



“INDIA RFID SOLUTIONS PAVILION”

AT RFID JOURNAL LIVE! 2009 EVENT (April 27-29)

Access the world's largest group of end users and capture the most leads at the most important RFID event of the year! RFID Journal LIVE! 2009 is our seventh annual conference and exhibition and the largest, most comprehensive event in the industry. It is where the global RFID community-end users, leading vendors, systems integrators, consultants and others-gathers to plan strategies, network, buy and sell, learn and share ideas.

Our 2009 conference will feature more pre-conference seminars, industry-specific and how-to focused tracks for the educated end-user ready to deploy or expand a rollout as well as education to attract new companies to the RFID market. It will include the most top-name industry speakers and the most leading vendors showing off their latest products and services in a huge exhibition hall - our largest yet.

In a first of its kind, the senior management team of RFID Journal has decided to pay tribute to the emergence of Indian firms including Indian subsidiaries in the RFID space by setting up an **“INDIA RFID SOLUTIONS PAVILION”** at the RFID Journal LIVE! 2009.

Essen RFID (www.essenrfid.com), one of India's leading RFID OEM provider is the exclusive partner for the *India RFID Solutions Pavilion* for the upcoming April event.

About India RFID Solutions Pavilion

This 3,600 sq.ft area shall showcase the best-of-breed RFID capabilities of Indian firms & shall provide a platform for all Indian companies to get under one roof. Strategically located next to the Awards Theatre, there is availability of eight 10X20 booths at the India RFID Solutions Pavilion for the exhibitors.

For more information, log onto the website www.rfidjournalevents.com/IndiaRFIDSolutionsPavilion (Link to be operational post calendar year 2008)

WHO WILL ATTEND?

- 69% have the authority to purchase RFID technologies
- 56% work at companies that plan to purchase RFID technologies within the next 12 months



SPONSOR/EXHIBITOR OPPORTUNITIES

Why Participate?

Qualified Audience: Access to the world's largest group of executives and implementers who are deploying or will soon be ready to deploy RFID systems

Event Size: Demonstrate your technology solutions amongst the industry leaders and your competitors

Education: Hear from the most authoritative speakers across the entire industry sharing their latest case studies and learnings.

ROI: Participation is extremely affordable, starting at \$8,000 for a 10-by-20-foot booth, making it easy for you to achieve a significant return on your investment.

Build Awareness: Our aggressive campaign particularly for the "India RFID Solutions Pavilion" means your company will enjoy extensive promotion that will drive attendees to your booth

BENEFITS OF BEING A SPONSOR AND EXHIBITOR INCLUDE:

Access Your Target Audience: Meet the world's largest group of end users and implementers of RFID. Get in front of your best customers and prospects.

Competitive Advantage: This is where the industry's leading suppliers and service providers come to showcase their latest technology solutions. Don't miss the opportunity to have a presence on the exhibit floor.

Build Awareness: Our aggressive marketing campaigns ensure your company will benefit from extensive promotion that will drive attendees to your booth.

Stay Informed: Hear from the most authoritative speakers across the entire industry sharing their latest case studies and learnings.

Network with Peers: Keep up with the industry's developments and trends as you mingle with the industry's key players.

ROI: Participation is extremely affordable making it easy for you to achieve a significant return on your investment.



EXHIBIT PACKAGES

PACKAGE I

On a First come First serve basis ► ~~\$14,200~~
► **\$8,000**

Special benefits for ONLY “INDIA RFID SOLUTIONS PAVILION” participants

- Savings of over US\$6,200
- 200 square-foot (10 x 20 foot) display space in the Exhibit Hall of “India RFID Solutions Pavilion” instead of (10 X 10 foot) display space
- Special promotional/marketing events to market “India RFID Solutions Pavilion”
- Additional Meeting space priced at **US\$5,000 available for free** (Private Meeting room) for a pre-defined fixed period of time
 - ✓ A 10 X 20-foot hard-walled carpeted meeting room with Basic furniture package (one round conference table and four chairs)
 - ✓ Rental & usage to coincide with attendees Exhibit Hall hours
- Full page advertisement featuring India RFID Solutions Pavilion participant names in the “Program Guide” being circulated to participants of RFID Journal Event. The advertisement is to be created by Essen RFID.
- Issuance of press release (one month prior to the event) related to India RFID Solutions Pavilion set up & its participants.
- India RFID Solutions Pavilion participants allowed to put up their press kits in the press room
- **7 regular conference passes per 10 x 20 booth. (Instead of 4 regular conference passes)**
- Invitation letter to the event; (if required)

Other standard benefits

- Company name displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2009 Web site



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- ▶ Company profile in the program guide (up to 50 words)
 - ▶ Use of the RFID Journal LIVE! 2009 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! 2009 Website for a minimum of two months post-conference

Optional

- ▶ Each exhibiting company will have the option to add the following items for an additional fee of \$300: i) company sign, ii) basic electrical service, iii) one 6' draped table, iv) 2 side chairs and v) a wastebasket.

Note: *Orlando is a well established tourist hot spot for families & this event also provides an opportunity for executives to extend their stay beyond the RFID event to spend some quality time with their families.*

Terms & Conditions:-

- 1) *The offer for the "India RFID Solutions Pavilion" is valid for companies in India that confirm their participation for the event & also complete the payment transaction to RFID Journal before January 27, 2009.*
- 2) *Payment can be done either by Demand Draft, wire transfer or credit card directly to RFID Journal*
- 3) *Your Point of contact for any enquiries related to RFID Journal Live! India RFID Solutions Pavilion should be directed to Essen RFID only as Essen RFID is the authorised & exclusive partner for the India RFID Solutions Pavilion*
- 4) *"India RFID Solutions Pavilion" & India RFID Solutions Pavilion related press support will only be available on accruing 6 valid participants prior to the due date prescribed in clause 1. All other benefits accrued to the participants remain unchanged.*



PACKAGE II (15 Opportunities)

On a First come first serve basis ► ~~\$21,500~~
► \$14,000

With this package, a senior representative of your company can participate in a panel discussion on a topic of interest to your potential customers, providing a cost-effective way to be seen as a leader in the RFID community.

Special benefits for ONLY **“INDIA RFID SOLUTIONS PAVILION”** participants

- Savings of over US\$7,500
- 200 square-foot (10 x 20 foot) display space in the Exhibit Hall of “India RFID Solutions Pavilion” instead of (10 X 10 foot) display space
- Special promotional/marketing events to market “India RFID Solutions Pavilion”
- Additional Meeting space priced at **US\$5,000 available for free** (Private Meeting room) for a pre-defined period of fixed time
 - ✓ A 10 X 20-foot hard-walled carpeted meeting room with Basic furniture package (one round conference table and four chairs)
 - ✓ Rental & usage to coincide with attendees Exhibit Hall hours
- **Vendor panel breakout session with moderator. Conference sponsors are limited to 16 and will co-participate in 1 of 4 panels.**
- Full page advertisement featuring India RFID Solutions Pavilion participant names in the “Program Guide” being circulated to participants of RFID Journal Event. The advertisement is to be created by Essen RFID.
- Issuance of press release (one month prior to the event) related to India RFID Solutions Pavilion set up & its participants.
- India RFID Solutions Pavilion participants allowed to put up their press kits in the press room
- Invitation letter to the event; (if required)

Marketing Benefits

- Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2009 Web site
- Company name in all RFID Journal LIVE! 2009 postal mail advertising and



conference web site marketing and promotional materials used for attendee acquisition (space and schedule permitting)

- ▶ Use of RFID Journal LIVE! 2009 logo for ads and promotional materials relating to conference sponsor's participation in and support of RFID Journal LIVE! 2009
- ▶ Company profile in the Event Program Guide (up to 50 words) & Company logo on sponsor thank-you signage.

Marketing Benefits (Contd)

- ▶ Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal LIVE! 2009 Web site for a minimum of two months post-conference. Distribution of your company's press kits in press room

Conference Passes & Invitations

- ▶ **7 regular conference passes per 10 x 20 booth. (instead of 4 regular conference passes)**

Optional

- ▶ Each exhibiting company will have the option to add the following items for an additional fee of \$300: i) company sign, ii) basic electrical service, iii) one 6' draped table, iv) 2 side chairs and v) a wastebasket.

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FOR EXHIBITION AND SPONSORSHIP INFORMATION, PLEASE CONTACT

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RFID
JOURNAL
LIVE!



Seventh Annual **RFID Journal LIVE!** INFORMATION ONLY

April 27-29, 2009 ▶ Walt Disney World Swan and Dolphin ▶ Orlando, FL

SEVENTH ANNUAL CONFERENCE & EXHIBITION

www.rfidjournalevents.com/live

Past RFID Journal LIVE! attendees included:

Abbott Laboratories
Abbott Nutrition
ABC, Inc.
Aberdeen Group
Action Auto-ID
Advanced Industrial Networks
Advanced Research Company
AIAG
AICA Computech (P), Ltd.
Air Canada Cargo
Air Products
Airborne Systems
Allied International
Allstar Magnetics
AmerisourceBergen
AMI Industries Pvt., Ltd.
Anheuser-Busch, Inc
Animal Profiling International
Anns House of Nuts
aptoncanada
ArcLight
Argos Software
ARINC, Engineering Services
Ashland/Valvoline
Assa Abloy Identification Technologies
ATMI
Attorney General of Washington
Aurora Eadi
Automotive Components Holdings
Avid Identification Systems, Inc.
Avion
Bacardi Bottling Corporation
Bag Finder
Bangsol
Barrios Technology
Bausch & Lomb
Bayer Healthcare
BC Biocon Internacional
Beacon Industries
Bell
Bentley Systems
Bibliotheca RFID Library Systems
Blue Water Group
Blueberry Hawaii Technology Solutions
Boehringer Ingelheim Roxane
Boehringer-Ingelheim Pharmaceuticals
Boise Paper Co.
Bombardier
Booz Allen Hamilton

Borda Technology
BP
Brave Security
Brightpoint Americas
Brother International
Brown Forman Corp.
Business Effect
C.B. Fleet
C4i
Campbell Soup Co.
Canada Post Corp.
Capital Safety Group
CarMax
CatalystSI
Caterpillar
CB&I, Inc.
CDW
CEIT
Ceramic Magnetics
CISAP
Citizen Systems America
CMR Associates, LLC
Color Merchants
CompResults
Computer Sciences Corp.
ConAgra Foods
Concept2 Solution
Considered Purchase
Cooper Bussmann
Corning Inc
Costa View Farms
Costco Wholesale
County Of San Bernardino
Covidien / Mallinckrodt Brand Pharmaceuticals
Crown Equipment Corporation
Dai Nippon Printing USA
Daisy Brand
Daktronics
Dallas Cowboys
Dallas/Fort Worth International Airport
Darigold, Inc.
DARPA
Data Systems International
DBTrans S/A
Deere & Company
Dell
Denver Health Hospital and Medical Center
Department of Energy
Dey

Diebold, Inc.
Dietze Enterprises, Inc.
Dillards
Discrete Wireless
Disney Cruise Line
DoD
Dong Seoul College
Dorel Juvenile Group
Dow Chemical
Dow Corning
Dr. Reddy's Laboratories
Ducom, Inc.
DuPont
Ecolab
eHealth.Net
Emitter Technologies
Energizer
Entergy Nuclear
Essen Ltd.
Etiqcode SA
ExploTrack, Inc.
Fanna Technology
Fast Heat, Inc.
FDA
Ferrara Pan Candy Co.
Fiskars Brands, Inc.
Florida State Attorney's Office
Fluor Enterprises
FMI Climax Molybdenum
FN Manufacturing
Ford Motor
FourSoft Limited
Fraunhofer Institute for Integrated Circuits
Freightliner
FutureChalk Software, Inc.
Gables Engineering
GateKeeper Systems, Inc.
GENCO
Genentech
General Dynamics
General Motors
George Schmitt & Co.
gLogistics LLC
Goodrich Corp.
The Goodyear Tire and Rubber Co.
Graphic Arts Show Company
Great Eastern Impex Pvt, Ltd.
Greatbatch, Inc.
Grenoble-inp/Icis
GSA

SEE WEB SITE FOR COMPLETE LIST

PAST ATTENDEES

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