



## **“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](http://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](http://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



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## **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.



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## **EXHIBIT PACKAGES**

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### **PACKAGE I**

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

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#### **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.*



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## PACKAGE II (15 Opportunities)

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

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*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.*

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### 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



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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](http://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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