

## RFID Journal Marketing Opportunities

Leverage the power of RFID Journal events, where the worldwide RFID community gathers to learn, network and buy. Ask our sales team about how you can participate in our upcoming events to achieve your goal.



### 8th Annual Conference & Exhibition

April 14-16, 2010 • Orange County Convention Center • Orlando, FL

Access the world's largest group of end users and capture the most leads at the most important RFID event of the year. As the largest, most comprehensive event in the industry, this is where the global RFID community-end users, leading vendors, systems integrators, consultants, solutions providers and others-gathers to plan strategies, network, buy and sell, learn and share ideas.

[www.rfidjournalevents.com/live](http://www.rfidjournalevents.com/live)



### 3rd Annual RFID in Health Care

Jan. 28, 2010 • Fairmont Hotel • Dallas, TX

This conference will reveal how hospitals and health-care providers are achieving real benefits by using RFID today, as well as insights into how to move from one-off applications to an infrastructure approach to RFID.

In 2010, RFID in Health Care will also be held in the following cities (dates to be announced):

- Chicago
- District of Columbia
- Los Angeles
- Miami
- Boston

[www.rfidjournalevents.com/healthcare](http://www.rfidjournalevents.com/healthcare)



IN PARTNERSHIP WITH

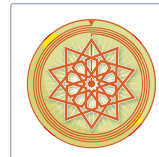


### 5th Annual Conference & Exhibition

Aug., 2010 - Fashion Institute of Technology – New York City

Produced by RFID Journal in partnership with the American Apparel & Footwear Association, this is the RFID event designed for companies looking to improve the way they manufacture, ship and sell apparel and footwear products.

[www.rfidjournalevents.com/fashion](http://www.rfidjournalevents.com/fashion)



### RFID Journal LIVE! Middle East

Oct., 2010

Dubai, United Arab Emirates

This premier RFID event will help companies across the Middle East get up to speed on RFID and begin to leverage the benefits the technology can deliver. By participating your company will gain market exposure and access to new prospective customers in this region.

**2nd Annual  
Conference &  
Exhibition**

[www.rfidjournalevents.com/middleeast](http://www.rfidjournalevents.com/middleeast)



### 6th Annual Conference & Exhibition

Nov., 2010

Location: TBA

This is the most important RFID event in Europe, where attendees will hear real-world end-user applications from the leading early adopters, as well as learn how they can use RFID today to cut costs and improve sales.

IN PARTNERSHIP WITH



[www.rfidjournalevents.com/europe](http://www.rfidjournalevents.com/europe)



The show was phenomenal for us, and we are already looking forward to next year—with an even bigger booth!"

—Houston Klassen, Intelligent InSites

CALL OUR SALES TEAM TO CREATE A CUSTOMIZED INTEGRATED MARKETING CAMPAIGN TODAY!

Alan McIntosh | 212-584-9400 x 4 | [amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com) Matthew Singer | 212-584-9400 x 6 | [msinger@rfidjournal.com](mailto:msinger@rfidjournal.com)

Qiu Qi | CHINA SALES REPRESENTATIVE | +86 137 1898 1204 | [qiuqi@rfidjournal.com](mailto:qiuqi@rfidjournal.com)

## Let RFID Journal Create a Customized Event to Meet YOUR Business Goals

Every year, RFID Journal produces the **most respected, must-attend events in the industry**. Now you can leverage the industry's most trusted brand to produce a unique event to meet your particular needs. We can create an event that will enable you to reach your target customers, whether they are in a specific vertical industry (e.g., automotive, health care, retail), job function (supply chain, packaging, manufacturing) or title (CIO).

### Why work with RFID Journal?

In addition to having one of the most respected brands in the industry, RFID Journal has the world's largest database of end users interested in RFID technologies. That means we can target the specific audience you are interested in reaching. We can build co-located events alongside our existing world-class conferences, or create a standalone product with your company, as either the sole sponsor or part of a partnership of sponsors.

Whether you have an idea for a new event, or an existing event you are looking to expand or co-locate, let the experts at RFID Journal help you execute a tailored event to meet your needs.

**CONTACT YOUR SALES REPRESENTATIVE TO GET STARTED TODAY!**



**CALL OUR SALES TEAM TO CREATE A CUSTOMIZED INTEGRATED MARKETING CAMPAIGN TODAY!**

**Alan McIntosh** | 212-584-9400 x 4 | [amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com)    **Matthew Singer** | 212-584-9400 x 6 | [msinger@rfidjournal.com](mailto:msinger@rfidjournal.com)

**Qiu Qi** | CHINA SALES REPRESENTATIVE | +86 137 1898 1204 | [qiuqi@rfidjournal.com](mailto:qiuqi@rfidjournal.com)



# Introducing RFID Journal's Virtual Events—Providing Unique and Powerful Benefits to Marketers

## WHAT IS A VIRTUAL EVENT?

Just as a conference is a series of seminars in a single location, virtual events are a series of webinars held over the Internet. The key difference is that a virtual event provides a more robust program with several speakers and sponsors participating in each event.

## WHY PARTICIPATE IN A VIRTUAL EVENT?

Our virtual events are turnkey online events. We will harness our broad audience and ability to attract attendees with high-quality content to deliver highly qualified sales leads. After each virtual event, we will provide sponsors with a lead report according to their sponsorship level. This is one of the most effective ways to gain new sales leads and maximize your online marketing efforts.

## HOW DOES IT WORK?

We will find appropriate end-user speakers, and produce and moderate the event, lending our valuable editorial credibility. We will then promote the event to a vast audience comprising 65,000 registered users and 200,000 monthly Web site visitors.

SEE NEXT PAGE FOR MARKETING BENEFITS AND SPONSORSHIP OPPORTUNITIES

## 2010 VIRTUAL EVENTS CALENDAR

**JANUARY**  
**Asset Tracking**

**FEBRUARY**  
**Automotive**

**MARCH**  
**Transit**

**MAY**  
**Pharma**

**JUNE**  
**Financial Services/Payment Systems**

**JULY**  
**Manufacturing**

**AUGUST**  
**Health Care**

**SEPTEMBER**  
**Logistics**

**OCTOBER**  
**Retail**

**NOVEMBER**  
**Food Chain**

**DECEMBER**  
**Aerospace**

PAST VIRTUAL  
EVENT SPONSORS  
INCLUDE:



CALL OUR SALES TEAM TO CREATE A CUSTOMIZED INTEGRATED MARKETING CAMPAIGN TODAY!

Alan McIntosh | 212-584-9400 x 4 | amcintosh@rfidjournal.com Matthew Singer | 212-584-9400 x 6 | msinger@rfidjournal.com

Qiu Qi | CHINA SALES REPRESENTATIVE | +86 137 1898 1204 | qiuqi@rfidjournal.com

## MARKETING BENEFITS OF RFID JOURNAL VIRTUAL EVENTS

To generate registrations, we will promote each virtual event to our online audience—the largest and most qualified audience of RFID decision makers in the world. This will save you marketing dollars and give you an instant source of qualified attendees.

### ▶ **E-NEWSLETTERS:**

Prior to the event, RFID Journal will promote each virtual event in our e-newsletters, which reach an audience of more than 45,000 subscribers.

### ▶ **BANNER ADVERTISING:**

RFID Journal will run an ad campaign of up to 300,000 ad impressions on rfidjournal.com to promote each virtual event.

### ▶ **PRESS RELEASE:**

RFID Journal will publish a press release via PR Web, and on rfidjournal.com, to promote each virtual event, its speakers and its sponsors.

## SPONSOR BENEFITS

### **CAPTURE QUALIFIED SALES LEADS**

Following the virtual event, RFID Journal will provide the premier sponsor with a detailed lead report. Our registration process will capture information from all who register and review an archived event, and the premier sponsor will receive contact information for every prospect.

### **REACH THE LARGEST AND MOST QUALIFIED AUDIENCE:**

RFID Journal will aggressively promote each virtual event to capture the largest number of qualified prospects available, thereby saving you time and marketing dollars.

### **TURNKEY PROGRAM:**

RFID Journal will handle all of the back-end work for you, so you don't have to worry about technical headaches or paying expensive licensing fees. All you need to do is provide a speaker and presentation.

### **POSITION YOUR COMPANY AS A THOUGHT LEADER:**

RFID Journal will recruit end users to speak at the virtual event, and you will be associated with our high-quality editorial and well-respected brand. There is no better way to position your company as a thought leader and a technology leader in a specific segment of the market.

## SPONSORSHIP OPPORTUNITIES

### **PREMIER SPONSOR (\$15,000)**

As the exclusive premier sponsor, you will get maximum branding exposure before and during the event. You will receive a 20-minute speaking slot, and all leads from the virtual event, as well as all leads from anyone who watch the playback. In addition, you will be able to have registrants answer up to five customized questions.

### **PLATINUM SPONSOR (\$7,500)**

As one of up to two platinum sponsors, you will get branding exposure before and during the event. You will receive a 10-minute speaking slot, and receive a total number of leads equal to half of all who register for the virtual event, including all leads from those who watch the playback (the rest will be chosen at random if less than half of the people watch your session.)

### **GOLD SPONSOR (\$3,000)**

As one of up to four gold sponsors, you will get branding exposure before and during the event. You will receive a 5-minute speaking slot, as well as a total number of leads equal to 25 percent of all those who register for the virtual event, including all leads from those who watch the playback (the rest will be chosen at random if less than 25 percent watch your session.)

**CALL OUR SALES TEAM TO CREATE A CUSTOMIZED INTEGRATED MARKETING CAMPAIGN TODAY!**

**Alan McIntosh** | 212-584-9400 x 4 | [amcintosh@rfidjournal.com](mailto:amcintosh@rfidjournal.com) | **Matthew Singer** | 212-584-9400 x 6 | [msinger@rfidjournal.com](mailto:msinger@rfidjournal.com)

**Qiu Qi** | CHINA SALES REPRESENTATIVE | +86 137 1898 1204 | [qiuqi@rfidjournal.com](mailto:qiuqi@rfidjournal.com)