



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!

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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.)

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RFID Journal Webinars

Your Turnkey Sales-Lead Generator

RFID Journal webinars are a powerful vehicle to generate highly-qualified sales leads. Our webinars are turnkey online events designed to generate leads and engage the worldwide RFID community. RFID Journal will produce the webinar on behalf of an advertiser, have one of our editors moderate to provide you with valuable objective credibility, promote it to our subscriber database plus more than 200,000 unique visitors worldwide who visit rfidjournal.com each month. We take care of all the back-end and provide you with qualified leads - all you have to do is provide the content!

An average of **200 targeted sales leads** generated per webinar

Read what people had to say about RFID Journal Webinars

"I was very impressed with our webinar hosted by RFID Journal. With their help, we generated great leads and awareness for our solutions. Not only was the webinar a success, but the overall planning and marketing of the event went smoothly. They are solid professionals who are flexible and accommodating, while always striving for the best results! I will definitely do another webinar with them! They are great!"

—Carolyn MacCullough, Senior Marketing Manager, Zebra Enterprise Solutions

"The webinar was excellent. It was practical and insightful. I will be tuning in to future webinars!"

—David Mackail, Nike

Past Webinar sponsors include:

- ▶ Microsoft
- ▶ Motorola
- ▶ Impinj
- ▶ ODIN Technologies
- ▶ Zebra Enterprise Solutions

Access Targeted Leads & Achieve greater ROI

How You Benefit:

QUALIFIED SALES LEADS: After your webinar, RFID Journal will provide you with a detailed lead report. Our registration process captures information from everyone who registers and reviews an archived webinar and you will receive contact information from every prospect.

CUSTOMIZED DATA FOR YOUR NEEDS: You can customize 5 questions on the registration page to capture specific targeted information of your choice—helping you to qualify and prioritize the incoming leads.

CAPTURE THE LARGEST AND MOST QUALIFIED AUDIENCE: RFID Journal aggressively promotes each webinar to capture the largest number of qualified prospects available, saving you time and marketing dollars.

TURNKEY PROGRAM: We handle all 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 the speakers and presentation.

COMPLETE CONTROL OF CONTENT: You control the content of your webinar. The webinar template and list on our site is co-branded with your logo.

Promotion of Your Webinar

In order to generate registrations, we take care of promoting your webinar to our online audience, the largest and most qualified audience of RFID decision makers available. This saves you marketing dollars and gives you an instant source of qualified attendees.

E-NEWSLETTER: We promote your webinar in our e-newsletter twice prior to the event (newsletter audience of over 45,000).

BANNER ADVERTISING: We will run an ad campaign (up to 300,000 ad impressions) on RFIDJournal.com prior to your webinar.

COST: RFID Journal webinars make it easy and cost-effective for you to promote your product and generate qualified leads.

- ▶ **\$10,000 for a single sponsor**
- ▶ **\$3,000 for each additional sponsor**

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