



Dear RFID Journal LIVE! Europe Exhibitor,

We are excited to have you participating in our upcoming event, RFID Journal LIVE! Europe, 15-16 November 2017, at Queen Elizabeth II Conference Center, London, England. On behalf of our events team, we are pleased to send you the **RFID Journal LIVE! Europe 2017 Exhibitor Services Manual**. Please use this as a reference tool to understand the opportunities and money-saving information that you have as an exhibitor. We would like to stress the “Less is Best” approach for this event.

Show Information

Location:

Queen Elizabeth II Centre
 Broad Sanctuary
 Westminster
 London SW1P 3EE
 Tel +44 (0) 207798 4000

Hotel Accommodations:

RFID Journal LIVE! Europe does not offer a room block for this event. For a list of hotels in the area, please visit: <http://www.rfidjournalevents.com/europe/travel/hotel>

Exhibit Hall Information

Exhibit Area:

Queen Elizabeth II Centre – Cambridge Room, 5th Level
 The Exhibit area is carpeted.

Exhibit Tabletop displays include:

- 1 - 6' x 3' draped table
- 2 - chairs
- 1 - power connection
- 1 - wastebasket

Move-In & Setup

Thursday, 16 November 07:00 – 08:15, must be set-up by 08:15

Exhibit Hall Open

| | | |
|-----------------------|---------------|----------------------------------|
| Thursday, 16 November | 08:15 – 08:45 | Coffee served in Exhibit Hall |
| | 11:00 - 11:30 | Networking break in Exhibit Hall |
| | 13:00 - 14:00 | Lunch Break in Exhibit Hall |
| | 15:30 - 16:00 | Networking break in Exhibit Hall |

Tear Down & Move Out

Thursday, 16 November 16:15 – 18:00



RFID Journal LIVE! Europe - Contact List

Cierra Belin, Operations Coordinator
Cierra.Belin@emeraldexpo.com

+1 949-392-4626 (t)

Contact Cierra re: Operations and Logistics, Move-in and Move-Out, Tabletop Display Set, and Shipping Info.

Kristen Novick, Operations Manager, Registration
Kristen.Novick@emeraldexpo.com

+1 949-226-5713 (t)

Contact Kristen re: Registration

Alan McIntosh, Senior Director of Sales
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+1 212-584-9400 x 03915 (t)
+1 212-409-8434 (f)

Contact Alan re: Additional Sponsorship Opportunities

Matthew Singer, Senior Director of Sales
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+1 212-584-9400 x 03916 (t)
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Contact Matthew re: Additional Sponsorship Opportunities

Deb Hughes, Senior Editorial Director, Events
dhughes@rfidjournal.com

+1 561-504-2627 (t)

Contact Deb re: Conference Program, Cornerstone Session

Rowena Burcham, Marketing Manager
Rowena.burcham@emeraldexpo.com

+1 770-291-5406 (t)

Contact Rowena re: Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads



FREQUENTLY ASKED QUESTIONS

Do I need Insurance for my exhibit space?

Exhibitors must obtain adequate insurance at their own expense. The RFID Journal LIVE! Europe Conference requires that Exhibitors shall at their own expense secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. (A) Worker's Compensation insurance; (B) Employers' Liability insurance with limits not less than £1,000,000 each accident; (C) Comprehensive General Liability insurance with limits not less than £1,000,000 each occurrence £2,000,000 aggregate combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable).

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own expense. Neither, Queen Elizabeth II Conference Center nor RFID Journal, LLC will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

Do I need to carpet around my tabletop display?

No. The 5th Level, Cambridge Room is carpeted.

How many badges do I receive with my exhibit space?

This depends on your company's level of participation. Please refer to the Registration Section of this Exhibitor Services Manual for a detailed description.

Can I ship my materials direct to the Queen Elizabeth II Conference Center?

Yes. Shipping information is contained in the Shipping Section of this Exhibitor Services Manual.



REGISTRATION INFORMATION

Complimentary Exhibitor Conference Passes

With the Conference fast approaching, your next step will be to take advantage of your complimentary Exhibitor Conference Passes. These complimentary passes provide access to all aspects of the RFID Journal LIVE! Europe Conference.

The allotted number of complimentary Exhibitor Conference Passes that is included in your sponsorship and/or exhibitor package is outlined below:

| Exhibitor Conference Passes: |
|--------------------------------|
| Cornerstone Sponsor – 6 passes |
| Silver Sponsor – 3 passes |
| Exhibitor – 2 passes |

Speaker and Panelist Passes

If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted badges above. Please email Deb Hughes dhughes@rfidjournal.com or call +1 561-504-2627 and let her know who will be speaking on behalf of your company.

ONLINE REGISTRATION

- To register your staff online, please request your access code from your RFID Sales Director.
- Online Registration link for this event: <https://registration.experientevent.com/showRFI173?flow=attendee>
- Enter your code in the Promo Code box on the Profile Page (step two) to activate Exhibitor Registration Options.
- If you have any questions regarding registration for your Exhibitor badges, please email: kristen.novick@emeraldexpo.com.
- Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

Please note that your exhibitor account is pre-programmed with the number of complimentary passes that you are entitled to. Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

| | |
|----------------------------|-----------------|
| Exhibitor Conference Pass | £349 + 20% VAT* |
| Exhibit Booth Staff Passes | £249 + 20% VAT* |

***VAT** Please note that we are required to collect 20% on all registrations for employees of companies that are not established in the United Kingdom and possessing a valid UK VAT number. If you are employed by a UK-based company and can provide your company's UK VAT number, you will be exempt from paying VAT. If you are attending from outside of the UK, you may be able to reclaim the VAT paid.



VENUE INFORMATION

RFID Journal LIVE! Europe will be held at Queen Elizabeth II Conference Centre, situated in the shadow of Big Ben and Westminster Abbey. The Centre is served by outstanding transport links providing easy access to everything London has to offer and is within an hour's transfer from five international airports.

Queen Elizabeth II Centre
Broad Sanctuary
Westminster
London SW1P 3EE
Tel +44 (0) 207798 4000

Exhibits: 5th Level, Cambridge Room
General and Retail Breakout Sessions: 6th Level – Mountbatten Room
Main Track Breakout Sessions: 5th Level – Windsor Room

Directions

Map

<http://www.rfidjournalevents.com/europe/travel/venue> for a map and printable one-page version

Hotel Accommodations:

RFID Journal LIVE! Europe does not offer a room block for this event. For a list of hotels in the area, please visit: <http://www.rfidjournalevents.com/europe/travel/hotel>

Appropriate Attire

Business casual attire is recommended for all sessions and functions at the RFID Journal LIVE! Europe Conference.



LOGISTICS

The Exhibit Area is located at the Queen Elizabeth II Conference Center, 5th Level, Cambridge Room.

All tabletop displays include:

- 1 - 6' x 3' draped table
 - 2 - chairs
 - 1 - power connection
 - 1 - wastebasket
- Exhibit area is carpeted.

Internet Access

Complimentary wireless internet is available from the Queen Elizabeth II Conference Center. If you require a hard-wired connection, pricing and order forms can be found at <https://qeiicentre.london/order-it/> or contact the IT team at ictenquiries@qeiicentre.london

Electrical

Standard wattage is complimentary. Extension leads and connectors can be ordered at the QEII Reception located on the ground floor. Extensions can also be pre-ordered by emailing the Business Centre at businesscentre@qeiicentre.london

- 2 way connector with a 5m extension cord costs £10.00
- 4 way connector with a 2m extension cord costs £12.00
- 6 way connector with a 2m extension cord costs £15.00

We recommend that exhibitors bring their own extension leads and power strips.

Sign Requirements & Limitations

A popup booth is acceptable. Only 22" by 28" signs will be allowed with a maximum of 2 signs per unit OR one 1-meter collapsible sign. Easels are complimentary at Queen Elizabeth II Conference Center. Please advise Cierra Belin Cierra.Belin@emeraldexpo.com by **6 November** if you require an easel. If you have questions regarding signs, please contact Cierra Belin Cierra.Belin@emeraldexpo.com or +1 949-392-4626



MATERIAL SHIPPING

Materials may begin arriving on Thursday, 9 November 2017

We would like to stress the “Less is Best” approach for this event.

If you are staying at a hotel, the most cost effective method for shipping is to send your items to your attention as a hotel guest. You may also send your items direct to the Queen Elizabeth II Conference Center using the mailing label provided on page 8. **A QEII MAILING LABEL MUST BE AFFIXED TO YOUR PACKAGES.**

No oversized boxes or crates will be accepted at Queen Elizabeth II Conference Center. If you have questions, please contact Cierra Belin Cierra.Belin@emeraldexpo.com or +1 949-392-4626.

What shipping method should I use?

We suggest that you use the international shipping method your company normally uses, and is most comfortable with. You will likely need to fill out a customs declaration form or commercial/pro forma invoice. As with any international shipment, additional time should be allowed for your materials to clear customs. ***Remember to keep copies of all shipping documents in case you need to track the shipments.***

Small packages can be sent to the venue or the hotel where your staff are staying. When possible, it is suggested that small packages be sent to the hotel where your staff are staying. We suggest that exhibitors use Federal Express or DHL for time sensitive deliveries of small packages. These should be addressed to a member of your staff who is staying at the hotel.

If you have questions regarding international shipments into London, please visit: <http://www.fedex.com/gb/how-to-ship/index.html>

OUTBOUND SHIPPING

YOU are responsible for shipping your items from the facility. Please schedule a pickup with your provider and attach a QEII Collection Note to all packages.



DELIVERY NOTE

PLEASE NOTE THAT THE CENTRE IS UNABLE TO ACCEPT RESPONSIBILITY FOR ANY DELAY/ LOSS THAT MAY OCCUR

DELIVERY ADDRESS: QEI Centre
Storey's Gate Loading Bay
Westminster
London SW1P 3EE

EVENT MANAGER: Emile Bolt

EVENT TITLE: RFID Journal LIVE! 2017

EVENT DATE: 15 & 16 November 2017

EVENT ROOM(S): Cambridge

STAND NO. / NAME:

NUMBER OF ITEMS:



EXHIBITOR MARKETING & PROMOTIONAL TOOLS

Time to Prep!

Don't wait until the last minute to brief staff members, customers and prospects on your organization's involvement in RFID Journal LIVE! Europe. To ensure maximum exposure, be sure to take advantage of all of the traffic-driving opportunities listed below.

4 Easy Ways to Maximize Your Exposure at RFID Journal LIVE! Europe:

| Dates | Actions Time | Cost |
|------------------------|---|------------------------------------|
| Ongoing | Online Marketing: Post the RFID Journal LIVE! Europe event logo, URL, banner and/or text calendar listing on your company's website. Browse and select creative to suit your needs at www.rfidjournalevents.com/media . For customized creative, please contact Rowena Burcham (Rowena.burcham@emeraldexpo.com) or +1 770-291-5406 | FREE |
| ASAP thru 30 Oct. 2017 | Customized HTML Invites: Request a customized e-mail invitation to promote your participation and provide a special 15% discount to your top prospects and best customers. Please Rowena Burcham (Rowena.burcham@emeraldexpo.com) or +1 770-291-5406 | FREE |
| ASAP thru 30 Oct. 2017 | Customized Electronic Event Brochure: Target your message to your audience by sending an electronic brochure, including your company's logo. Please contact Rowena Burcham (Rowena.burcham@emeraldexpo.com) or +1 770-291-5406 | FREE |
| ASAP thru 23 Oct. 2017 | Program Guide Ad: Place an ad in the official event program guide, to be distributed to all attendees. Alan McIntosh, amcintosh@rfidjournal.com (+1 212-585-9400 x 03915) or Matthew Singer, msinger@rfidjournal.com (+1 212-584-9400 x 03916). | Contact your sales rep for pricing |



EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (continued)

Post the RFID Journal LIVE! Europe logo, banner and/or calendar listing on a prominent page of your company's website, or in your newsletter, as soon as possible. (See sample banners below.)

Sample Web Banners:



Downloading banner images or text ads is easy. Simply follow these 3 steps:

1. On your Internet browser, proceed to <http://www.rfidjournalevents.com/media>.
2. Find the RFID Journal LIVE! Europe event listing.
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID LIVE! Europe web site at <http://www.rfidjournalevents.com/europe/>

Don't see what you need? To request custom sizes, please contact Rowena Burcham (Rowena.burcham@emeraldexpo.com) or +1770-291-5406



EXHIBITOR MARKETING AND PROMOTIONAL TOOLS (continued)

Invite customers to see you and your products in action!

Deadline: ASAP thru 30 Oct. 2017

As a growing number of products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging clients and prospects in an interactive setting is the best way to garner new business and close deals.

Offer your best customers and prospects a special 15% registration discount with these FREE marketing tools that are easy and proven methods of attracting more potential buyers and prospects to your booth.

E-mail

Request a customized HTML e-mail that includes a 15% registration discount offer and a hyperlink to a PDF of our latest event brochure. Send out the e-mail on your own, or have RFID Journal's event-management team e-mail the invitations on your behalf. There's no need to worry about having an e-mail designed or coded—we'll take care of everything.

Send Customers a Customized Event Brochure:

Have an electronic event brochure customized with your company's message and a special registration discount. There's no need to worry about design or copy writing—we'll take care of everything.

For more information, please contact Rowena Burcham (Rowena.burcham@emeraldexpo.com) or +1 770-291-5406



EXHIBITOR MARKETING & PROMOTIONAL TOOLS (continued)

ON-SITE EVENT PROGRAM GUIDE SPECIFICATIONS

Deadline: 23 Oct. 2017

The RFID Journal LIVE! Europe event program guide will be distributed to all attendees. Key industry buyers will refer to the guide, both during and after the conference.

The program guide offers you the opportunity to communicate your company's message and capabilities to attendees. Please note that copy submitted for the program guide will be edited based on RFID Journal's style guidelines, and that final copy approval for the guide remains at the discretion of the event-management team. Depending on your level of participation, please submit the following items to marketing@rfidjournal.com by 23 Oct. 2017.

SPONSORSHIP

Cornerstone Sponsor:

- Corporate profile (100 words maximum)
- One-page, four-color ad

Silver Sponsor:

- Corporate profile (30 words maximum)

Exhibitor:

- Corporate profile (30 words maximum)

Please e-mail your corporate profile and other deliverables to Rowena Burcham (Rowena.burcham@emeraldexpo.com) by 23 Oct. 2017, to ensure your inclusion in the program guide.

We look forward to greeting you in London on 16 Nov.!



SECURITY TIPS

Event Management will provide perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor's materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons or boxes with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit area is closed or your tabletop display is unattended, remove valuable items or secure them in a safe place.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibit area is closed.
- ✓ When the exhibit area closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.



RULES & REGULATIONS

Badges

All attendees and exhibitors must wear the official RFID Journal LIVE! Europe conference badge at all times in the exhibit area and conference sessions. The Conference is open to the trade only. No one under 18 years of age will be allowed on the exhibit floor at any time. No one will be allowed on the exhibit floor without a proper badge.

Cameras/Recordings

No cameras are permitted during the conference hours. If exhibitors wish to take photos of their tabletop displays, they must do so prior to the start of the conference program. Use of recording equipment in the meeting room is prohibited by Event Management.

Cartons

Empty cartons and cases must be removed from your exhibit area. They may be stored behind your tabletop display. RFID Journal will provide EMPTY stickers to affix to boxes as necessary. We will collect and store the boxes, then return them to you shortly after the end of the Conference. Please be sure to keep reserve quantities of literature as you will not have access to stored boxes and cases during the conference hours.

Exhibits

Tabletop displays must be set-up, staffed and ready to open by the start of each dedicated exhibit viewing period. Tabletop displays must remain intact until the close of the exhibit area. Early tear-down of tabletop displays is strictly prohibited.

Exhibit Set-up and Union Jurisdictions

There will be no on-site labor to assist with set-up or tear-own of your tabletop display area. It is important that your display can be installed and dismantled easily by one person without the use of hand tools or ladders.

Exhibitor Events

It is Event Management policy that exhibitors can not plan events that interfere with exhibit or conference hours. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Manager, Alan McIntosh at +1 212-584-9400 x 03915 or Matthew Singer at +1 212-584-9400 x 03916.



RULES & REGULATIONS (continued)

Flammable/Hazardous Materials Regulations

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. RFID Journal, LLC restricts the use of the following hazardous materials, including but not limited to compressed flammable gases, flammable gases, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. Helium filled product (balloons) and helium tanks are also restricted. See the Fire Regulations Information in the Rules & Regulations Section.

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons

Promotional Materials and Handouts

Promotional materials may only be distributed from your tabletop display. No promotional material of any kind may be handed out in the conference seating area or outside the conference room. Exhibitors are also cautioned that if their promotional materials are found affixed to exhibit area property, they will be responsible for the cost of its removal.

Storage-Accessible

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please label all of your empty cartons and containers and have RFID Journal store them until move-out.

Taxes and Licenses

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

Tipping

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing RFID Journal LLC and Queen Elizabeth II Conference Center.

Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.

Violations

Exhibitors are expected to comply with all RFID Journal LIVE! Europe Rules and Regulations.