



Dear RFID Journal - RFID in Retail and Apparel Exhibitor,

We are excited to have you participating in our upcoming event, the RFID in Retail and Apparel Conference, October 6, 2016 at The Helen Mills Theatre, New York, New York, NY. On behalf of our events team, we are pleased to send you the **RFID Journal - RFID in Retail and Apparel 2016 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 Retail and Apparel Conference

Helen Mills Event Space and Theatre
137-139 West 26th Street
New York, New York 10001
Telephone: 212 243 6200

Exhibit Area:

Helen Mills Event Space
The Exhibit area has hardwood floors.

Exhibit Size:

Each exhibitor's display area is limited to a footprint that is 6' deep by 10' wide.

Exhibit Tabletop displays Include:

One 6' skirted table, 2 chairs
One extension cord, one power strip

Move-In & Setup

Thursday, October 6th 7:00am – 8:30am

Exhibit Hall Open

Thursday, October 6th 10:30am – 11:00am
 12:30pm – 2:00pm
 3:30pm – 4:00 pm

Tear Down & Move Out

Thursday, October 6th 4:30pm – 6:00pm



RFID JOURNAL - RFID IN RETAIL AND APPAREL CONTACT LIST

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

508-778-1974 (t)

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

Alan McIntosh, Senior Director of Sales
amcintosh@rfidjournal.com

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

Contact Alan re: Additional Sponsorship Opportunities

Matthew Singer, Senior Director of Sales
msinger@rfidjournal.com

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

Contact Matthew re: Additional Sponsorship Opportunities

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

561-504-2627 (t)

Contact Deb re: Conference Program, Cornerstone Session

Quedah Locket, Marketing Manager
qlocket@rfidjournal.com

212-584-9400 x3 (t)

Contact Quedah 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 Retail and Apparel 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 The Helen Mills Event Space and Theatre 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. The Helen Mills Event Space has hardwood floors.

How many badges do I receive with my exhibit space?

This depends on your company's level of participation. Please refer to the Registration Section of this Exhibitor Services Manual for a detailed description.

Can I ship my materials direct to The Helen Mills Event Space and Theatre?

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



REGISTRATION INFORMATION

Complimentary 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 Retail and Apparel Conference.

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
Platinum Sponsor – 6 passes
Gold Sponsor – 5 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 or call 1-561-504-2627 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
2. This email contains your unique URL and registration instructions for your complimentary passes. Please follow the instructions carefully.
3. Should you require further assistance please contact either retailreg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com or 508-778-1974

Please note that your exhibitor account is pre-programmed with the number of complimentary passes you receive. Once you deplete that number of complimentary passes, you may purchase **two additional Exhibitor Conference Passes for \$299 each.**

Complimentary Customer Conference passes – you may invite your qualified retail clients to attend this event at no charge. Direct your retail clients to register for their complimentary pass at: <http://www.rfidjournevents.com/retail/register> Notifications will be sent within 48 hours for both approved and disapproved candidates.

If you have questions regarding Exhibitor Registration, please contact either retailreg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com 508-778-1974.



EVENT VENUE

RFID in Retail and Apparel will be held at the Helen Mills Event Space and Theatre, New York, NY.

Helen Mills Event Space and Theatre
137-139 West 26th Street
New York, New York 10001
Telephone: 212-243-6200

HOTEL INFORMATION

We do not offer a room block for this event. There are limitless choices for lodging within minutes from the Helen Mills Event Space and Theater. The nearest hotels are:

Hilton New York Fashion District
152 West 26th Street
bet. 6th and 7th Avenues
(212) 858-5888

Holiday Inn
125 West 26th Street
bet. 6th and 7th Avenues
(212) 430-8500

Four Points by Sheraton Chelsea
160 West 25th Street
bet. 6th and 7th Avenues
(212) 627-1888

Flatiron Hotel
9 West 26th Street
bet. Broadway and 6th Avenues
(212) 839-8000

APPROPRIATE ATTIRE

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



LOGISTICS

The Exhibit Area is located at The Helen Mills Event Space.

All tabletop displays include:

One 6' draped table, two chairs

One extension cord, one power strip

Exhibit Hall is not carpeted.

Internet Access

Wireless internet is complimentary. If you require a hard-wired connection, please contact Cheryl Johnson, cjohnson@rfidjournal.com or telephone: 508-778-1974 by **September 30th**.

Electric

Standard electric power is complimentary. One extension cord and one power strip will be provided. If you require more than one of each, please bring your own. The facility does not have these in inventory.

Audio Visual

If you require audio visual equipment, we recommend you contact [ATD Rentals](#) or coordinate with a vendor of your choice.

Lead Retrieval

Every RFID in Retail and Apparel 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" x 28" signs OR one, 1-meter freestanding sign per unit. A pop-up booth back-drop is also acceptable. A few easels are available for use at no charge. Please submit a request for an easel to Cheryl Johnson cjohnson@rfidjournal.com by **September 30th**.



SHIPPING

All materials must arrive by Wednesday, October 5, 2016

We would like to stress the “Less is Best” approach for this event. You may send your items to the address below one day prior to the event.

Packages must be addressed as follows:

<p style="text-align: center;">RFID in Retail and Apparel – October 6 (Exhibiting company name & contact) Helen Mills Event Space and Theatre 139 West 26th Street (bet. 6th & 7th Ave) New York, NY 10001 ATTN: Isabelle Mills-Tannenbaum, Conference Service Manager</p> <p>HOLD FOR: Exhibiting Company Name & Contact</p> <p>ATTENTION: RFID Journal, RFID in Retail and Apparel</p> <p>PIECE # _____ of _____</p>

IMPORTANT ADDITIONAL SHIPPING INFORMATION

Storage is complimentary, however your items may arrive no earlier than October 5th. Deliveries are accepted Monday through Friday (except from 12 – 1pm). If no one is available at the freight door within a few minutes, please have the delivery person come to the 135 West 26th Street and ring buzzer #26. OR they can contact Isabelle Mills-Tannenbaum at 212-243-6200 x210.

OUTBOUND SHIPMENTS

All exhibitors must provide and apply to their package/s a shipping label and schedule their pick-up for the following day. **If both of these requirements are not met, the package will not be accepted and must be taken the day of the event.**

FedEx Office Print & Ship Center
239 Seventh Avenue
New York, NY 10011
(212) 929-0623

The UPS Store
101 W 23rd St.
New York, NY 10011
(212) 529-3131



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 Retail and Apparel. To ensure maximum exposure, be sure to take advantage of all of the traffic-driving opportunities listed below.

4 Easy Ways to Maximize Your Exposure at RFID in Retail and Apparel

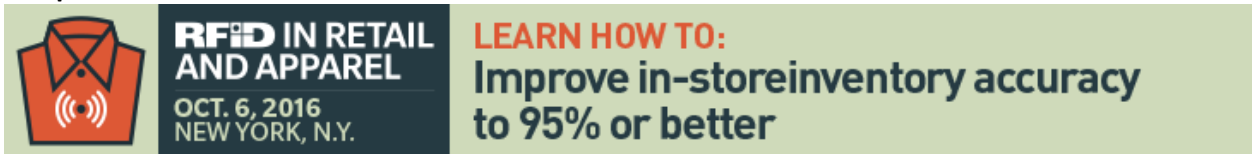
Dates	Actions Time	Cost
Ongoing	Online Marketing: Post the RFID in Retail and Apparel event logo, URL, banner and/or text calendar listing on your company's website. Browse and select creative to suit your needs at www.rfidjournalevents.com/media . For customized creative, please contact Quedah Locket (qlocket@rfidjournal.com) or 212-584-9400 x505 .	FREE
ASAP thru Sept. 16, 2016	Customized HTML Invites: Request a customized e-mail invitation to promote your participation and invite your top prospects and best customers. Please contact Quedah Locket (qlocket@rfidjournal.com) or 212-584-9400 x505 .	FREE
ASAP thru Sept. 16, 2016	Customized Electronic Event Brochure: Target your message to your audience by sending an electronic brochure, including your company's logo. Please contact Quedah Locket (qlocket@rfidjournal.com) or 212-584-9400 x505 .	FREE
ASAP thru Sept. 13, 2016	Program Guide Ad: Place an ad in the official event program guide, to be distributed to all attendees upon registration. Alan McIntosh, amcintosh@rfidjournal.com 212-585-9400 x4 or Matthew Singer, msinger@rfidjournal.com 212-5849400 x6.	Contact your sales rep for pricing



EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (continued)

Post the RFID in Retail and Apparel 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 Retail and Apparel event listing.
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID in Retail and Apparel web site at <http://www.rfidjournalevents.com/retail>.

Don't see what you need? To request custom sizes, please contact Quedah Locket: qlocket@rfidjournal.com or 212-584-9400 x505



EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (continued)

Promote your participation in RFID in Retail and Apparel!

Deadline: ASAP thru Sept. 16, 2016

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.

Invite your retail prospects to apply for registration with these FREE marketing tools that are easy and proven methods of attracting more potential buyers and prospects to your exhibit stand. **Please note all final registrations must be approved by RFID Journal.*

E-mail Invitations:

Request a customized HTML e-mail that includes 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.

Send Customers a Customized Event Brochure:

Have an electronic event brochure customized with your company's message. 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) or 212-584-9400 x505.



EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (continued)

ONSITE EVENT PROGRAM GUIDE SPECIFICATIONS

Deadline: Sept. 13, 2016

The RFID in Retail and Apparel 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) or 212-584-9400 x505 by Sept. 13, 2016.

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) by Sept. 13, 2016, to ensure your inclusion in the program guide.

We look forward to greeting you in New York on Oct. 6!



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 boxes with the contents—use a code.
- ✓ 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.
- ✓ 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 Retail and Apparel 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 must be removed from your exhibit area. They may not be stored behind your tabletop display. Storage at this facility is extremely limited, so please plan accordingly. 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-own 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 cannot 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.



RULES & REGULATIONS (continued)

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. Remember that storage is extremely limited at this facility.

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 The Helen Mills Event Space and Theatre, New York, New York.

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 Retail and Apparel Rules and Regulations.