



Dear RFID Journal - RFID in Health Care Exhibitor,

We are excited to have you participating in our upcoming event, the RFID in Health Care Conference, January 22, 2009 at Rio All-Suite Hotel & Casino. On behalf of our events team, we are pleased to send you the **RFID Journal - RFID in Healthcare 2009 Exhibitor Service Manual**. Please use this as a reference tool to understand the opportunities that you have as an exhibitor. We would like to stress the "Less is Best" approach for this event.

Show Information

Location:

RFID in Health Care Conference

Co-located with the Health Care Supply Chain Management Summit

Rio All-Suite Hotel & Casino

3700 W. Flamingo Road

Las Vegas, NV 89103

Exhibit Hall Information

Move-In & Setup

Thursday, January 22nd

8:00am – 10:00am

Exhibit Hall Open

Thursday, January 22nd

11:15am – 11:45am

12:30pm – 2:00pm

3:30pm – 4:00pm

Tear Down & Move Out

Thursday, January 22nd

4:00pm -7:00pm

Exhibit Tabletop displays Include:

One 6' skirted table, 2 chairs

Exhibit Area:

Rio All-Suite Hotel & Casino – Miranda 1 – 4 Rooms

Exhibit Hall is carpeted



RFID Journal - RFID in Health Care Contact List

Cheryl M. Johnson, Director, Event Management
cjohnson@rfidjournal.com

508-778-1974 (t)
508-778-0003 (f)

Contact Cheryl re: Operations and Logistics, Registration, Move-in and Move-Out, Tabletop Display Set, and Shipping Info.

Alan McIntosh, Director of Sales
amcintosh@rfidjournal.com

212-584-9400 x4 (t)
212-409-8434 (f)

Contact Alan re: Additional Sponsorship Opportunities

Matthew Singer, Director of Sales
msinger@rfidjournal.com

212-584-9400 x6 (t)
212-409-8434 (f)

Contact Matthew re: Additional Sponsorship Opportunities

Deb Hughes, Editorial Director, Events
dhughes@rfidjournal.com

561-504-2627 (t)

Contact Deb re: Conference Program, Cornerstone Session

Tim Giganti, Marketing Coordinator
tgiganti@rfidjournal.com

212-584-9400 x2 (t)

Contact Tim re: Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads

Kim Ray, VP of Events
kray@rfidjournal.com

860-461-7168 (t)
617-663-6223 (f)

Contact Kim re: General Conference Questions



FREQUENTLY ASKED QUESTIONS

Do I need Insurance for my exhibit space?

Exhibitors must obtain adequate insurance at their own expense. The RFID Journal - RFID in Health Care Conference requires that Exhibitor shall at its own expense secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. (A) Worker's Compensation insurance; (B) Employers' Liability insurance with limits not less than \$1,000,000 each accident; (C) Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence/\$2,000,000 aggregate combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable)

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own expense. Neither, Rio All-Suite Hotel & Casino, *RFID Journal*, nor World Congress will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

Do I need to carpet around my tabletop display?

No. Miranda 1 - 4 is a carpeted conference room.

How many badges do I receive with my exhibit space?

This depends on your company's level of participation. Please refer to the Registration & Travel Section of this Service Kit for a detailed description.

Can I ship my materials direct to Rio All-Suite Hotel & Casino?

Yes. Shipping information is contained in the Shipping Section of this ESM.



ON-SITE PROGRAM GUIDE SPECIFICATIONS

Deadline: January 5

The RFID Journal - RFID in Health Care Conference Program Guide will be distributed to attendees at the event. Key industry buyers will refer to the Guide both during and after the conference.

The Program Guide offers you the opportunity to communicate your company's message and capabilities to the attendees. Please note that copy submitted for the Program Guide will be edited based on the RFID Journal - RFID in Health Care style, and final copy approval for the Program Guide remains at the discretion of RFID Journal. Depending upon your level of participation, please submit the following to Tim Giganti tgiganti@rfidjournal.com by **January 5^h, 2009**.

CORPORATE PROFILE

Cornerstone Sponsor:

- Corporate Profile – (100 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

Silver Sponsor:

- Corporate Profile – (50 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

Exhibitor

- Corporate Profile – (30 words maximum)

Please email your corporate profile and other deliverables to Tim Giganti tgiganti@rfidjournal.com to ensure inclusion in the program guide by **January 5, 2009**.

On-Site Program Guide Specifications

Please use the specifications below as your guide when submitting your graphic items.

Logos:

Your company logos must be submitted in the following format:

Digital:

- "Preferred" – Vector Image, EPS – Original Adobe Illustrator with fonts outlined.
- "Secondary Preference" – Photoshop CMYK or RGB color format. Hi-Res 300 dpi, in a TIFF or JPEG format
Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.

Photos:

Your photo images must be in one of the following formats:

- Digital: CMYK or RGB color format. Hi-Res 300 dpi in a TIFF or JPEG format
- *Please note: 72 dpi (standard from your Web Site) prints in a very low quality and cannot be used for printing.*
- Standard photo print (color preferred)

Speaker Bio – 60-word maximum biography

Please note: Any submission exceeding these word maximums will be edited at our discretion.



REGISTRATION INFORMATION

Exhibitor Conference Passes

With the Conference fast approaching, your next step will be to take advantage of your complimentary Exhibitor Conference Passes. These complimentary passes provide access to all aspects of the RFID in Health Care Conference.*

* If you desire to attend the co-located World Congress Health Care Supply Chain Management Summit, January 20 – 21, an additional fee is required by the World Congress. For details visit:

<http://www.worldcongress.com/pricing.cfm?confCode=HL09006>

Please complete the attached exhibitor/sponsor registration spreadsheet and return it to Cheryl Johnson cjohnson@rfidjournal.com by **January 16, 2008**

The allotted number of complimentary Exhibitor Conference Passes that is included in your sponsorship and/or exhibitor package is outlined below:

Exhibitor Conference Passes:
Cornerstone Sponsor – 6 passes
Silver Sponsor – 3 passes
Exhibitor – 2 passes

Speaker and Panelist Passes

If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted badges above. Please email Deb Hughes dhughes@rfidjournal.com and let her know who will be speaking on behalf of your company.

Hotel Reservations

Conference & Lodging

Rio All-Suite Hotel & Casino

3700 W. Flamingo Road

Las Vegas, NV 89103

United States

Phone: (702) 777-7777

Website: <http://www.riolasvegas.com/casinos/rio/hotel-casino/property-home.shtml>

Room Rates

\$189 a night

***Space is limited, so please make your reservation soon!**

Register by December 29, 2008 to get the discounted rate. Make sure you mention that you are with the co-located World Congress HealthCare Supply Chain Management meeting to get the discounted rate.

Distance from airport: 1 mile

Cost of taxi from airport: About \$10.00

Appropriate Attire

Business casual attire is recommended for all sessions and functions at the RFID in Health Care Conference.



LOGISTICS

The Exhibit Area is located inside Miranda 1 - 4 within Rio All-Suite Hotel & Casino

All tabletop displays include:

One 6' draped table, 2 Chairs
Exhibit Hall is carpeted

Internet Access

Internet access can be ordered from Rio All-Suite Hotel & Casino at \$399 for a single wired connection or \$1195 for a wireless connection. See RFID HealthCare Internet order form for additional pricing and deadlines.

Electrical

Electrical requirements can be ordered from the Rio All-Suite Hotel & Casino. See RFID HealthCare Electrical order form for pricing and deadlines.

Sign Requirements & Limitations

Signage for standard tabletop display exhibits of 8'x10' may not exceed an overall height of 8 feet. Hanging banners are not permitted. Only 22" by 28" signs will be allowed with a maximum of 2 signs per unit. Easels may be ordered from Rio All-Suite Hotel & Casino at @\$25 per easel.

Shipping

All materials must arrive between Monday, January 19, 2008 and Wednesday, January 21, 2008

Important:

- Shipments received after this date may not be delivered to show site on time.
- The label included can be duplicated for use on each piece of the overall shipment.
- RFID Journal and WC Research, Inc. are not responsible for lost or delayed shipments due to improper labeling or lack of tracking information.
- **STORAGE / BOX /HANDLING FEES:** There will be storage and handling charges all packages/boxes received by and shipped out of the Rio All-Suite Hotel & Casino. **YOU MUST complete the RFID in HealthCare Rio Credit Card Form and submit along with the shipping information form.** The pricing is as follows:

- ❖ \$3.00 per Envelope/Small Package
- ❖ \$6.00 per box less than 15 lbs
- ❖ \$12.00 per box 16 to 30 lbs
- ❖ \$18.00 per box 31 to 50 lbs
- ❖ \$24.00 per box 51 to 75 lbs
- ❖ \$35.00 per box 76 to 100 lbs
- ❖ Over 100 lbs total weight x \$.65

- Please use the following label on all boxes that you are sending to the conference. (Photo copies of the label are acceptable.)

- Please fill out the tracking form and fax to Cheryl Johnson at: 508-778-0003 by Friday, January 16, 2009.



RFID in HealthCare

Produced by RFID Journal • Co-Located Health Care Supply Chain Management Summit

JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS, NV

TO: Rio All-Suite Hotel & Casino
3700 W. Flamingo Road
Las Vegas, Nevada 89103

ATTENTION: **Cheryl Johnson**
Show Management –RFID in HealthCare

HOLD FOR: RFID in Health Care- World Congress Event on
January 22 2009/**Cheryl Johnson**

EVENT: RFID in Health Care

PIECE # _____ **of** _____



RFID in HealthCare

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JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS, NV



**RFID in Health Care
The World Congress 3rd Annual Leadership Summit on Healthcare
Supply Chain Management**

Rio All-Suite Hotel & Casino
3700 W. Flamingo Road
Las Vegas, Nevada 89103
January 19 – 22, 2009

Exhibitor Shipment Tracking Information

Type of Materials Shipped: _____

Company Name: _____

Number of Pieces: _____

Origin of Shipment: _____

Date of Shipment: _____

Expected Arrival Date: _____

Carrier: _____

Tracking Number(s): _____

**All shipments must be received at the Rio All-Suites Hotel & Casino between
Monday, January 19 and Wednesday, January 21, 2009.
Please return this form to Cheryl Johnson via fax at 508-778-0003 no later than Friday, January 16,
2009.**



RFID in HealthCare

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JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS, NV



FAX FORMS WITH CREDIT CARD INFO TO:
Rio All Suite Hotel & Casino
 3700 W. Flamingo Rd. Las Vegas, NV 89103
 Phone: (702) 777-2476 Fax: (702) 777-6565

**BOOTH
NUMBER**

CARRIER CUTOFF TIMES:
 Fed-Ex 2:30 PM | UPS 3:30 PM | Courier services available

HOURS OF OPERATION:
 M-F 7AM-6PM | S-S 8AM-4PM

SHIPPING AUTHORIZATION

SENDER'S NAME:		SUITE #:	PHONE #:
RECIPIENT (TO):		COMPANY:	
STREET ADDRESS (NO P.O. BOXES):			
CITY:	STATE:	ZIP:	COUNTRY:
TELEPHONE:	FAX:	E-MAIL (OPTIONAL):	

SHIPPING/PACKAGE INFORMATION

CARRIERS: <input type="checkbox"/> Fed-Ex <input type="checkbox"/> UPS <input type="checkbox"/> Airgroup <input type="checkbox"/> Other _____	SERVICE OPTIONS: <input type="checkbox"/> Overnight (2:00 AM) <input type="checkbox"/> Overnight (10:30AM) <input type="checkbox"/> Overnight (2:00 PM) <input type="checkbox"/> 2nd Day <input type="checkbox"/> 3rd Day <input type="checkbox"/> Ground <input type="checkbox"/> International	ADDITIONAL OPTIONS: <input type="checkbox"/> Saturday Delivery <input type="checkbox"/> Saturday Pickup (Additional charges) <input type="checkbox"/> Insurance \$ _____ <input type="checkbox"/> No Signature Required
DESCRIPTION OF CONTENTS:		Breakable: #OF PKGS YES / NO

BILLING INFORMATION

NO CHECKS ACCEPTED

Suite #:	Master Account:	Credit Card:	Exp. Date:
Shipping cost:	Handling Fees:	Boxes/Packing:	Total Charges:
			Emp: Init:

DISCLAIMER NOTICE

1. Parcels are subject to refusal for shipment by the Rio Business Services (RBS) or by the Carrier.
2. RBS does not accept alcohol, hazardous materials, firearms or any part of for shipment and we may refuse to accept any open parcel at our discretion.
3. Subject to the terms and conditions herein, RBS will receive and forward parcel(s) for you, and your true name and address that appear above. The RBS assumes no liability for the successful completion of delivery of the parcel(s) accepted either for shipment nor for the loss or damage to the parcel(s) or the contents while in transit. In the event of loss or damage to any parcel(s), RBS will file and process carrier claims on behalf of the guest. You expressly agree that the RBS has no liability if any claim is denied or partially paid by the Carrier or any other declared value provider. Parcel(s) packaged by you, not meeting Carrier's packing standards, are not covered for damage during shipment.
4. The RBS is not responsible for the failure to make timely delivery on the date specified. Any statement by the RBS or its representatives as to probable date or time of delivery by carrier is a statement of opinion only, and is in no way a guarantee of performance. The RBS is not liable for any consequential, incidental, or punitive damages, nor any loss or damage resulting from delays in shipping or delivery or arising from any other cause.
THE RBS ASSUMES NO RESPONSIBILITY OR LIABILITY FOR DAMAGES TO A PARCEL PACKAGED BY THE CUSTOMER.
5. You expressly acknowledge that the value of each parcel(s) does not exceed the above stated amount declared by you and understand that declared insurance value coverage shall be available only if you have paid the appropriate insurance fees. If such declared insurance coverage is purchased, you agree to the terms and conditions. If no amount amount is specified in the insurance section above, you acknowledge that the value of the parcel shall not exceed \$100.
6. This Shipping Authorization constitutes full agreement between you and The Rio Business Services, and supersedes all prior or subsequent representations, either written or oral.

I certify that I agree to the foregoing terms and stated contents and that value for each package listed above are truthful and complete.

Signature: _____ Date: _____

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SECURITY TIPS

Event Management will provide perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor's materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons or boxes with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit area is closed or your tabletop display is unattended, remove valuable items or secure them in a safe place.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibit area is closed.
- ✓ When the exhibit area closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.

RULES & REGULATIONS

Badges

All attendees and exhibitors must wear the official RFID Journal - RFID in Health Care conference badge at all times in the exhibit area and conference sessions. The Conference is open to the trade only. No one under 18 years of age will be allowed on the exhibit floor at any time. No one will be allowed on the exhibit floor without a proper badge.

Cameras/Recordings

No cameras are permitted during the conference hours. If exhibitors wish to take photos of their tabletop displays, they must do so prior to start of the conference program. Use of recording equipment in the meeting room is prohibited by Event Management.

Cartons

Empty cartons and cases must be removed from your exhibit area. They may not be stored behind your tabletop display. RFID Journal will provide EMPTY stickers to affix to boxes. We will collect and store the boxes, then return them to you shortly after the end of the Conference. Please be sure to keep reserve quantities of literature as you will not have access to stored boxes and cases during the conference hours.

Exhibits

Tabletop displays must be set-up, staffed and ready to open by the start of each dedicated exhibit viewing period. Tabletop displays must remain intact until the close of the exhibit area. Early tear-down of tabletop displays is strictly prohibited.

Exhibit Set-up and Union Jurisdictions

There will be no on-site labor to assist with set-up or tear-down of your tabletop display area. It is important that your display can be installed and dismantled easily by one person without the use of hand tools or ladders.



RULES & REGULATIONS (continued)

Exhibitor Events

It is Event Management policy that exhibitors can not plan events that interfere with exhibit or conference hours or with the Opening Night Reception. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Manager or Cheryl Johnson at 508-778-1974.

Flammable/Hazardous Materials Regulations

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The World Congress restricts the use of the following hazardous materials, including but not limited to compressed flammable gasses, flammable gasses, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in The World Congress, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. Helium filled product (balloons) and helium tanks are also restricted. See the Fire Regulations Information in the Rules & Regulations Section.

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons

Promotional Materials and Handouts

Promotional materials may only be distributed from your tabletop display. No promotional material of any kind may be handed out in the conference seating area or outside the conference room. Exhibitors are also cautioned that if their promotional materials are found affixed to exhibit area property, they will be responsible for cost of its removal.

Storage-Accessible

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have RFID Journal store them until move-out.

Taxes and Licenses

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

Tipping

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing RFID Journal LLC, World Congress or the Rio All-Suite Hotel & Casino.

Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.

Violations

Exhibitors are expected to comply with all RFID Journal - RFID in Health Care Rules and Regulations as well as all the exhibitor policies governing the World Congress.