RFID JOURNAL EVENTS

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.

RFID Journal LIVE!
MAY 9-11, 2017 | Phoenix Convention Center, Phoenix
Join industry leaders from around the world at the most important RFID event

RFID in Retail and Apparel
SEPT. 26, 2017 | Helen Mills Theater - New York
The RFID event for the retail and apparel industries

RFID Journal LIVE! Europe
NOV. 15-16, 2017 | Queen Elizabeth II Conference Centre - London
The RFID event for companies in Europe

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

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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), or have a particular 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!

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What is a virtual event?
Just as a conference is a series of seminars in a single location, virtual events are seminars 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 100,000 registered users and 200,000 monthly website visitors.

UPCOMING TOPICS IN 2017

**RFID IN MANUFACTURING**
FEB 28
Manufacturing companies across many industries are employing RFID to achieve major benefits, both in their supply chains and in their factory operations. Hear how leading manufacturing firms are using RFID to achieve benefits today.

**RFID IN HARSH ENVIRONMENTS**
JUN 6
Companies in the oil and gas, chemical, mining, construction and energy industries are using RFID-enabled technologies to increase operational safety and efficiency, as well as improve financial results. During this virtual event, learn how RFID can be used for asset tracking, personnel safety and equipment maintenance, as well as for speeding up production and shipping processes in harsh and complex environments.

**RFID IN RETAIL AND APPAREL**
JUN 20
Retail and apparel companies have been among the early adopters of RFID technologies, both internally and within their shared supply chains. During this virtual event, hear how retailers worldwide are using RFID to track individual items, improve inventory accuracy and have products on shelves when customers want to buy them.

An average of 250 registrants/leads generated per virtual event
INTERNET OF THINGS VIRTUAL EVENT
What’s behind all the excitement about the Internet of Things? How will companies benefit from IoT technologies? What will be the impact on consumers? What strategies should companies use to take advantage of IoT technologies, and which technologies will dominate the IoT. During this virtual event, leading experts will answer these and other questions.

RFID FOR WAREHOUSE AND INVENTORY MANAGEMENT
Learn how to benefit from deploying radio frequency identification within your warehouse, by managing your inventory and coordinating your supply chain. Hear real-world case studies explaining the tangible business benefits of how RFID can help your organization improve visibility regarding product movements and related transactions, as well as increase efficiencies, lower labor costs, optimize inventory levels, track assets and differentiate your logistic service, in order to gain a competitive advantage.

RFID IN THE FOOD INDUSTRY
This virtual event is designed to educate growers, distributors and producers of food and food products, as well as systems integrators and other implementers, regarding the benefits of using RFID to monitor the location and temperature of food as it moves through the supply chain. The seminar will explain the current state of RFID technology, and reveal how your organization can deploy the technology to achieve such benefits today.

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.

SEE NEXT PAGE FOR SPONSORSHIP OPPORTUNITIES
VIRTUAL EVENTS

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 50,000 subscribers.

BANNER ADVERTISING:
RFID Journal will run an ad campaign of up to 500,000 ad impressions on rfidjournal.com to promote each virtual event.

PRESS RELEASE:
RFID Journal will publish a press release via eReleases, and on rfidjournal.com, to promote each virtual event, its speakers and its sponsors.

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 40-minute speaking slot, and all leads from the virtual event, as well as all leads from anyone who watches 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 20-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 fewer 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 10-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 fewer than 25 percent watch your session).

UPCOMING VIRTUAL EVENT SPONSORS INCLUDE:

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