



SEPT. 24-25
2014
ESPACO APAS –
CENTRO DE
CONVENÇÕES,
SÃO PAULO,
BRASIL

RFID JOURNAL LIVE!
BRASIL

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

Leading companies across all industries in Brasil are deploying radio frequency identification technologies to track assets, manage inventories, improve customer service and much more. This unique event, produced by *RFID Journal* in partnership with HP, will showcase leading end users presenting powerful educational case studies. These presentations, offered both in English and in Portuguese, will highlight how businesses are using RFID, and where they are achieving real benefit today. The high-quality content is designed to attract leading end users interested in deploying RFID solutions.

Who will attend?

- ▶ **69% have the authority to purchase RFID technologies**
- ▶ **56% work at companies that plan to purchase RFID technologies within the next 12 months**

Benefits of being a sponsor and exhibitor at RFID Journal LIVE! Brasil 2014 include:

- ▶ **Access** Your Target Audience: Meet the world'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 marketing campaigns ensure your company will benefit from extensive promotion that will drive attendees to your booth.
- ▶ **Stay Informed:** Hear from the most authoritative speakers across the entire industry sharing their latest case studies and learnings.
- ▶ **Network with Peers:** Keep up with the industry's developments and trends as you mingle with the industry's key players.
- ▶ **ROI:** Participation is extremely affordable, making it easy for you to achieve a significant return on your investment.

www.rfidjournal.com/brasil

RFID
JOURNAL

THE WORLD'S RFID AUTHORITY

For exhibition and sponsorship information, please contact:

Alan McIntosh

Senior Director of Sales
+1-212-584-9400 ext. 4
E-mail: amcintosh@rfidjournal.com

Matthew Singer

Senior Director of Sales
+1-212-584-9400 ext. 6
E-mail: msinger@rfidjournal.com

PRODUCED BY: **RFID Journal**
The World's RFID Authority
www.rfidjournal.com



SEPT. 24-25
2014
ESPACO APAS –
CENTRO DE
CONVENÇÕES,
SÃO PAULO,
BRASIL

RFID JOURNAL LIVE! BRASIL

SPONSORSHIP AND EXHIBITING OPPORTUNITIES www.rfidjournalevents.com/brasil

SIGNATURE SPONSOR

SIGNATURE SPONSOR

SIGNATURE SPONSOR (Exclusive) **R\$ 25,460.40**

The Signature Sponsor has an exclusive opportunity to reach the entire audience at RFID Journal LIVE! through a 30-minute general session presentation (topic and speaker to be approved by *RFID Journal*)

Content Opportunity

- ▶ 30-minute general session presentation during the Main Conference

Marketing Benefits

- ▶ Company name, 50-word description and hyperlink on event Web site
- ▶ Company logo in all attendee marketing materials
- ▶ Company logo on sponsor thank-you signage
- ▶ Company profile and logo in the program guide (up to 100 words)
- ▶ Company logo featured on A/V loop running during breaks/transitions in sessions throughout the conference
- ▶ Company logo and description prominently displayed and linked on the conference sponsor page of the event Web site for a minimum of two months post-conference
- ▶ Use of RFID Journal LIVE! Brasil 2013 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! Brazil 2013
- ▶ One four-color, full-page advertisement in the program guide

Conference Passes & Invitations

- ▶ Five (5) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions (excluding preconference seminars). Additional passes may be purchased for the early registration rate.
- ▶ Opportunity to additional clients, partners and/or prospects to attend the event at a 10% discount.

Exhibit Space

- ▶ Requires the minimum purchase of a 2m x 3m booth on the exhibit floor

For exhibition and sponsorship information, contact:

▶ **Alan McIntosh** +1-212-584-9400 ext. 4
amcintosh@rfidjournal.com

▶ **Matthew Singer** +1-212-584-9400 ext. 6
msinger@rfidjournal.com



SEPT. 24-25
2014
ESPACO APAS –
CENTRO DE
CONVENÇÕES,
SÃO PAULO,
BRASIL

RFID JOURNAL LIVE! BRASIL

SPONSORSHIP AND EXHIBITING OPPORTUNITIES www.rfidjournalevents.com/brasil

GOLD SPONSOR (Exclusive)

R\$ 18,670.96

With a Gold 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

- ▶ Participation in a moderated panel session with other sponsors

Marketing Benefits

- ▶ Sponsorship of AM and PM coffee breaks on Nov. 7
- ▶ Company name, 50-word description and hyperlink on event 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 breaks/transitions in sessions throughout the conference
- ▶ Company logo and description prominently displayed and linked on the conference sponsor page of the event Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Three internal complimentary registrations and one complimentary client conference registrations, as well as the opportunity to invite up to five additional clients, partners and/or prospects to attend the event at a 15% discount
(All invitees are subject to approval by *RFID Journal*, and will be accepted on a first-come, first-served basis. *RFID Journal* will manage the mailing of the invitations to your contacts, as well as the registration process for your invitees.)

Exhibit Space

- ▶ 2m x 3m exhibit space in the exhibit hall

GOLD SPONSOR

GOLD SPONSOR

For exhibition and sponsorship information, contact:

▶ **Alan McIntosh** +1-212-584-9400 ext. 4
amcintosh@rfidjournal.com

▶ **Matthew Singer** +1-212-584-9400 ext. 6
msinger@rfidjournal.com



SEPT. 24-25
2014
ESPACO APAS –
CENTRO DE
CONVENÇÕES,
SÃO PAULO,
BRASIL

RFID JOURNAL LIVE! BRASIL

SPONSORSHIP AND EXHIBITING OPPORTUNITIES www.rfidjournalevents.com/brasil

SILVER SPONSOR (3 Opportunities)

R\$ 13,336.40

With a Silver Sponsorship, a representative of your company can participate in a panel discussion with other sponsors 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

- ▶ Participation in a moderated panel session with other sponsors

Marketing Benefits

- ▶ Company name, 50-word description and hyperlink on event 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 breaks/transitions in sessions throughout the conference
- ▶ Company logo and description prominently displayed and linked on the conference sponsor page of the event Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Two internal complimentary registrations and one complimentary client conference registrations, as well as the opportunity to invite up to five additional clients, partners and/or prospects to attend the event at a 15% discount (All invitees are subject to approval by *RFID Journal*, and will be accepted on a first-come, first-served basis. *RFID Journal* will manage the mailing of the invitations to your contacts, as well as the registration process for your invitees.)

Exhibit Space

- ▶ 2m x 3m exhibit space in the exhibit hall

SILVER SPONSOR

SILVER SPONSOR

For exhibition and sponsorship information, contact:

▶ **Alan McIntosh** +1-212-584-9400 ext. 4
amcintosh@rfidjournal.com

▶ **Matthew Singer** +1-212-584-9400 ext. 6
msinger@rfidjournal.com



SEPT. 24-25
2014
ESPACO APAS –
CENTRO DE
CONVENÇÕES,
SÃO PAULO,
BRASIL

RFID JOURNAL LIVE! BRASIL

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

www.rfidjournalevents.com/brasil

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

EXHIBIT PACKAGE R\$ 12,600

Marketing Benefits

- ▶ 2m x 3m exhibit space in the exhibit hall
- ▶ Company name, 30-word description and hyperlink on the event Web site
- ▶ Company name, 30-word description and hyperlink on the event Web site for a minimum of two months post-event
- ▶ Company name listed on on-site signage
- ▶ Two complimentary conference passes for customers, prospects or employees

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

Welcome Coffee Service Sponsor (Exclusive) R\$ 5,334.56

Sponsor the welcoming coffee service right before the kick-off keynote session on Nov. 7 for extra on-site exposure. You will receive:

- ▶ Prominent signage with logo exposure in breakfast serving areas
- ▶ Acknowledgement of sponsorship with company logo in program guide
- ▶ Napkins provided with company logo

Luncheon Sponsor (Exclusive) R\$ 10,669.12

Sponsor the event's luncheon for extra on-site exposure. You will receive:

- ▶ Prominent signage with logo exposure adjacent to luncheon serving areas
- ▶ Acknowledgement of sponsorship with company logo in program guide
- ▶ Napkins provided with company logo
- ▶ One printed collateral piece or a CD placed on the seat of every chair in the serving areas before the luncheon

Lanyards Sponsorship (Exclusive) R\$ 8,001.84

Your company's lanyards will be distributed to every event participant. Includes acknowledgement with logo in the program guide. (Sponsor provides lanyards.)

Notepad Sponsor (Exclusive) R\$ 4,000.92

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

Pen Sponsor (Exclusive) R\$ 4,000.92

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

Seat Drop Sponsor (Exclusive) R\$ 9,335.48

One printed collateral piece or a CD will be placed on the seat of every chair in the general session room before one of our keynote presentations.

For exhibition and sponsorship information, contact:

▶ **Alan McIntosh** +1-212-584-9400 ext. 4
amcintosh@rfidjournal.com

▶ **Matthew Singer** +1-212-584-9400 ext. 6
msinger@rfidjournal.com