



RFID Journal RFID in Health Care 2008

Exhibitor and Sponsorship Opportunities

Jan. 23, 2008 • The Westin Casuarina • Las Vegas

www.rfidjournalevents.com/healthcare

Co-Located with The Health Care Supply Chain Summit

Hospitals across North America are achieving real benefits—improved patient outcomes and/or a financial return on investment—from using RFID to track patients and assets, collect information automatically and reduce medical errors. This one-day seminar, co-located with The Health Care Supply Chain Summit, is designed to attract senior executives from hospitals, clinics and other health care providers.

Benefits of being a sponsor and exhibitor at RFID Journal's RFID in Health Care 2008:

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

RFID
JOURNAL

THE WORLD'S RFID AUTHORITY

For exhibit, sponsorship, and customized programs please contact:

Alan McIntosh

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

Matthew Singer

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

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



RFID Journal RFID in Health Care 2008

Exhibitor and Sponsorship Opportunities

Jan. 23, 2008 ▶ The Westin Casuarina ▶ Las Vegas

www.rfidjournalevents.com/healthcare

CORNERSTONE SPONSOR

CORNERSTONE SPONSOR

CORNERSTONE SPONSOR (Exclusive) **\$12,500**

The Cornerstone Sponsor of the RFID in Health Care seminar represents an incredible opportunity for your company to reach senior executives and decision-makers from the health care sector. 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 seminar, positioning your company as a thought leader in the use of RFID in the health care sector

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 Summit
- ▶ Dedicated banner with company logo in the seminar session room
- ▶ Company logo and description prominently displayed and linked on the conference sponsor page of the Summit 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-serve 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

For exhibit, sponsorship, and customized programs please contact:

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

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



RFID Journal RFID in Health Care 2008

Exhibitor and Sponsorship Opportunities

Jan. 23, 2008 ▶ The Westin Casuarina ▶ Las Vegas

www.rfidjournalevents.com/healthcare

EXHIBIT PACKAGE

SILVER SPONSOR

SILVER SPONSOR (4 Opportunities)

\$7,500

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 Symposium
- ▶ Company logo and description prominently displayed and linked on the conference sponsor page of the Summit 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-serve 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

\$3,000

- ▶ Tabletop or pop-up display space in the seminar 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

For exhibit, sponsorship, and customized programs please contact:

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

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



RFID Journal RFID in Health Care 2008

Exhibitor and Sponsorship Opportunities

Jan. 23, 2008 ▶ The Westin Casuarina ▶ Las Vegas

www.rfidjournalevents.com/healthcare

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

ADDITIONAL MARKETING & BRANDING OPPORTUNITIES

Continental Breakfast Sponsor (Exclusive) **\$2,500**

Sponsor the welcoming continental breakfast right before the kick-off Keynote Session 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) **\$4,000**

Sponsor the Summit'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

Badge Lanyards (Exclusive) **\$1,500**

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

Notepad Sponsor (Exclusive) **\$1,500**

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

Pen Sponsor (Exclusive) **\$1,500**

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

For exhibit, sponsorship, and customized programs please contact:

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

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



RFID Journal

RFID in Health Care 2008

Exhibitor and Sponsorship Opportunities

Jan. 23, 2008 ▶ The Westin Casuarina ▶ Las Vegas

www.rfidjournalevents.com/healthcare

Sample Companies and Titles from Last Year's Healthcare Supply Chain Management Summit

2007 ATTENDEES

2007 ATTENDEES

COMPANY	TITLE
Acorda Therapeutics Inc	Enterprise Architect
American Heart Association	Purchasing Mgr
Anne Arundel Health System	Dir Materials Management
Appleaseed Healthcare	President & Founder
Argosy Univesity	VP
Arizona State University	Professor Operations Management
Ascension Health	Chief Supply Chain Officer
AtlantiCare Regional Medical Center	Dir Materials Management
Avalon Health Care	VP Sourcing & Procurement
Bay Medical Center	Dir Operations Excellence
BayCare Health Systems	Mgr Contracts & Compliance
Beth Israel Deaconess Medical Center	VP Supply Chain
BMG	Sr Performance Excellence Consultant
Bon Secours Richmond Health Systems	Chief Administration Officer
Broadlane	Sr VP Purchasing Services
Cambridge Health Alliance	Sr Dir Materials Management
Cardinal Health	VP Health Systems IPS
Chatham Kent Health Alliance	Dir Materiel Management
Childrens Hospital Medical Ctr of Akron	Dir Materials Management
Christus Health	System Dir Supply Chain Mgmt
Cincinnati Childrens Hospital Med Ctr	Assoc VP Supply Chain
City of Hope National Medical Center	Dir Material Services
Cleveland Clinic	Exec Dir PFS
Colorado State University	Dept Chairperson & Allen Professor
Dade Behring	CQI Health Systems Mgr
Dean Health System Inc	CEO
Defense Supply Center Philadelphia	Supervisory Bus Sys Specialist
Deluxe Corporation	Procurement Team Mgr
Deluxe Corporation	Sr Buyer Strategic Sourcing
Dept Of Veterans Affairs	Dir Material Management
Geisinger Health System	Assoc VP
Gila Regional Medical Center	Buyer
Guthrie Healthcare System	Dir Value Analysis
Gwinnett Medical Center	MD
HCA Eastern Group	VP Supply Chain Management
HCA Inc	AVP Supply Expense Management
Health Alliance of Greater Cincinnati	CIO
Johnson & Johnson	Exec Dir Supply Chain Integration
Kaiser Permanente	Interim VP Supply Chain & Dir
Kaiser Permanente	VP & Chief Procurement Officer
Kettering Medical Center Network	Network VP
King Hussein Cancer Center	Head of Materials Mgmt Dept
Lahey Clinic Medical Center	Finance Dir
Lahey Clinic Medical Center	Sr.VP Financial Svcs
Legacy Health System	VP Financial Services
Martin Memorial Health Systems Inc	Assistant VP Finance
McKesson	VP
Memorial Center	Dir Plant Operations
Memorial Sloan Kettering Cancer center	Sr Buyer
Mississippi Baptist Health Systems	Dir Materials Management
NAL Worldwide	VP Supply Chain Solutions
Nebraska Medical Center	Exec Dir
New Hanover Health Network	Clinical Resource Mgr
New York Presbyterian	Dir Clinical Procurement

For exhibit, sponsorship, and customized programs please contact:

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

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