

RFID
JOURNAL
LIVE!
EUROPE

Fourth Annual
RFID Journal LIVE! Europe

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

4-6 November, 2008 • Clarion Congress Hotel, Prague

www.rfidjournal.com/europe



The RFID event for companies doing business in Europe

RFID Journal LIVE! Europe, RFID Journal's fourth 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 Included:

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PLATINUM SPONSORS



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- ▶ REVA
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- ▶ Zebra

SEE WEB SITE FOR COMPLETE LIST

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

- ▶ **Access to 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:** The industry's leading suppliers and service providers will be showcasing 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:** Top name industry leaders share candid case studies and understand the state of adoption and specific challenges unique to European companies.
- ▶ **ROI:** Participation is extremely affordable, making it easy for you to achieve a significant return on your investment.

RFID
JOURNAL

THE WORLD'S RFID AUTHORITY

For exhibition and sponsorship information, please contact:

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The World's RFID Authority
www.rfidjournal.com

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Past RFID Journal LIVE! Europe attendees included:

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 Centraal Boekhuis BV
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PAST ATTENDEES

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EXHIBIT PACKAGE

€ 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)

Marketing Benefits

- ▶ Use of the RFID Journal LIVE! Europe logo for ads and promotional materials relating to exhibitor'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

Conference Passes & Invitations

- ▶ Three complimentary 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

€ 4,250

+ 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, spotlights, basic furnishing package and company identification sign

Marketing Benefits

- ▶ Use of the RFID Journal LIVE! Europe logo for ads and promotional materials relating to exhibitor'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

Conference Passes & Invitations

- ▶ Three complimentary 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.

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 name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! Europe 2008 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 the RFID Journal LIVE! Europe logo for ads and promotional materials relating to sponsor's participation in and support of the event
- ▶ 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
- ▶ Distribution of up to 25 of your company's press kits in press room
- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! Europe 2008 Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Four complimentary 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 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

PLATINUM SPONSOR (3 Opportunities)

€ 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 40-minute breakout session

Marketing Benefits

- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! Europe 2008 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 the RFID Journal LIVE! Europe logo for ads and promotional materials relating to 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 75 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 name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! Europe 2008 Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Six complimentary 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 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

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

Marketing Benefits

- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! Europe 2008 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 RFID Journal LIVE! Europe logo for ads and promotional materials relating to 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 with premium placement 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 name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! Europe 2008 Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Eight complimentary 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 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

CORNERSTONE SPONSOR (Exclusive) **€ 35,000**

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at RFID Journal LIVE! Europe 2008. 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 2008 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

Marketing Benefits

- ▶ Company name, logo and profile displayed (special position status) and linked on RFID Journal LIVE! Europe 2008 Web site
- ▶ Company logo (special position status) in all event marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising)
- ▶ Use of the RFID Journal LIVE! Europe logo for ads and promotional materials relating to sponsor's participation in and support of the event
- ▶ Press release announcing the Conference and Cornerstone Conference Sponsor
- ▶ Company logo (special position status) 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 with premium placement 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 name, logo and profile displayed (special position status) and linked on the sponsor page of the RFID Journal LIVE! Europe 2008 Web site for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Ten complimentary 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 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 (Exclusive) **€ 10,000**

RFID Journal LIVE! Europe includes special preconference seminars targeted at specific audiences, including channel partners. Pre-conference Seminars can be designed for a specific audience that you would like to reach, such as label converters or packaging manufacturers. The Preconference Sponsor has the opportunity to speak for 40 minutes to between 40 and 50 attendees. Your company receives special branding in all promotions of the preconference seminar and on-site.

HOSTING OPPORTUNITIES

Opening Evening Networking Reception (Exclusive) **€ 18,000**

With this exclusive sponsorship, your company is the host of the Networking Reception immediately following The Opening Keynote address. Benefits include:

- ▶ Prominent signage with logo exposure
- ▶ Acknowledgement of sponsorship with company logo in attendee marketing brochures and on-site Program Guide
- ▶ Napkins provided with company logo

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

As the host of a sit-down lunch on either Day 1 or Day 2 of the conference, 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.

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

As the host of a sit-down breakfast on either day of the main conference, 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 breakfast 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 attendees' eyes.

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

Build brand awareness and reach attendees at the event by placing an ad in the program guide. This is an effective way to promote your products to the most qualified buyers in the marketplace and drive qualified attendees to your booth.

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ADVERTISING / BRAND-BUILDING OPPORTUNITIES

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Registration Sponsorship (Exclusive) **€ 15,000**

- ▶ Customized lanyards with company logo branded on each
- ▶ Signage denoting sponsorship
- ▶ Opportunity to insert a one-page marketing piece into the tote bag
- ▶ One four-color, full-page advertisement in the program guide

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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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.

Event Pen Sponsor (Exclusive) € 1,500

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

Room Drop **Contact your sales rep for pricing**

One marketing item may be placed at the door or inside each attendee's hotel room.

Still Photos € 300/half hour

Have our professional photographer take photos of your booth, products, company executives or customer at the event. You'll get all the photos in high resolution, suitable for print.

One-meter Board € 1,500

Gain extra visibility at the event by having an 8-foot-high by 3-feet (1 meter) wide free-standing sign promoting your products and encouraging attendees to visit your booth.

Hanging Banner **Contact your sales rep for pricing**

Got a message you want to ensure every attendee sees? Have your banner hung in a strategic location that no one will miss.