



# TAKE ADVANTAGE OF THE INDUSTRY'S MOST INNOVATIVE ONLINE MARKETING VEHICLE

INTRODUCING RFID JOURNAL'S VIRTUAL EVENTS—PROVIDING UNIQUE AND POWERFUL BENEFITS TO SOLUTION PROVIDERS

## What is a virtual event?

Just as a conference is a series of seminars at a single location, a virtual event is a webinar held over the Internet with a more robust program with several speakers, presentations and sponsors participating in each event.

## Why participate in a virtual event?

Our virtual events are turnkey online events. We will harness our broad audience and ability to attract attendees with high-quality content to deliver highly qualified sales leads. After each virtual event, we will provide sponsors with a lead report according to their sponsorship level. This is one of the most effective ways to gain new sales leads and maximize your online marketing efforts.

## How does it work?

We will find appropriate end-user speakers, and produce and moderate the event, lending our valuable editorial credibility. We will then promote the event to a vast audience comprising 100,000 registered users and 200,000 monthly website visitors.

SEE OTHER SIDE FOR MARKETING BENEFITS AND SPONSORSHIP OPPORTUNITIES

## UPCOMING TOPICS IN 2020

### RFID in Manufacturing

April 2020

Manufacturing companies are employing RFID to achieve major benefits, both in their supply chains and in their factory operations. Hear how leading manufacturing firms are using RFID to cut costs, increase asset utilization, lower capital expenditures and achieve other hard-dollar benefits today.

### RFID in Retail and Apparel

May 2020

Retail and apparel companies have been among the early adopters of RFID technologies, both internally and within their shared supply chains. During this virtual event, hear how retailers worldwide are using RFID to track individual items, improve inventory accuracy and have products on shelves when customers want to buy them.

### RFID in Health Care

June 2020

This virtual event is designed to educate hospital, clinics, pharmacies and other health care companies, as well as systems integrators and other implementers, regarding the benefits of using RFID to monitor the location, condition of medical equipment and patients, as well as the temperature of drugs and tissue samples. The seminar will explain the current state of RFID technology, and reveal how your organization can deploy the technology to achieve such benefits today.

### Internet of Things

July 2020

How will companies benefit from IoT technologies? What will be the impact on consumers? What strategies should companies use to take advantage of IoT technologies, and which technologies will dominate the IoT. During this virtual event, leading experts will answer these and other questions.

### RFID in Harsh Environments

August 2020

Companies in the oil and gas, chemical, mining, construction and energy industries are using RFID and IoT technologies to increase operational safety and efficiency, as well as improve financial results. During this virtual event, learn how RFID can be used for asset tracking, personnel safety and equipment maintenance, as well as for speeding up production and shipping processes in harsh and complex environments.

### RFID for Warehouse and Inventory Management

October 2020

Learn how to benefit from deploying RFID and IoT technologies within your warehouse, by managing your inventory and coordinating your supply chain. Hear how RFID can help your organization improve visibility regarding product movements and related transactions, as well as increase efficiencies, lower labor costs, optimize inventory levels, track assets and differentiate your logistic service, in order to gain a competitive advantage.

For more information about our virtual events, visit [www.rfidjournal.com](http://www.rfidjournal.com)

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## MARKETING BENEFITS OF RFID JOURNAL VIRTUAL EVENTS

To generate registrations, we will promote each virtual event to our online audience—the largest and most qualified audience of RFID decision makers in the world. This will save you marketing dollars and give you an instant source of qualified attendees.

### ► E-NEWSLETTERS:

Prior to the event, RFID Journal will promote each virtual event in our e-newsletters, which reach an audience of more than 50,000 subscribers.

### ► BANNER ADVERTISING:

RFID Journal will run an ad campaign of up to 300,000 ad impressions on rfidjournal.com to promote each virtual event.

### ► PRESS RELEASE:

RFID Journal will publish a press release on rfidjournal.com, to promote each virtual event, its roster of speakers and its sponsors.

## SPONSOR BENEFITS

### CAPTURE QUALIFIED SALES LEADS:

Following the virtual event, RFID Journal will provide the premier sponsor with a detailed lead report. Our registration process will capture information from all who register and review an archived event, and the premier sponsor will receive contact information for every prospect.

### REACH THE LARGEST AND MOST QUALIFIED AUDIENCE:

RFID Journal will aggressively promote each virtual event to capture the largest number of qualified prospects available, thereby saving you time and marketing dollars.

### TURNKEY PROGRAM:

RFID Journal will handle all of 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 a speaker and presentation.

### POSITION YOUR COMPANY AS A THOUGHT LEADER:

RFID Journal will recruit end users to speak at the virtual event, and you will be associated with our high-quality editorial and well-respected brand. There is no better way to position your company as a thought leader and a technology leader in a specific segment of the market.

## SPONSORSHIP OPPORTUNITIES

### PREMIER SPONSOR (\$10,000)

As the exclusive premier sponsor, you will get maximum branding exposure before and during the event. You will have a 40-minute speaking slot and receive all leads from the virtual event, as well as all leads from those who watch the playback. In addition, you will be able to have registrants answer up to five customized questions.

### PLATINUM SPONSOR (\$6,000)

As one of up to two platinum sponsors, you will get branding exposure before and during the event. You will have a 20-minute speaking slot and receive a total number of leads equal to half of all who register for the virtual event, plus all leads from those who register to watch the playback of your session.

### GOLD SPONSOR (\$3,000)

As one of up to four gold sponsors, you will get branding exposure before and during the event. You will have a 10-minute speaking slot and receive a total number of leads equal to 25 percent of all those who register for the virtual event, plus all leads from those who watch the playback of your session.

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