



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

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

Matthew Singer

Director of Sales
212-584-9400 ext. 6
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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
Astro Shapes, Inc.
AT Kearney
AT&T Global Services Canada
Athabasca University
Atlantic Packaging Products Ltd
Atlantic Queen Seafoods Limited
Atlas Cold Storage
Austin Rodgers International
Balance Bourbeau
Bell Canada
Benson Advanced Data 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.)

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

EXHIBIT PACKAGE

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amcintosh@rfidjournal.com

▶ **Matthew Singer** 212-584-9400 ext. 6
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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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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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