RFID JOURNAL + RFID JOURNAL LIVE!

Stay connected with your customers and prospects

POWERED BY
EMERALD

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 prepare webinars that offer:

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

Help subscribers and attendees overcome the challenges that COVID-19 has brought upon their business.

Work with us to create a webinar presentation specifc to your expertise. Our team will handle the scheduling or 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 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.

Past Content Topic Examples

How to Choose the Right RFID Solution Provider

Best New Product Finalists

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

Why Item-Level RFID Is the Key To BOPIS 2.0

How to Implement Smarter Medical Applications with RFID & RTLS

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.