


**RFID**  
JOURNAL



**RFID**  
JOURNAL  
**LIVE!**

Stay connected with your customers and prospects



The COVID-19 crisis continues to impact us in every way and is affecting every industry. We want to be there for each and every one of our customers, readers, and attendees, but we can't do that alone. We are seeking your help and expertise to support everyone in this time of need.

**RFID Journal** and **RFID Journal LIVE!** collectively reach over **200,000 business executives** through our events, newsletters, websites and webinar platforms. With attendees and newsletter subscribers from around the world, we want to offer our customers some relief in this time of crisis.

Together with industry leaders and subject matter experts, we are preparing a six-part webinar series that will offer:

- Reliable, trusted insight
- Actionable strategies
- Access and learnings from the leaders in RFID

The webinar series kicks off on **April 23, 2020** with RFID Journal founder and editor, Mark Roberti. Help subscribers and attendees overcome the challenges that COVID-19 has brought upon their business.

Work with us to create a webinar presentation specific to your expertise. Our team will handle the scheduling of the webinar and recruitment from our audience. All you need to do is provide the speaker, content and your logo.

## Your turnkey sales-lead generator

RFID Journal webinars are a powerful vehicle to generate highly qualified sales leads. Our webinars are turnkey online events designed to generate leads and engage the worldwide RFID community. RFID Journal will produce the webinar on behalf of an advertiser, have one of our editors moderate to provide you with valuable objective credibility, and promote it to our subscriber database plus more than 200,000 unique visitors worldwide who visit [rfidjournal.com](http://rfidjournal.com) each month.

We take care of all the back-end and provide you with qualified leads—all you have to do is provide the content!

**An average of 200 targeted sales leads generated per webinar**

## Previous Sponsors Include:







## **Access targeted leads and achieve a greater ROI**

### **QUALIFIED SALES LEADS:**

After your webinar, RFID Journal will provide you with a detailed lead report. Our registration process captures information from everyone who registers for and reviews an archived webinar, and you will receive contact information from every prospect.

### **CUSTOMIZED DATA FOR YOUR NEEDS:**

You can customize five questions on the registration page to capture specific targeted information of your choice—helping you to qualify and prioritize the incoming leads.

### **CAPTURE THE LARGEST AND MOST QUALIFIED AUDIENCE:**

RFID Journal aggressively promotes each webinar to capture the largest number of qualified prospects available, saving you time and marketing dollars.

### **TURNKEY PROGRAM:**

We handle all 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 the speakers and presentation.

### **COMPLETE CONTROL OF CONTENT:**

You control the content of your webinar. The webinar template and list on our site is co-branded with your logo.



## Content Topic Examples:

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### How to Choose the Right RFID Solution Provider

Many companies with backgrounds in bar-code systems claim they can deploy an RFID system, yet few have the experience required to successfully implement RFID solutions. The expertise required to make RFID a successful asset to your business is unique and requires a specialization not found in other technologies. We'll explain how to evaluate systems integrators and provide key questions to ask before signing on with any solution provider. **This webinar takes place April 23, 2020 at 12:00 PM ET.**

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### Best New Product Finalists

RFID Journal will be hosting a series of webinars featuring the Best New Product finalists of 2020. Each webinar will feature two finalists explaining their innovative new RFID or IoT solution. The first two companies presenting are SpotSee and Fujitsu Frontech. **This webinar takes place May 12, 2020 at 12:00 PM ET.**

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### RFID and IoT for COVID-19 Testing and Social-Distance Management

The worldwide response to the COVID-19 pandemic has been unprecedented and likely is a harbinger of things to come. Never before have so many countries united in a common effort to thwart a biological danger. At the heart of every response has been an insistence on swift and widespread testing. Medical labs have large and incredibly complex logistical systems controlling the movements of specimens from collection sites to testing facilities. As the volume of tests increases with pressure for shorter turnaround times, existing systems are being stretched past breaking points. RFID technology can automatically identify and track specimens through the transport and testing processes, minimizing physical handling and improving process efficiency. Being able to meet the overwhelming demand for fast and accurate testing will be a legacy of COVID-19. **This webinar takes place on May 19, 2020 at 2:00 PM ET.**

**Sponsored by RFID Global Solution**

## Webinar Schedule:

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#	TITLE	DATE	DAY	TIME
1	How to Choose the Right RFID Solution Provider	April 23	Thursday	12:00 PM ET
2	Best New Product Finalists	May 12	Tuesday	12:00 PM ET
3	RFID and IoT for COVID-19 Testing and Social-Distance Management	May 19	Tuesday	2:00 PM ET
4	Best New Product Series	June 9	Tuesday	2:00 PM ET
5	Best New Product Series	June 23	Tuesday	12:00 PM ET
6	Best New Product Series	July 7	Tuesday	12:00 PM ET

## Sponsorship Details:

Take advantage of this perfect opportunity to deepen relationships with your customers, introduce your company to new customers and support businesses in this critical time.

### PRICE PER WEBINAR:

**\$7,500**

Content and presentation of webinar



Live webinar registration leads



Custom registration questions

**2**

E-Newsletter Promotion\*



Dedicated Emails

**2**

Logo on webinar deck



Sponsor thank you slide in deck



Logo and link on takeaway materials, if applicable



Banner Advertising\*\*



\* We promote your webinar in our e-newsletter twice prior to the event (newsletter audience of more than 50,000).

\*\* We will run an ad campaign (up to 300,000 ad impressions) on RFIDJournal.com prior to your webinar.