



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?

An RFID Journal virtual event is a two- to four-hour conference held over the Internet. These events typically feature several end users or experts, along with several sponsored sessions.

Why participate in a virtual event?

RFID Journal 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 BELOW FOR MARKETING BENEFITS AND SPONSORSHIP OPPORTUNITIES

UPCOMING TOPICS IN 2021

Internet of Things

Feb. 23, 2021 ▶ 11:00 AM -1:00 PM EST
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 Health Care

March 16, 2021 ▶ 11:00 AM -1:00 PM EDT
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 across many health care applications.

RFID in Aerospace/Defense

April 20, 2021 ▶ 11:00 AM -1:00 PM EDT
Companies such as BAE Systems, Boeing and Lockheed are using RFID to track parts, tools and other assets. These systems are cutting costs, reducing production delays and delivering a rapid ROI. Hear the latest case studies on RFID's applications in this critical sector.

RFID in the Food Chain

June. 22, 2021 ▶ 11:00 AM -1:00 PM EDT
This virtual event will educate growers, distributors and food products manufacturers regarding the benefits of using RFID to track the location and monitor the temperature of food and beverages as they move through the supply chain. Learn how your organization can deploy the technology to achieve benefits today.

RFID in Brazil

July 20, 2021 ▶ 11:00 AM -1:00 PM EDT
Presentations offered in Portuguese will highlight how businesses are employing RFID to achieve big benefits today. The high-quality content will help Brazilian companies address real business challenges, determine the best RFID technology for their needs, learn best practices from early adopters, find the right technology partners and move forward with adoption.

RFID in Harsh Environments

Oct. 26, 2021 ▶ 11:00 AM -1:00 PM EDT
Companies in the oil and gas, chemical, mining, and construction industries are using RFID and other IoT technologies to increase operational safety and efficiency, as well as improve financial results. Learn how to evaluate tags and readers and deploy RFID in harsh environments.

RFID and IoT in Europe

Nov. 16, 2021 ▶ 11:00 AM -2:00 PM CET
Retailers, manufacturers, supply chain companies and others across Europe have been among the most aggressive in adopting RFID and other IoT technologies. This special virtual event will highlight success stories in key industries and reveal best practices for deploying RFID and IoT technologies in Europe.

Deploying Wireless Sensors

Dec. 7, 2021 ▶ 11:00 AM -1:00 PM EST
Companies in a wide variety of industries are employing wireless temperature, moisture, shock and other sensors to monitor the condition of products and assets. In this virtual event, users will learn how, when and where to deploy sensors to achieve maximum benefits.

For more information about our virtual events, visit www.rfidjournalevents.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 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 (\$15,000)

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 (\$7,500)

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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