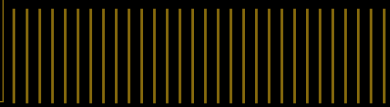




RFID / Smart Labels / Active / RTLS / Investment Summit

Exhibit & Sponsor



IDTechEx events:

RFID Europe 2007

18-19 September 2007, UK

Active RFID & RTLS Summit 2007

5-6 December 2007, USA

RFID Smart Labels USA 2008

19-20 February 2008, USA

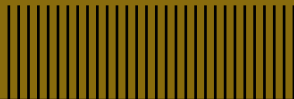
RFID Technology:

- RFID Interrogators
- Printed RFID
- Chipless RFID
- Hardware integration
- Data management
- How to manufacture RFID
- Passive RFID tags
- Active RFID, RTLS and NFC
- Middleware



Contact Ricky Purnell or any member of the IDTechEx sales team on
+ 44 1223 813 703
sponsor@idtechex.com

Ricky Purnell



Applications:

- Retail & FMCG
 - Logistics and stock monitoring
- Manufacturing and asset management
- Healthcare and pharmaceutical
 - Drugs
 - Error prevention
 - Cost reduction
- Contactless cards, payments, cell phones
- Military, security & passports
- Transport
 - Ticketing

Business Summits | Tours | Masterclasses | Networking | Exhibitions

About IDTechEx

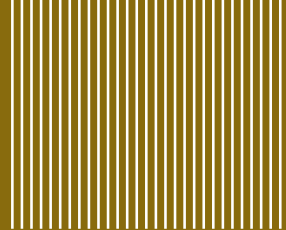
- Your business comes first:

IDTechEx are renowned independent international experts and consultants in RFID. For the past eight years we have serviced the RFID market producing exclusive CEO executive business platforms tailored to local audiences in the US, Asia and Europe. Our reputation is quality over quantity and we do not compete with large scale exhibitions. Instead, we provide first class information exchanges for senior executives within business-focussed environments. All conference content is keynote presentations. Dedicated technical masterclasses are based on small classroom tutorials. Networking dinners are provided where contacts are made or cemented and business takes place.



Attendees from

Argentina	Germany	Norway
Australia	Greece	Slovakia
Austria	Ireland	Singapore
Belgium	Israel	South Africa
Brazil	Italy	Spain
Canada	Japan	Sweden
China	Korea	Switzerland
Columbia	Luxembourg	Taiwan
Denmark	Malaysia	United
Finland	Netherlands	Kingdom
France	New Zealand	United States



Why you need to be a part of it

The only CEO focussed global summits

IDTechEx events are where business is done. No gimmicks, no huge sales teams with giant booths, just first class knowledge-based information mixed with decision-makers and thought-leaders who have the power to make decisions and spend money.

All the technologies

Covering every applicable technology, present and future, IDTechEx provides you with the big picture.

Exceptional networking and service

IDTechEx always go that extra mile to provide a memorable, exciting event with additional resources such as free IDTechEx research, gala events and one to one consultancy.

Truly international

Each event is typically attended by delegates from 25 countries – providing you will truly global networking and coverage

{ *“Exciting real world RFID applications!”* }
Smurfit-Stone Container Corp

Exclusive Exhibition Opportunities



18-19 September 2007,
Cambridge, UK



5-6 December 2007,
Dallas, TX




19-20 February 2008,
Boston, MA



Space is premium with sell-out events each year. At each event exhibitor opportunities are limited to 30 exhibition booths allowing maximum profile and networking price per event – multi-show discounts and tailor-made packages also available.



Headline sponsorship



“Fantastic conference”

Infocomm Development Authority of Singapore

The headline sponsor is the lead sponsor for each event or each series of events and as such you will be positioned as a key thought-leader and provider within the RFID industry.

IDTechEx will work with you as headline sponsor as part of the event team, devising and agreeing a dedicated promotional campaign to run before, during and after the event.

You will have the prime position presentation within the main conference, prime visibility of your brand associated with all event marketing and communications including print, web and PR campaigns.

Brief outline of **headline sponsorship package:**

- 30 minute keynote presentation to the full main conference
- Pre-event delegate e-mailing
- Double-size exhibition booth
- Gala Dinner sponsorship
- Outside back cover colour advert in the event guide
- Full page advertorial within event guide
- Conference Theatre sponsorship including breakout slide presentation
- 10 full delegate passes to the main conference and exhibition
- 10 gala dinner tickets
- Discount codes to offer prospects and clients
- Full promotion and branding as lead sponsor across full marketing campaign

Exhibition Opportunities

	Headline	Gold	Silver	Bronze
ACTIVE RFID & RTLS, Dallas USA	\$15,000	\$10,000	\$6,000	\$4,000
RFID Smart Labels, Boston USA	\$18,000	\$12,000	\$8,000	\$4,250
RFID Europe, Cambridge UK	£13,000	£10,000	£6,000	£3,000

{ *“A must for anyone involved in RFID”* }
Ohio State University

Benefits	Gold	Silver	Bronze
Keynote speaker in breakout track	1	1	
Exhibition booth	double - premium	standard	standard
Gala Dinner tickets	6	3	2
Sponsor track	1		
Sponsor lunch	1		
Premium advert (inside F/C or B/C) of event guide	1		
Full page colour advert in the event guide	1	1	
100 word company profile in event guide	1	1	1
Logo and 100 word company profile on event website	1	1	1
Discount code to offer prospects and clients	1	1	1
Full Conference Delegate Pass (*including speaker)	6*	3*	2
Promotion and branding across event	Premium	Standard	Standard

For more information on any of these opportunities please contact Ricky Purnell
or any of the IDTechEx sales team on
+ 44 1223 813 703 or sponsor@idtechex.com

VAT will be added to all prices at the current standard UK rate where applicable



More Marketing Opportunities

Prices to suit every budget

Show Catalogue:

Why not enhance your presence during and after the event by advertising in the show catalogue?

Catalogue Sponsor:

Includes branding on the front cover and double page spread to promote your company and products or run a case study

Advertisement:

Outside Back Cover
Inside Back Cover
Inside Front Cover
Full Page
Half Page

Artwork must be provided in pdf format

Additional sponsorships:

Lunches
Networking dinner
Coffee breaks
Conference theatre
Masterclass theatre
Event signage
Delegate bag
Visitor badges
Lanyards

RFID Investors One-Day Summit

The Summit is a high-quality RFID investment opportunity including 20 CEO presentations from leading RFID companies. The Investment Summit offers leading RFID venture capitalists, CEOs and industry experts in Q&A panel discussions, personal meetings as well as a networking lunch.

“Best event I’ve found to both learn about the latest RFID technology and network with industry players”

Pitney Bowes



What the attendees say about our conferences

"Well attended by the key participants in RFID"

Boots Healthcare International

"Outstanding networking opportunity. Great intra-industry collaboration opportunity"

PPG Industries

"Very worthwhile"

Polaroid Corp

"This is the most comprehensive and current RFID information exchange"

FCI Microconnections

Attendance Response



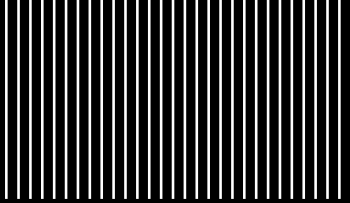
88% Return Rate

88% of our delegates would like to attend our next conference

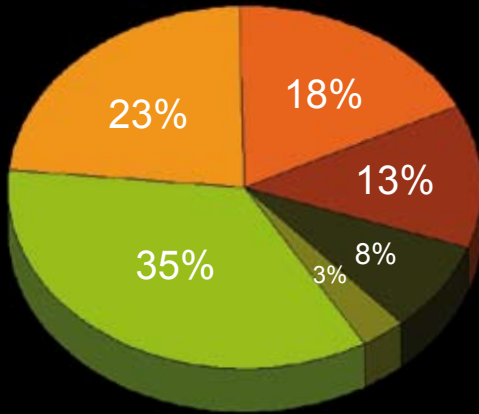
92% Positive Rating

92% of conference delegates rate IDTechEx RFID Conferences excellent or good





RFID Smart Labels USA Breakdown by job title



Director/VP etc

35%

Chairman/CEO/MD

23%

Other Manager

18%

Brand Director/Product Manager

13%

Product Development Manager

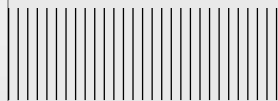
8%

Consultant

3%



{ *“Remarkable, gets better each year”* }
Schick & Wilkinson Sword



“Attendance from just about every industry...A great conference!”

3M Company



Meet some of our previous sponsors

AB Graphic

ADASA

Adozu

Acsis

Alien Technology

ANI Printing Inks

Appleton

Arcom

ASK

Atlantic Zeiser

Auto ID Labs Japan

Avery Dennison

AWID

Axcess International

Bielomatik

Bio-RFID

Brady Corporation

Brooks Automation

Cabot

Capital Automation

Cenamps

CCL Label

Conductive Inkjet Technology

Connecterra

Coveme

CREO

DAG System

Datacon

Delo

Domino Printing Sciences

Dow Corning

Du Pont

Emerson & Cuming

Exvera Technologies

FEC

Hewlett Packard

HP Indigo

Hyperlabel Technologies

Identec

IER

Impinj

Kester

Kennedy Group

KSW Microtec

Information Mediary Corp.

Infratab

Inktec

Innovative Equipment Ltd

Innovision

Intelligentz

InTune Circuits

Kodak

Lintec

Lockheed Martin

Lowry

Lyngsoe Systems

Malaysia Microchip Committee

Mark Andy

Meco

Melzer

Microclean

Microlise

Microsoft

MIT

MM Chip

Mühlbauer

NANOIDENT

NCR

ODIN

OMRON

Pango Networks

Parelec

Paru

Printronix

PixDro

Plastic Logic

Plitek

PolyIC

Power Paper

Precisia

PrisymID

Regal Graphics

Reike Metals

Rexam

RF Code

RFID China Alliance

RFID Systems & Supplies

RSI ID

SAL-C

Scanology

Schober US

SKC Films

Solicore

Soligie

Spraylat

Static Clean

StopStatic

Supply Insight

Symbol

TAGSYS

TagSense

Texas Instruments

Thin Battery

Thing Magic

Tracstar

TTP

Ubisense

UPM Raflatac

Wavetrend

Veeco

Xink

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About the Organiser

IDTechEx, winner of the 2006 Queen's Award for Enterprise, provides independent analysis on the development and applications of RFID and printed electronics. The company gives strictly independent marketing, technical and business advice and services on these subjects in three forms – consultancy, research and events. IDTechEx is based in Cambridge, UK and Michigan, USA. www.IDTechEx.com