



**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, December 3, 2015 at The Mission Bay Conference Center at UCSF, San Francisco, CA. On behalf of our events team, we are pleased to send you the **RFID Journal - RFID in Health Care 2015 Exhibitor Services Manual**. Please use this as a reference tool to understand the opportunities and money-saving information that you have as an exhibitor.

**Show Information**

**Location:**  
**RFID in Health Care Conference**  
Mission Bay Conference Center at UCSF  
1675 Owens Street  
San Francisco, CA 94143-3008  
Telephone: 866.431.8273

**Exhibit Hall Information**

**Exhibit Area:**  
Mission Bay Conference Center at UCSF –Robertson Auditorium 2 & 3  
The Exhibit area is carpeted.

**Exhibit Tabletop displays Include:**  
One 6’ skirted table, 2 chairs

**Move-In & Setup**  
Thursday, December 3<sup>rd</sup> 7:00am – 8:30am

**Exhibit Hall Open**  
Thursday, December 3<sup>rd</sup> 10:45am – 11:15am  
12:45pm – 2:15pm  
3:45pm – 4:00 pm

**Tear Down & Move Out**  
Thursday, December 3<sup>rd</sup> 4:30pm – 6:00pm



## RFID Journal - RFID in Health Care Contact List

**Cheryl M. Johnson, Senior Director, Event Management** 508-778-1974 (t)  
[cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com)

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

**Alan McIntosh, Senior Director of Sales** 212-584-9400 x4 (t)  
[amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com) 212-409-8434 (f)

**Contact Alan re:** Additional Sponsorship Opportunities

**Matthew Singer, Senior Director of Sales** 212-584-9400 x6 (t)  
[msinger@rfidjournal.com](mailto:msinger@rfidjournal.com) 212-409-8434 (f)

**Contact Matthew re:** Additional Sponsorship Opportunities

**Deb Hughes, Senior Editorial Director, Events** 561-504-2627 (t)  
[dhughes@rfidjournal.com](mailto:dhughes@rfidjournal.com)

**Contact Deb re:** Conference Program, Cornerstone Session

**Quedah Locket, Marketing Coordinator** 212-584-9400 x3 (t)  
[qlocket@rfidjournal.com](mailto:qlocket@rfidjournal.com) 212-409-8434 (f)

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

**Kim Ray, VP of Events** 860-461-7168 (t)  
[kray@rfidjournal.com](mailto:kray@rfidjournal.com) 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 Exhibitors shall at their 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 the 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, Mission Bay Conference Center at UCSF nor RFID Journal, LLC 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. Robertson Auditorium 2 & 3 is carpeted.

### **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 Exhibitor Services Manual for a detailed description.

### **Can I ship my materials direct to The Mission Bay Conference Center at UCSF?**

Yes. Shipping information is contained in the Shipping Section of this Exhibitor Services Manual.



**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.

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

<b>Exhibitor Conference Passes:</b>
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](mailto:dhughes@rfidjournal.com) or call 561-504-2627 and let her know who will be speaking on behalf of your company.

**ONLINE REGISTRATION**

How to Register Your Staff, Customers & Prospects

Instructions:

1. The person you provided to us as your primary point of contact for this event will receive an email from Cheryl Johnson [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com)
2. This email contains your unique Promo code and instructions for registering your complimentary passes. Please follow the instructions carefully.
3. Should you require further assistance please contact either [healthcare@rfidjournal.com](mailto:healthcare@rfidjournal.com) or Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com) or 508-778-1974

Please note that your exhibitor account is pre-programmed with the number of complimentary passes that you are entitled to. Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

**Exhibitor Conference Pass \$299**

If you have questions regarding Exhibitor Registration, please contact either [healthcare@rfidjournal.com](mailto:healthcare@rfidjournal.com) or Cheryl Johnson at [cjohnson@rfidjournal.com](mailto:cjohnson@rfidjournal.com) 508-778-1974



## Hotel Reservations

RFID in Health Care will be held at the Mission Bay Conference Center at UCSF, in San Francisco, CA.

Mission Bay Conference Center at UCSF  
1675 Owens Street  
San Francisco, CA 94143-3008  
Telephone: 866.431.8273

### BOOK YOUR ROOM TODAY

The Mission Bay Conference Center at UCSF is a day-use conference center. For overnight accommodations, we recommend that you contact one of the following Center-preferred hotels listed on our website and ask about the Mission Bay Conference Center rates:

<http://www.rfidjournalevents.com/healthcare/venue>

### TRANSPORTATION

#### PARKING & MAPS

Mission Bay offers 1,650 mixed use (public and permit) parking spaces. The entrance to parking is located off of 7th Street at the 1700 Owen Street Garage. View the [MBCC Parking Map](#) for detailed direction.

Please visit the [UCSF Campus Life Services Transportation Web site](#) for more details on location, pricing, hours of operation, and sustainable transit options.

#### PUBLIC TRANSIT

##### Muni

The T-third Metro line picks up at the 4th and King Street Caltrain Station as well as the Embarcadero BART Station. The appropriate stop is the UCSF Mission Bay Station on 3rd Street opposite the campus.

More information is available at the [Municipal Transportation Agency Web site](#).

##### BART/UCSF SHUTTLES

Disembark at the 16th Street Mission BART station. Pick up the UCSF Shuttle - Red Line at the NE corner of the intersection. Shuttles run every 15 minutes, Monday through Friday, to 4th Street, in front of the UCSF Mission Bay Campus.

#### 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 at The Mission Bay Conference Center at UCSF, Robertson Auditorium 2 & 3.

### All tabletop displays include:

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

### Internet Access

Wireless Internet is complimentary. Hard-wired internet is \$50.00 plus 20% service charge and 8.75% sales tax per day. Internet requirements should be placed direct with Holly Szetso, Senior Conference Planning Manager at [Szeto-holly@aramark.com](mailto:Szeto-holly@aramark.com) or faxed to: 415-514-4675. Orders should be placed by **November 16** and must be accompanied with a completed Mission Bay Conference Center at UCSF Exhibitor Order form AND Credit Card Authorization form.

### Electric

Standard electric power is complimentary. Extension cords and power strips are available at the rate of \$15 each plus 20% service charge and 8.75% sales tax per day. Orders may be placed with Holly Szetso, Senior Conference Planning Manager at [Szeto-holly@aramark.com](mailto:Szeto-holly@aramark.com) or faxed to: 415-514-4675. Orders should be placed by **November 16** and must be accompanied with a completed Mission Bay Conference Center at UCSF Exhibitor Order form AND Credit Card Authorization form.

### Lead Retrieval

Every RFID in Healthcare attendee's badge will have a QR code containing the attendee's contact details. If you have a QR code scan app on your smart phone or tablet, you will be able to scan and capture an attendee's contact information when they visit your booth.

### Sign Requirements & Limitations

Exhibitors may display two - 22" by 28" signs OR one, 1-meter freestanding sign per unit. A pop-up booth backdrop is also acceptable. Easels are available for rental at the rate of \$15 each plus 20% service charge and 8.75% sales tax per day. Please contact Holly Szetso, Senior Conference Planning Manager at [Szeto-holly@aramark.com](mailto:Szeto-holly@aramark.com) or via fax: 415-514-4675. Orders should be placed by **November 16** and must be accompanied with a completed Mission Bay Conference Center at UCSF Exhibitor Order form AND Credit Card Authorization form.



## Shipping

**All materials must arrive by Wednesday, December 2, 2015**

We would like to stress the "Less is Best" approach for this event.

You may send your items to the address below. Packages should be addressed as follows:

	<b>RFID in Health Care – December 3</b>
	<b>Mission Bay Conference Center @UCSF</b>
	<b>attn: Holly Szeto (Conf. Planning Manager)</b>
	<b>1675 Owens Street, Suite # 251</b>
	<b>San Francisco, CA 94158 (UPS or FEDEX)</b>
	<b>94143-3008 (USPS)</b>
<b>HOLD FOR:</b>	<b>Exhibiting Company Name &amp; Contact</b>
<b>ATTENTION:</b>	<b>RFID Journal, RFID in Health Care</b>
<b>PIECE # _____ of _____</b>	

In addition, please submit the following shipping information to Holly Szeto [Szeto-holly@aramark.com](mailto:Szeto-holly@aramark.com) to insure the shipment will be accepted:  
Event Name; Vendor Name; Event Date; Number of Boxes; Shipping Carrier

### Outbound Shipping

**Packages will not be shipped to P.O. boxes or UPS.**  
**FedEx ground labels must be printed.**

1. Seal and /or label all packages.
2. Label all packages-client to complete appropriate tags.
3. Leave boxes which are to be shipped in your event room.
4. Sender must schedule a pick-up with carrier.



## EXHIBITOR MARKETING AND PROMOTIONAL TOOLS

### Time to Prep!

Don't wait until the last minute to brief staff members, customers and prospects on your organization's involvement in RFID in Health Care 2015. To ensure maximum exposure, be sure to take advantage of all of the traffic-driving opportunities listed below.

### 5 Easy Ways to Maximize Your Exposure at RFID in Health Care 2015:

Dates	Action Item	Cost
<b>Ongoing</b>	<b>Online Marketing:</b> Post the RFID in Health Care event logo, URL, banner and/or text calendar listing on your company's website. Browse and select creative to suit your needs at <a href="http://www.rfidjournalevents.com/media">www.rfidjournalevents.com/media</a> . For customized creative, please contact Quedah Locket, <a href="mailto:qlocket@rfidjournal.com">qlocket@rfidjournal.com</a> or 212-584-9400 x3.	<b>FREE</b>
<b>ASAP thru Nov. 4, 2015</b>	<b>Customized HTML Invites:</b> Request a customized e-mail invitation to promote your participation and provide a special 15% discount to your top prospects and best customers. Please contact Quedah Locket, <a href="mailto:qlocket@rfidjournal.com">qlocket@rfidjournal.com</a> or 212-584-9400 x3.	<b>FREE</b>
<b>ASAP thru Nov. 4, 2015</b>	<b>Customized Electronic Event Brochure:</b> Target your message to your audience by sending an electronic brochure, including your company's logo and a special registration discount. Please contact Quedah Locket, <a href="mailto:qlocket@rfidjournal.com">qlocket@rfidjournal.com</a> or 212-584-9400 x3.	<b>FREE</b>
<b>ASAP thru Nov. 11, 2015</b>	<b>Program Guide Ad:</b> Place an ad in the official event program guide, to be distributed to all attendees upon registration. Alan McIntosh <a href="mailto:amcintosh@rfidjournal.com">amcintosh@rfidjournal.com</a> or Matthew Singer <a href="mailto:msinger@rfidjournal.com">msinger@rfidjournal.com</a>	<b>Contact your sales rep for pricing</b>

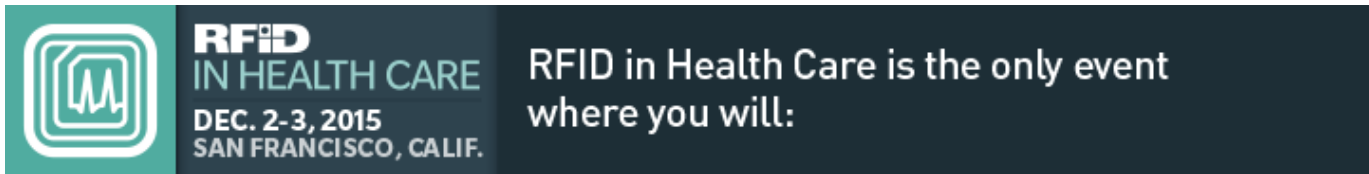




**EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (cont.)**

Post the RFID in Health Care 2015 logo, banner and/or calendar listing on a prominent page of your company's website, or in your newsletter, as soon as possible. (See sample banners below.)

**Sample Web Banners:**



**Downloading banner images or text ads is easy. Simply follow these 3 steps:**

1. On your Internet browser, proceed to <http://www.rfidjournalevents.com/media>.
2. Find the RFID in Health Care 2015 event listing.
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID in Health Care 2015 web site at <http://www.rfidjournalevents.com/healthcare>.

**Don't see what you need?**

To request custom sizes, please contact Quedah Locket, [qlocket@rfidjournal.com](mailto:qlocket@rfidjournal.com) or 212-584-9400 x3.



## EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (cont.)

Invite customers to see you and your products in action!

**Deadline: ASAP thru Nov. 11, 2015**

As a growing number of products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging clients and prospects in an interactive setting is the best way to garner new business and close deals.

**Offer your best customers and prospects a special 15% registration discount with these FREE marketing tools that are easy and proven methods of attracting more potential buyers and prospects to your exhibit stand.**

### E-mail Invitations:

Request a customized HTML e-mail that includes a 15% registration discount offer and a hyperlink to a PDF of our latest event brochure. Send out the e-mail on your own, or have RFID Journal's event-management team e-mail the invitations on your behalf. There's no need to worry about having an e-mail designed or coded—we'll take care of everything.

### Sample E-mail Invitation:



← Your company name and logo here

### Send Customers a Customized Event Brochure:

Have an electronic event brochure customized with your company's message and a special registration discount. There's no need to worry about design or copy writing—we'll take care of everything.

**For more information, please contact Quedah Locket, [qlocket@rfidjournal.com](mailto:qlocket@rfidjournal.com) or 212-584-9400 x3.**



## EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (cont.)

### ONSITE EVENT PROGRAM GUIDE SPECIFICATIONS

**Deadline: Nov. 11, 2015**

The RFID in Health Care 2015 event program guide will be distributed to all attendees. 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 attendees. Please note that copy submitted for the program guide will be edited based on RFID Journal's style guidelines, and that final copy approval for the guide remains at the discretion of the event-management team. Depending on your level of participation, please submit the following items to Quedah Locket, [qlocket@rfidjournal.com](mailto:qlocket@rfidjournal.com) or 212-584-9400 x3. by Nov. 11, 2015.

#### SPONSORSHIP

##### Cornerstone Sponsor:

- Corporate profile (100 words maximum)
- One-page, four-color ad

##### Silver Sponsor

- Corporate profile (30 words maximum)

##### Exhibitor

- Corporate profile (30 words maximum)

Please e-mail your corporate profile and other deliverables to Quedah Locket, [qlocket@rfidjournal.com](mailto:qlocket@rfidjournal.com) or 212-584-9400 x3. by Nov. 11, 2015, to ensure your inclusion in the program guide.

**We look forward to greeting you in San Francisco on Dec. 2!**



## 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.

### **Exhibitor Events**

It is Event Management policy that exhibitors can not plan events that interfere with exhibit or conference hours. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Manager, Alan McIntosh 212-584-9400 x4 or Matthew Singer 212-584-9400 x6.

### **Flammable/Hazardous Materials Regulations**

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. RFID Journal, LLC 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 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



## **RULES & REGULATIONS (continued)**

### **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. 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 and Mission Bay Conference Center at UCSF, San Francisco.

### **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.