

2016



# RFID JOURNAL LIVE! EUROPE

9-10 NOV. 2016

Queen Elizabeth II Conference Centre, London, England

## SPONSORSHIP AND EXHIBIT OPPORTUNITIES

### The RFID event for companies doing business in Europe

RFID Journal LIVE! 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.

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

- ▶ **Gain** access to a targeted group of executives interested in deploying RFID systems
- ▶ **Achieve** unrivaled mindshare by associating your company with the leading provider of information about RFID
- ▶ **Speed up** the purchasing cycle by reaching attendees who are being educated about the benefits RFID can deliver



# RFID JOURNAL

THE WORLD'S RFID AUTHORITY

For exhibition and sponsorship information, please contact:

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### Past RFID Journal LIVE! Europe attendees included:

4hSolutions Limited  
6pm Limited  
ADA Security Systems  
Applied Data Corporation  
Aton S.p.a.  
ATON SPA  
Auburn University  
Avery Dennison  
Backlink Technology Solutions Ltd.  
BAE Systems Military Air & Information  
Bentley Systems  
bluecogen  
Byways Ltd.  
Byways, Ltd.  
C&A  
Camaieu  
Camillia Designs Ltd  
Cappgemini  
Catalyst RFID  
Charles Voegele Trading AG  
Checkpoint Systems  
Checkpoint Systems France SAS  
Checkpoint Sytems  
Codegate Ltd  
Comsoft  
Consultant  
ConsultRFID  
Container Centralen A/S  
Creative Systems  
Cryogatt Systems Ltd  
DHL  
Dolphin RFID PVT. Ltd  
East Anglian Business Mentors Ltd  
Enso Detego GmbH  
ePix Ltd.  
FARSENS SL  
fast value global inc.  
GIKS Mode  
GS1 UK  
GS1 UK Ltd  
H&M  
HADATAP Ltd.  
Harland Simon PLC  
Harquebus  
HID GLOBAL  
HRAFN  
Hugo Boss  
Hugo Boss UK  
ID&C Limited  
Identiv  
IDLINK S.A.S  
Impinj Inc.

Impinj, Inc.  
Impressions Labels (UK) Ltd  
Inditex  
International Trimmings & Labels  
Invengo Technology Corp.  
it-latino.net  
IWS Limited  
John Lewis  
John Lewis IT  
just-style.com  
Lisardo Conde Abelleira  
Unipessoal, LDA  
Lyngsoe Systems A/S  
Marc O'Polo  
Marks & Spencer  
Marks & Spencer plc  
Marubeni  
Matalan  
Mercadona S.A  
Metso  
MIM Systems Limited  
Mojix, Inc.  
Moods of Norway  
Mulberry  
National Information Center  
Nedap Retail  
NextPoint Group  
Nordic ID  
OCS Asset Solutions  
OVS  
Panalpina Magyarország Kft  
Panalpina Management Ltd  
PervasID  
PKN Orlen S.A.  
Platine Technologies Ltd  
PLS  
Poltrona Frau  
Poltrona Frau Group  
Portughes Dry Cleaning  
Primo1D  
Promar Textil  
PSP Asset Protection Ltd  
PVH

QinetiQ  
Ralph Lauren  
REAL Digital  
Resatec NV  
RF Keeper  
RFID4U  
RFIP Ltd  
River Island  
Royal Wolverhampton NHS Trust  
r-pac International Corp.  
SDSR-Sports Division, SR S.A  
SEGF  
SELMET  
SMARTRAC Technology GmbH  
SML Europe Ltd  
SML Intelligent Inventory Solutions  
Sonae -- Specialized Retail  
Star Systems International  
Suitsupply  
Tageos  
TAILORIT  
Ted Baker  
Telemetry Systems Ltd  
TeleTracking Technologies  
Tensor d.o.o.  
Tesco  
Tesco Stores Ltd  
TJS (USA), Inc.  
TJX Europe Limited  
Touch Technologies Ltd.  
TSS COMPANY s.r.o.  
Tyco Fire & Security Spa  
Tyco IF&S Corp Serv  
Tyco Retail Solutions  
University of Oslo  
University of Salento - Lecce - Italy  
Varlink Limited  
VTB Consulting (for Nordic ID)  
VTT Ltd.  
Zebra  
Zebra Technologies Ltd

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PAST ATTENDEES

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CORNERSTONE SPONSOR

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## **CORNERSTONE SPONSOR** (Exclusive) **£9,000**

The Cornerstone Sponsorship of RFID Journal LIVE! Europe represents an incredible opportunity to position your company as a thought leader and prime mover in the RFID industry. All on-site signage and pre-event marketing materials will reflect the marquee position of the Cornerstone Sponsor.

### **Content Opportunity**

- ▶ Opportunity to do one 40-minute presentation during the conference, positioning your company as a thought leader

### **Marketing Benefits**

- ▶ Company logo (special position status), 100-word description and hyperlink displayed on event Web site
- ▶ Company logo (special position status) in all attendee marketing materials
- ▶ 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 breaks/transitions in sessions throughout the conference
- ▶ Company logo and description prominently displayed and linked on the conference sponsor page of the conference Web site for a minimum of 2 months post-conference

### **Conference Passes & Invitations**

- ▶ Four internal complimentary registrations and two complimentary client conference registrations
- ▶ Opportunity to invite up to 10 additional clients 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 mailing the invitations to your contacts, as well as the registration process for your invitees.)

### **Exhibit Space**

- ▶ Tabletop or pop-up display area

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SILVER SPONSOR

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## SILVER SPONSOR

**£4,100**

### Content Opportunity

- ▶ Participation in a moderated vendor panel session

### Marketing Benefits

- ▶ Company name displayed, 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 conference Web site for a minimum of 2 months post-conference

### Conference Passes & Invitations

- ▶ Two internal complimentary registrations and one complimentary client conference registrations
- ▶ Opportunity to invite up to 5 additional clients 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 mailing the invitations to your contacts, as well as the registration process for your invitees.)

### Exhibit Space

- ▶ Tabletop or pop-up display area

## EXHIBIT PACKAGE

**£2,350**

- ▶ Tabletop or pop-up display space in the conference room
- ▶ Company name, 30-word description and hyperlink on the event Web site
- ▶ Two complimentary conference passes for customers, prospects or company employees
- ▶ Company name, 30-word description and hyperlink on the event Web site for a minimum of 2 months post-event

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ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

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**Luncheon Sponsor** (Exclusive) **£2,000**

Sponsor the conference'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

**Morning Refreshment Break Sponsor** (Exclusive) **£1,250**

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

You will receive:

- ▶ Signage with logo exposure in refreshment break serving area
- ▶ Acknowledgement of sponsorship in program guide
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

**Afternoon Refreshment Break Sponsor** (Exclusive) **£1,250**

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

You will receive:

- ▶ Signage with logo exposure in refreshment break serving area
- ▶ Acknowledgement of sponsorship in program guide
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

**Notepad Sponsor** (Exclusive) **£800**

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

**Pen Sponsor** (Exclusive) **£800**

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

### MEDIA ADVERTISING OPPORTUNITIES

**Full-page Color Ad in the Program Guide** **£320**

**Half-page Color Ad in the Program Guide** **£200**

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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