



RFID
JOURNAL
LIVE!

APRIL 28-30, 2020

ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLA.

18TH ANNUAL CONFERENCE AND EXHIBITION

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

www.rfidjournallive.com

EXHIBIT PACKAGE

EXHIBIT PACKAGE

\$5,590

Upgrade your booth position for just \$200 per corner

- ▶ 100-square-foot (10' x 10') display space in the Exhibit Hall
- ▶ Company name displayed and linked on the conference exhibitor page of the RFID Journal LIVE! 2020 Website
- ▶ 80-word company profile on event Website and listing in the event smartphone app
- ▶ Use of the RFID Journal LIVE! 2020 logo for ads and promotional materials relating to exhibitor's participation in and support of the event
- ▶ Company name displayed and linked on the exhibitor page of the RFID Journal LIVE! 2020 Website for a minimum of two months post-conference*
- ▶ Two (2) complimentary conference passes for company employees, customers, colleagues, prospects, with access to the main conference including all of the general sessions and breakout sessions (excluding the preconference seminars)
- ▶ Two (2) complimentary Exhibit Hall Booth Staff passes

FURNISHED BOOTH PACKAGE*

\$6,500

Upgrade your booth position for just \$200 per corner

Includes all standard benefits of the basic exhibitor package, plus:

- ▶ Basic carpet without padding
- ▶ 10' x 10' space with 8'-high back drape and 3'-high side drape
- ▶ (1) wastebasket
- ▶ ID sign (7" X 44" black lettering of company name on white background)
- ▶ (2) side chairs
- ▶ (1) 6' draped table
- ▶ (1) 500 watts 5 amps electrical connection

*Add \$910 per additional 10 x 10 unit

ALL SPONSORSHIP PROGRAMS REQUIRE THE PURCHASE OF A BOOTH ON THE EXHIBIT FLOOR

EXHIBIT PACKAGE

For exhibit, sponsorship and
customized programs, please contact:

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TURNKEY BOOTH PACKAGE

TURNKEY BOOTH PACKAGE

ADDITIONAL MEETING SPACE

Private Meeting Room AVAILABLE TO EXHIBITORS ONLY

(Limited Number Available)

\$5,000

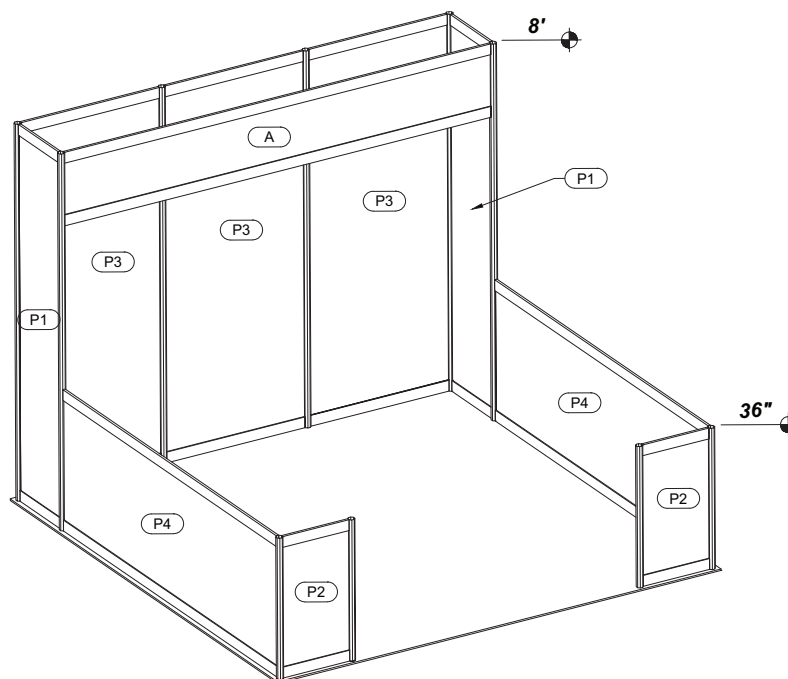
- ▶ Meeting room in the convention facility
- ▶ One furniture set included
- ▶ Carpeted
- ▶ Wall outlets
- ▶ Company ID sign
- ▶ Rental and usage to coincide with attendee Exhibit Hall hours

New: Hard-walled Stand

(Limited Number Available)

\$2,250

- ▶ 3m x 3m (10'x10') Hardwall Booth (as shown below)
- ▶ Includes basic electricity
- ▶ 10'x10' carpet (standard color choice)
- ▶ (1) 6' x 30" table w/ skirt (standard color choice)
- ▶ (2) Side Chairs (no arms)
- ▶ (1) Wastebasket
- ▶ (1) Graphic panel with Exhibitor Name and Booth Number (Panel "A" below)



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SILVER SPONSOR

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SILVER SPONSOR (9 Opportunities)

\$8,500

With a Silver Sponsorship, a representative of your company can deliver a 15-minute presentation on a topic of interest to your potential customers, providing a cost-effective way to be seen as a leader in the RFID community.

Content Opportunity

- ▶ Each sponsor (with a maximum of nine) will have the opportunity to offer a 15-minute presentation in a breakout session.

Marketing Benefits

- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2020 Website
- ▶ Company name in all RFID Journal LIVE! 2020 postal mail advertising and conference Website marketing and promotional materials used for attendee acquisition (space and schedule permitting)
- ▶ 50,000 impressions on RFIDJournal.com prior to or after the event
- ▶ Promotion in a post-event email to all attendees, with other silver sponsors
- ▶ Invitation to up to five target customers by RFID Journal on sponsors behalf
- ▶ Post conference email to all attendees from your session
- ▶ Use of RFID Journal LIVE! 2020 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2020
- ▶ 90-word company profile on event Website and listing in the event smartphone app
- ▶ Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- ▶ Company logo on sponsor thank-you signage
- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2020 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Four (4) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate.
- ▶ Opportunity to invite additional clients, partners and/or prospects to attend the event at a 10% discount.

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

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PLATINUM SPONSOR

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PLATINUM SPONSOR (5 Opportunities)

\$20,000

A Platinum Sponsorship provides an extremely effective way to be seen as a thought leader in the RFID community. Whether you use the 40-minute breakout session to highlight a customer success story or to introduce a new product, you'll be able to achieve valuable visibility with the high-level end-user audience that only RFID Journal LIVE! 2020 attracts. And the marketing benefits wrapped around this speaking opportunity ensure that your company will have high visibility before, during and after the conference and exhibition.

Content Opportunity

- ▶ Sponsor presentation at an exclusive 40-minute breakout session

Marketing Benefits

- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2020 Website
- ▶ Company logo in all RFID Journal LIVE! 2020 marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- ▶ 100,000 impressions on RFIDJournal.com prior to or after the event
- ▶ Opportunity to email all attendees after the event (content subject to RFID Journal approval)
- ▶ Post conference email to all attendees from your session
- ▶ Invitation to up to 10 target customers by RFID Journal on sponsors behalf
- ▶ Use of RFID Journal LIVE! 2020 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2020
- ▶ Prominent logo placement on sponsor thank-you signage
- ▶ Prominent logo placement and visibility in onsite event program guide
- ▶ 100-word company profile on event Website and listing in the event smartphone app
- ▶ Company logo featured on A/V loop running during breaks/transitions in general session throughout the event
- ▶ Company name, logo and profile prominently displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2020 Website for a minimum of two months post-conference

Conference Passes & Invitations

- ▶ Eight (8) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions (excluding preconference and post-conference seminars). Additional passes may be purchased for the early registration rate
- ▶ Opportunity to invite additional clients, partners and/or prospects to attend the event at a 10% discount

Exhibit Space Requirement

- ▶ Requires the minimum purchase of a 10' x 10' booth on the exhibit floor

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PREMIUM SPONSORSHIP

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PREMIUM SPONSOR (2 Opportunities)

Call for details

Premium sponsorships are customized programs designed to help you achieve your specific goals. Elements can include technology demonstrations on the exhibit floor, VIP meal functions, unique high-exposure branding opportunities and more. If you'd like us to customize a program for you, contact your sales representative listed below.

SIGNATURE SPONSOR (Exclusive)

SOLD

The Signature Sponsor has an exclusive opportunity to reach the entire audience at RFID Journal LIVE! through a 30-minute general session presentation (topic and speaker to be approved by RFID Journal). The signature sponsorship was designed for an RFID hardware, software or service provider that wants to demonstrate—live, onstage—industry-leading technology, service capabilities or both. The special marketing benefits associated with the Signature Sponsorship ensure high visibility and mind share.

CORNERSTONE SPONSOR (Exclusive)

SOLD

The Cornerstone Sponsor is the lead sponsor with the greatest visibility at RFID Journal LIVE! 2020. This is a unique opportunity to position your company as a thought leader and prime mover in the RFID industry. The Cornerstone Sponsor addresses the entire audience in a Day 1 general session presentation that highlights the company's leadership position in the industry (topic and speaker to be approved by RFID Journal).

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CONFERENCE SPONSORSHIP OPPORTUNITIES

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Half-day Preconference Sponsor (4 Opportunities) **\$15,000**

RFID Journal LIVE! 2020 will include special preconference seminars targeted at specific audiences, including channel partners. Preconference seminars can be designed for a specific audience that you would like to reach, such as label converters or packaging manufacturers. We will invite readers in our database that you want to reach, to attend for free. The Preconference Sponsor will also have the opportunity to speak for 40 minutes to between 40 and 50 attendees. Your company will receive special branding in all promotions of the preconference seminar and onsite.

Private Invitation VIP Lunch Sponsor (4 Opportunities) **\$15,000**

As the host of a sit-down lunch on either day of the main conference, you will have the opportunity to hand-select 10 non-conference attendees (providing them with free conference passes) and 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.

Lunch Sponsor (2 Opportunities) **\$10,000**

- ▶ Prominent signage onsite with logo exposure adjacent to the food serving areas
- ▶ Acknowledgement of sponsorship with company logo in pre-event direct mail brochures (subject to print deadlines)
- ▶ Acknowledgement of sponsorship with company logo in the event program guide
- ▶ Napkins provided with your company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

Continental Breakfast Sponsor (2 Opportunities) **\$6,500**

Sponsor one of our two daily continental breakfasts for extra onsite exposure. You will receive:

- ▶ Prominent signage with logo exposure in breakfast area
- ▶ Acknowledgement of sponsorship with company logo in the event program guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

Refreshment Break Sponsor **\$3,500**

Sponsor one of our two daily refreshment breaks for extra onsite exposure and recognition. You will receive:

- ▶ Prominent signage with logo exposure in refreshment break serving areas
- ▶ Acknowledgement of sponsorship in program guide
- ▶ Napkins provided with company logo
- ▶ Opportunity to distribute branded cup or mug (provided by sponsor)

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Keynote Seat Drops **\$3,500**

A DVD or one printed collateral piece will be placed on the seat of every chair in the general session room before one of our keynote presentations.

Event Pen Sponsor (Exclusive) **\$2,500**

Here's another way to stand out and to provide attendees with a takeaway that will live long after the event.

- ▶ Branded pen (provided by sponsor) distributed to all attendees when they pick up their registration materials
- ▶ Acknowledgement of sponsorship in program guide

Notepad Sponsor (Exclusive) **\$2,500**

Get your personalized notepad into the hands of every LIVE! attendee.

- ▶ Branded notepad (provided by sponsor) distributed to all attendees when they pick up their registration materials
- ▶ Acknowledgement of sponsorship in program guide

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EXPOSITION HALL SPONSORSHIP OPPORTUNITIES

OTHER SPONSORSHIP OPPORTUNITIES

EXPOSITION HALL AND OTHER SPONSORSHIP OPPORTUNITIES

Opening Evening Networking Reception (Exclusive) **\$10,000**

With this exclusive sponsorship, your company is the host of the networking reception immediately following the opening keynote address. Benefits include:

- ▶ Prominent signage with logo exposure
- ▶ Acknowledgement of sponsorship with company logo in attendee marketing brochures and onsite program guide
- ▶ Napkins provided with company logo

SOLD

Registration Sponsor (Exclusive)

The exclusive Registration Sponsorship will provide you with upfront exposure to our attendees from the moment they arrive at the event. As the exclusive sponsor, you will benefit from:

- ▶ Acknowledgement of sponsorship with company logo in the event program guide
- ▶ Branded lanyard to be distributed to all event participants
- ▶ Company logo, tag line and booth number on registration counter kick panels
- ▶ One four-color, full-page advertisement in the program guide

Full-Page Color Ad in the Program Guide **\$2,500**

Build brand awareness and reach attendees at the event by placing an ad in the program guide. This is an effective way to promote your products to the most qualified buyers in the marketplace and drive qualified attendees to your booth.

One-meter Board **\$2,500**

Gain extra visibility at the event by having an 8'-high by 3'-wide (1-meter-wide) free-standing sign promoting your products and encouraging attendees to visit your booth.

Exhibit Hall Aisle Signs **\$7,500**

Your logo will appear on all aisle banners hanging in the Exhibit Hall. Location selection is on a first-come, first-served basis. (Based on availability)

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ADVERTISING / BRAND-BUILDING OPPORTUNITIES

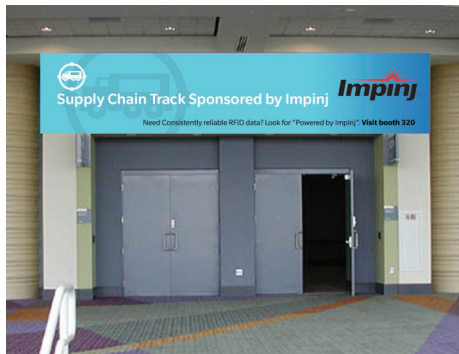
ADVERTISING / BRAND-BUILDING OPPORTUNITIES

Hanging Banner

Contact your sales rep for pricing

Promote your message to attendees with a strategically located banner that no one will miss.

Sample artwork:



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