAND-BUILDING OPPORTUNITIES

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Keynote Seat Drops €1,500

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.

Registration Sponsorship (Exclusive) €1,500

SOLD

- ▶ Customized lanyards with company logo branded on each
- ▶ Signage denoting sponsorship
- ▶ Opportunity to insert a one-page marketing piece into the tote bag

Event Pen Sponsor (Exclusive) €1,500

SOLD

Here's another way to stand out and to provide attendees with a takeaway that will live long after the event.

- ▶ Branded pen (provided by sponsor) distributed to all attendees when they pick up their registration materials
- ▶ Acknowledgement of sponsorship in program guide

Notepad Sponsor (Exclusive) €1,500

Get your personalized notepad into the hands of every attendee.

- ▶ Branded notepad (provided by sponsor) distributed to all attendees when they pick up their registration materials
- ▶ Acknowledgement of sponsorship in program guide