

The Most Important Gathering of RFID End-Users and Technology Providers

Leading retailers issuing RFID mandates, the airline industry tracking parts, drug companies reducing counterfeiting and theft – how are business leaders to understand what's going on with RFID, and how it is really going to impact their business?

The answer is to hear from real end users – business leaders at the forefront of RFID adoption. RFID Journal LIVE! '05, the third annual executive conference of *RFID Journal*, will be held in Chicago from April 10 - April 12, 2005 at the Chicago Sheraton. The conference will feature presentations from more than 80 thought leaders in RFID, including Mark Roberti, the founder and editor of *RFID Journal*.

The 2004 conference attracted more than 900 high-level executives interested in deploying RFID technologies. The 2005 event focuses on what's "real." We'll bring together more than 1,000 decision makers looking to...

- Learn from other organizations about the costs, stumbling blocks and benefits of RFID adoption
- Understand the business case for deploying RFID technologies
- Network with executives and business managers faced with similar RFID business, deployment and integration challenges
- See technology and product demonstrations from the leading RFID systems providers

RFID Journal LIVE! 2004 Attendees

From the educational pre-conference seminars to the main conference's focused breakout discussions, RFID Journal LIVE! 2004 provided an array of RFID information and implementation tools – critical information to the 77% of attendees planning to purchase RFID technology within the next 12 months. Attendees also reported they were specifically interested in RFID and IT integration; warehousing and distribution; and asset tracking/supply chain management.

Attendee's Primary Business

Automotive	Food and Food Products
Chemicals/Adhesives	Information Technology
Computers/Electronics	Manufacturing
Consulting/Business Services	Military
Consumer Packaged Goods	Non-military/Government
Data Collection	Paper/Printing/Labels/Packaging
Distribution/Logistics/Freight/Warehouse	Pharmaceuticals/Health Care
Finance/Investment/Venture Capital	Retail

"RFID Journal LIVE! events are a confluence of technology providers, standards bodies and end-users across a wide spectrum of industries, which provide the ability to exchange insightful views on RFID technology and its opportunities, challenges and future direction."

–Bryan Thurston

Director, WW RFID Strategy and Business Development
Intel Corporation

"EPC and RFID are going to change the business landscape for a number of industries. RFID Journal LIVE! is not only a great place for up-to-date information and the latest technology, but offers a unique opportunity for sharing insights and views in this exciting market space."

–Joseph Tobolski

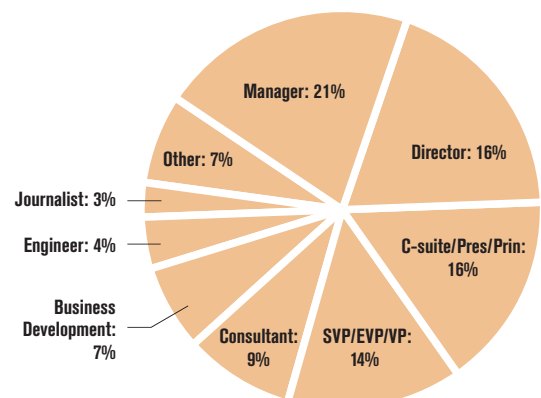
Associate Partner
Accenture

"RFID Journal LIVE! 2004 proved to be an excellent RFID event where top-notch content was mixed with a high quality, targeted audience that is focused on RFID solutions and technologies. RFID Journal LIVE! 2005 is a must for Power Paper."

–Elan Freedberg

Strategic Marketing
Power Paper

What is your title?



A Sample of 2004 Attendees

Title	Company
Director, Operations	.3M Pharmaceuticals
VP Warehousing	.Albertsons
VP Operations	.Alliance Display & Pkg.
Distribution Manager	.American Greetings
VP Logistics & Supply Chain Management	.Associated Grocers, Inc.
Dir. IS. Commercial Operations Application	.Aventis Pharmaceuticals
Director, U.S. Customer Logistics	.Bayer HealthCare-Consumer Care
Logistics Transportation Manager	.Best Buy Co., Inc.
Senior Vice President & CIO Global IT	.Blockbuster Entertainment
Senior Manager Strategic Integration	.Boeing Co.
Director of Plant Operations	.C.B. Fleet
IT Manager, eCommerce	.Campbell Soup Company
PMO Director	.CVS/Pharmacy
Chief, Systems Division	.Defense Commissary Agency
CFO	.Flexi-Mat Corporation
IT Group Practice Manager	.Ford Motor Company
Sr. Consultant, Supply Chain IT	.Gap, Inc.
Manager, Corporate Initiatives Group	.General Electric
Warehouse Operations Manager	.General Mills
Manager International Supply & Brand Protection	.GlaxoSmithKline Consumer Healthcare
Director, Supply Chain Processes & Logistics	.H.J. Heinz Company
Director, Global Logistics	.Halliburton
Manager, Operations	.John Deere
Vice President - Business Development	.L'Oreal USA
US Supply Chain IT	.McDonald's Corporation
Director, IT Innovation	.Merck
Director Information Technology	.Ocean Spray Cranberries
VP/Customer Logistics & Go-To-Market Systems	.PepsiCo, Inc.
Global EDI Manager	.Reebok International
VP Advanced Technology and CTO	.Rockwell Automation
Director, IT and Business Systems	.Scott Paper
VP, IT TCOE	.The Clorox Service Co.
Sr. Dir, Supply Chain Performance Management	.Timberland
CTO & VP Information Systems	.Tyson Foods, Inc.
Special Agent	.U.S. Secret Service
Info Management	.U.S. Army

What Attendees Had to Say...

"Very well organized and flawlessly executed!"
 –Leslie Brooks, Manager,
 Global Engineering Services, Gap, Inc.

"Enjoyed it very much – learned a lot. Good sessions, good networking."
 –Ray Picl, The Malt-O-Meal Company

"Conference was excellent! The focus on the state of RFID technology solutions was invaluable."
 –Kyle Turner, Masterfoods USA

"Great speakers and content. We will be back!"
 –Tom Duffy, TD Linx

Cornerstone Sponsorship Opportunity: Offered at \$54,450

The lead sponsor of the conference, the Cornerstone Sponsor will have the most prominent location in the sponsor pavilion and host the opening reception. Signage and marketing materials will reflect the marquis position of the Cornerstone Sponsor. This vendor will have a main session speaking opportunity, with the topic and speaker to be approved by *RFID Journal*.

Sunday Evening Reception

- Opening reception host, recognized as Cornerstone Sponsor
- Five-minute welcome

At the Conference

- Presentation opportunity: sponsor may choose *one* of the following two options:
 1. Forty-five (45) minute presentation during general session
 2. Pre-conference on developing the business case for RFID: takes place on Sunday from 11:00 am - 5:00 pm, including lunch; between 50 to 75 attendees. This option also includes panel participation during the main conference.
- Prime location for 44 x 30 island booth, located close to entrance of exhibition hall
- Demonstration area in premium location on exhibit floor or promenade
- Fourteen (14) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, break-out sessions, meals and/or evening events (value: \$19,530). Additional passes may be purchased for the early registration rate.
- Feedback survey with two sponsor-specific questions

Pre-conference Marketing Benefits

- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (Web site posting, postal direct mail, e-mail and online/print conference advertising)
- Use of RFID Journal LIVE! logo for ads and promotional materials relating to sponsor participation in and support of RFID Journal LIVE!
- Opportunity to invite up to 200 additional clients, partners and/or prospects to attend the event at a 10% discount. All invitees are subject to approval by *RFID Journal* and will be accepted on a first come, first serve basis. *RFID Journal* will manage mailing the invitations to your contacts as well as the registration process for your invitees
- Press release issued announcing RFID Journal LIVE! 2005 and Cornerstone Sponsor
- Two-time pre-conference access to registered attendee list

On-site Marketing Benefits

- Prominent sign outside general session and at registration
- Prominent logo placement and visibility in on-site program guide
- One-page company profile in the program guide (up to 1,000 words)
- Premium placement of one, four-color, full-page ad in program guide
- Prominent logo placement on sponsor thank you sign
- Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- Distribution of one marketing piece and one promotional item/gift in attendee bags (Note: All items are subject to approval by *RFID Journal*)
- Distribution of up to 75 of your company's press kits in press room

Post-conference Marketing Benefits

- Company logo and link prominently displayed on the RFID Journal LIVE! Web site (includes 1,000-word company description on sponsor page) for a minimum of two months post-conference
- Two-time post conference access to attendee list for post-conference marketing purposes

Signature Sponsor: Offered at \$45,750

This sponsorship includes the Evening Reception and Entertainment sponsorship. Make an impression with our high-level audience by hosting the evening's entertainment during the busiest evening between the two days of the conference. You will have the opportunity to welcome attendees, with a sponsor signature cocktail, napkins featuring your logo and prominent exposure in all onsite materials. You will also have a 10-minute speaking opportunity the morning after your event during the general session. This package also includes:

At the Conference

- Sponsor presentation at breakout session with up to 75 attendees
- Premium location for 8 x 10 booth in the sponsor exhibit hall
- Ten (10) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, break-out sessions, meals and/or evening events (value: \$13,950). Additional passes may be purchased for the early registration rate.
- Feedback survey with one sponsor-specific question

Pre-conference Marketing Benefits

- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (Web site posting, postal direct mail, e-mail and online/print conference advertising)
- Opportunity to invite up to 100 additional clients, partners and/or prospects to attend the event at a 10% discount. All invitees are subject to approval by *RFID Journal* and will be accepted on a first come, first serve basis. *RFID Journal* will manage mailing the invitations to your contacts as well as the registration process for your invitees
- One-time pre-conference access to registered attendee list two weeks prior to event

On-site Marketing Benefits

- Prominent logo placement and visibility on signage
- Prominent logo placement and visibility in the program guide
- One-page company profile in program guide (up to 500 words)
- One-page, four-color ad in program guide
- Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- Distribution of up to 50 of your company's press kits in press room

Post-conference Marketing Benefits

- Company Logo and link prominently displayed on the RFID Journal LIVE! Web site (includes 150-word company description on sponsor page) for a minimum of two months post-conference
- One-time post conference access to attendee list for post-conference marketing purposes (e-mail names not included)

Conference Track Sponsorship: Offered at \$39,500

Three of the following five topical tracks are available for sponsorship:

1. Retail
2. Manufacturing
3. Logistics
4. Technical/How to
5. Business Case

At the Conference

- Exclusive sponsorship of breakout track with up to 75 attendees
- Two speaking opportunities during breakout track (40-minutes each)
- Premium location for 8 x 10 booth in the sponsor exhibit hall
- Ten (10) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, break-out sessions, meals and/or evening events. (value: \$13,950). Additional passes may be purchased for the early registration rate.
- Feedback survey with one sponsor-specific questions

Pre-conference Marketing Benefits

- Company logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (Web site posting, postal direct mail, e-mail and online/print conference advertising)
- Opportunity to invite up to 100 additional clients, partners and/or prospects to attend the event at a 10% discount. All invitees are subject to approval by *RFID Journal* and will be accepted on a first come, first serve basis. *RFID Journal* will manage mailing the invitations to your contacts as well as the registration process for your invitees
- One-time pre-conference access to registered attendee list two weeks prior to event

On-site Marketing Benefits

- Prominent logo placement and visibility on signage
- Prominent logo placement and visibility in the program guide
- One-page company profile in program guide (up to 500 words)
- One-page, four-color ad in program guide
- Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- Distribution of up to 50 of your company's press kits in press room

Post-conference Marketing Benefits

- Company Logo and link prominently displayed on the RFID Journal LIVE! Web site (includes 500-word company description on sponsor page) for a minimum of two months post-conference
- One-time post conference access to attendee list for post-conference marketing purposes (e-mail names not included)

Platinum Sponsorship: Offered at \$15,750

At the Conference

- Sponsor presentation at breakout session with up to 75 attendees
- Premium location for 8 x 10 booth in the sponsor exhibit hall
- Eight (8) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, break-out sessions, meals and/or evening events (value: \$11,160). Additional passes may be purchased for the early registration rate.
- Feedback survey with one sponsor-specific question

Pre-conference Marketing Benefits

- Company Logo in all RFID Journal LIVE! marketing and promotional materials used for attendee acquisition (Web site posting, postal direct mail, e-mail and online/print conference advertising)
- Opportunity to invite up to 100 additional clients, partners and/or prospects to attend the event at a 10% discount. All invitees are subject to approval by *RFID Journal* and will be accepted on a first come, first serve basis. *RFID Journal* will manage mailing the invitations to your contacts as well as the registration process for your invitees
- One-time pre-conference access to registered attendee list two weeks prior to event

On-site Marketing Benefits

- Prominent logo placement and visibility on signage
- Prominent logo placement and visibility in the program guide
- One-page company profile in program guide (up to 500 words)
- One-page, four-color ad in program guide
- Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- Distribution of up to 50 of your company's press kits in press room

Post-conference Marketing Benefits

- Company Logo and link prominently displayed on the RFID Journal LIVE! Web site (includes 150-word company description on sponsor page) for a minimum of two months post-conference
- One-time post conference access to attendee list for post-conference marketing purposes (e-mail names not included)

Gold Plus Sponsorship: Offered at \$8,550

At the Conference

- Vendor panel breakout session with moderator and up to 75 attendees. Sponsors are limited to five and will co-participate in one panel.
- 8 x 10 booth space located within the sponsor exhibit hall
- Three (3) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, break-out sessions, meals and/or evening events (value: \$4,185). Additional passes may be purchased for the early registration rate.

On-site Marketing Benefits

- 100 word company description in the conference guide

Post-conference Marketing Benefits

- Company logo and link displayed on the RFID Journal LIVE! Web site for a minimum of two months post-conference
- One-time post conference access to attendee list for post-conference marketing purposes (e-mail names not included)

Gold Sponsorship: Offered at \$4,950

At the Conference

- 8 x 10 booth space located within the sponsor exhibit hall
- Three (3) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the entire conference including general sessions, break-out sessions, meals and/or evening events (value: \$4,185). Additional passes may be purchased for the early registration rate.

On-site Marketing Benefits

- 100 word company description in the conference guide

Post-conference Marketing Benefits

- Company name listed and linked on the RFID Journal LIVE! Web site for a minimum of two months post-conference
- One-time post conference access to attendee list for post-conference marketing purposes (e-mail names not included)

RFID Alley Exhibit: Offered at \$2,500

Designed for the emerging company, this special exhibit space gives you the opportunity to highlight your solutions in a designated area of the sponsor exhibit hall.

At the Conference

- Tabletop display area for print materials and discussion, with tabletop signage and technical assistance
- Company name listed and linked on the RFID Journal LIVE! Web site for a minimum of two months
- One (1) complimentary conference pass

Other Sponsorship Opportunities

RFID Journal LIVE! will work closely with each sponsor to identify additional customized opportunities to expand exposure at the conference. Some of these opportunities include:

Evening Reception and Entertainment: Offered at \$30,000

Make an impression with our high-level audience by hosting the evening's entertainment during the busiest evening between the two days of the conference. You will have the opportunity to welcome attendees and host two VIP tables, with a sponsor signature cocktail, napkin featuring your logo and prominent exposure in all on-site materials. You will also have a 10-minute speaking opportunity the morning after your event.

Portable USB Drive Sponsor: Offered at \$22,000

Attendees will love their portable USB drive, featuring your company logo, and distributed with conference materials.

Half-day Pre-conference Sponsor: Offered at \$20,000

Held from 11:00 am through 5:00 pm the Sunday before the conference, you'll have the opportunity to speak for 40-minutes to between 40 to 50 attendees, with additional signage and exposure on-site. Sponsor one of four topics focused on either vertical industries or the fundamentals of successfully implementing RFID.

Private Invitation VIP Lunch Sponsor: Offered at \$20,000

As the host of a sit-down lunch on either Monday or Tuesday, you will have the opportunity to hand-select (10) non-conference attendees (providing them with free conference passes) and ten (10) conference attendees for a total of 20 guests. Set up as a roundtable discussion, your lunch will be co-moderated by an *RFID Journal* editor. Two VIP lunches are available for sponsorship, and you'll receive prominent exposure in on-site and relevant marketing materials.

Premium Concierge Service: Offered at \$15,750

Sponsors will be provided with a private meeting room either Monday or Tuesday of the show, with concierge service that includes five (5), 35-minute, pre-arranged meetings with attendees who are most interested in the sponsor's products/services. Four (4) meeting rooms are available.

Closed Circuit TV Sponsor: Offered at \$10,000

Attendees can view the general sessions in their hotel room or in a designated area in the promenade via a closed circuit TV channel with your company's logo and video interstitial. Sponsor will need to provide its own video/commercial.

Conference Bag Sponsor: Offered at \$7,500

Wireless Hotspot Sponsor: Offered at \$5,000

Help attendees stay connected by creating and sponsoring a wireless hotspot where they can check their e-mail and access the Web. The Wireless Hotspot Sponsor enjoys extra on-site exposure.

Private meeting room: Offered at \$4,500

Located in the main conference venue, use this room for executive and client meetings either April 11 or 12.

Room Key Sponsor: Offered at \$4,000

With a logo and message on each key, sponsors will reach all hotel guests during the conference with this option.

Booth Upgrades: Offered at \$3,950

Available in incremental 8 x10 space, additional booths are available for Platinum and Gold sponsors, based on availability.

Other Sponsorship Opportunities (continued)

Exhibit Hall Theater Sponsor: Offered at \$3,500

Sponsors will have a 15-minute time slot to make a presentation to attendees during exhibit hours at the Vendor Theater, with the opportunity to hand out marketing materials to the audience. A microphone, LCD projector and screen will be provided.

Hotel Room Drop: Offered at \$2,500 - \$3,500

One marketing item may be placed at the door or inside attendee's hotel room.

Guided Sponsor Highlight Tour: Offered at \$2,500

Attendees (estimated 15 to 20) will be guided to your booth by an *RFID Journal* editor where they'll spend roughly 12 minutes with the sponsor. Tour is limited to five sponsors.

Break Sponsor: Offered at \$2,000

Break sponsors will enjoy extra on-site exposure and recognition by our Conference chairman.

Standard Concierge Service (booth meetings): Offered at \$1,950

Participate in our online concierge service for individual booth meetings during the conference. Includes pre-arranged and confirmed booth meetings with conference attendees.

Badge Holders: Offered at \$4,500

Badge Inserts: Offered at \$3,000

Contacts

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