

Dear EPC Connection 2008 Exhibitor,

We are excited to have you participating in our upcoming event: October 14 - 16, 2008 at the Donald E. Stephens Convention Center in Rosemont, IL. On behalf of our events team, I am pleased to send you the **EPC Connection 2008 Exhibitor Services Manual**. Please use this as a reference tool to understand the opportunities that you have as an exhibitor.

This manual will be posted online. We recommend that you check this online version for periodic updates and changes at <http://www.epcconnection.com/esm.php>

Important deadlines coming up include:

- ✓ Make your hotel room reservations – Group Discounts end September 20, 2008

WHERE DO I BEGIN?

- **Go over the *Planning Checklist***— We have put together a “cheat sheet”, located in the *General Information Section*, which will aid you in preparing for the event.
- **Review the *Action Items/Timeline page***— Meeting deadlines in a timely manner will help you save money, maximize your participation, and give you the most exposure prior to the event.
- **Read *Rules & Regulations*** — Please carefully review all regulations for both the event and booth construction.
- **Reserve your hotel rooms now**— The hotels are accepting room reservations on a first-come – first-served basis. Please turn to the *Registration & Travel Section* or [click here](#) and make your reservations today. We have negotiated a discounted rate with the Hyatt Regency O’Hare and the InterContinental Chicago O’Hare, but space is limited, so make your hotel reservations as soon as possible.
- **Program guide submission** – Each exhibitor receives one FREE company listing in the Official Event Program Guide. Instructions on how to submit your company description are located in the *Marketing & Promotions Section* of this Manual. Don’t miss this opportunity– submit your information today! The deadline is Friday, August 29, 2008.
- **Rosemont Exposition Services, Inc. (RES) Online Ordering**— We have chosen Rosemont Exposition Services (RES) to serve as the Official Service Contractor. To assist you in planning, necessary show services order forms are located in this manual; or you can order online any time by following the instructions found in the *General Information Section* of RES’ forms. If you have any questions regarding online ordering, please call the Customer Service Department directly at Rosemont Exposition Services at 847.696.2208.

Bring this Service Manual, copies of all your service orders and proof of payment with you to the event (or give it to the person who will be managing your booth on-site) for reference.

If you have any questions about this Exhibitor Service Manual, please contact me at cjohnson@rfidjournal.com or at 508.778.1974. We are dedicated to making the upcoming event successful for everyone!

Best,

Cheryl M. Johnson, Director, Events Management
cjohnson@rfidjournal.com
Tel: 508.778.1974 / Fax: 508.778.0003



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GENERAL SHOW INFORMATION

Location:

Donald E. Stephens Convention Center
9301 W. Bryn Mawr Avenue
Rosemont, IL 60018
Tel 847.692.2220
Fax 847.696.9700

Exhibit Hall Hours:

Move-In & Setup

Monday, October 13 1:00 pm – 5:00 pm
Tuesday, October 14 8:00 am – 5:00 pm

Exhibit Hall Open

Wednesday, October 15 10:30 am – 11:30 am
12:15 pm – 2:15 pm

Thursday, October 16 10:15 am – 11:30 am
1:00 pm – 2:30 pm

Tear Down & Move Out

Thursday, October 16 2:30 pm – 4:30 pm

Note: All carriers (trucking companies) must check in no later than **5:00 p.m. on Thursday, October 16, 2008** for freight pickup.

Exhibit Booths Include:

- One 7" x 44" Booth sign listing company name
- 8' back drape (Blue)
- 3' side rails (Blue)

****Please Note: The exhibit hall is carpeted**

Exhibit Area:

Donald E. Stephens Convention Center, South Ballroom



ACTION ITEMS/TIMELINE

Deadline	Action Item
On Signing of Contract	<ul style="list-style-type: none"> • Final booth & sponsorship payment due • Corporate logo due (when applicable) for use on event Web site and/or in printed materials and signage, send to tgiganti@rfidjournal.com • Confirm company URL for link on event web site send to tgiganti@rfidjournal.com
ASAP	<p>Reserve Ad Space in the on-site Event Program Guide. Contact your sales representative for details and insertion order.</p>
August 29	<p>Event Program Guide materials due:</p> <ul style="list-style-type: none"> (a) Corporate logo and profile (b) Breakout session abstract (if applicable) (c) Breakout session speaker bio and photo (if applicable) (d) Vendor Panel participant bio and photo (if applicable) <p>Send item (a) to tgiganti@rfidjournal.com and items (b), (c) and (d) to Deb Hughes at email dhughes@rfidjournal.com</p>
October 10	<p>Register your staff and VIP's. After this date, all registrations must be submitted on-site at the Event Registration Desk.</p>
August 22	<p>4-Color, Full-Page Ad Materials for Event Guide due Send to tgiganti@rfidjournal.com.</p>
September 20	<p>Make hotel reservations by this date online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=66342&fromResdesk=true for the Hyatt Regency OR https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=68980 for the Intercontinental Chicago O'Hare</p>
October 3	<p>Deadline for advance order on Custom Exhibits & Signage</p>
October 3	<p>Deadline for advance order on all other decorator services (furniture and accessories)</p>
October 3	<p>Deadline for advance order for Lead Retrieval from Custom Registration</p>
October 3-10	<p>Late to warehouse charges will apply to shipments received after October 3. October 10 is last day the RES warehouse will accept deliveries.</p>
October 10	<p>Confirm your shipments and their contents so that you can locate and track your shipments once on-site.</p>



PLANNING CHECKLIST

Submit Speaker Bios (if applicable) for Event Guide to: dhughes@rfidjournal.com	August 29, 2008
Submit Company Profile for Event Guide: tgiganti@rfidjournal.com	August 29, 2008
Logos Submitted for Event Guide/Signage to: tgiganti@rfidjournal.com	August 29, 2008
Exhibitor Registration	October 10, 2008
4-Color, Full-Page Ads for Event Program Guide (if applicable) to: tgiganti@rfidjournal.com	August 22, 2008
Exhibitor Appointed Non-Official Contractor Form to RES Exposition Services & RFID Journal	September 28, 2008

*For Advanced Discount Pricing (where
Applicable)*

Hotel Reservation Discount	September 20, 2008
Custom Exhibits Rental	October 3, 2008
Special Signage	October 3, 2008
Furniture Requests – Tables, Chairs, etc.	October 3, 2008
RES Telephone/Internet/Electrical Services	October 3, 2008
Third-Party Payment Authorization	October 3, 2008
Booth Labor	October 3, 2008
Booth Cleaning & Porter Service	October 3, 2008
Lead Retrieval Rental	October 3, 2008
Advance Shipment Discount Material Handling Pricing	October 3, 2008
Advance Shipments to Arrive at RES Warehouse	October 3, 2008
Audio Visual / Computer Rentals to DigitalBlue Global	October 1, 2008
Direct Shipments to Arrive at the Donald E. Stephens Convention Center	October 13, 2008 (1:00 pm – 5:00 pm ONLY)
	October 14, 2008 (8:00 am – 3:00 pm ONLY)

EPC CONNECTION 2008 STAFF CONTACT LIST

Kim Ray, Vice President of Events

Tel (860) 461.7168
Email kray@rfidjournal.com
Fax (617) 663.6223

****Contact Kim re:** Catering Needs, General Event Questions

Cheryl Johnson, Director, Event Management

Tel (508) 778-1974
Email cjohnson@rfidjournal.com
Fax (508) 778-0003

****Contact Cheryl re:** Operations and Logistics, Move-in and Move-Out, Booth Set, Sponsor/Exhibitor Registrations, & Shipping Info.

Alan McIntosh, Director of Sales

Tel (212) 584.9400 ext. 4
Email amcintosh@rfidjournal.com
Fax (212) 584.9359

**** Contact Alan re:** Additional Sponsorship Opportunities

Matthew Singer, Director of Sales

Tel (212) 584.9400 ext. 6
Email msinger@rfidjournal.com
Fax (212) 584.9359

**** Contact Matthew re:** Additional Sponsorship Opportunities

Deb Hughes, Editorial Director, Events

Tel (561) 504-2627
Email dhughes@rfidjournal.com

**** Contact Deb re:** Conference Program, Cornerstone Session, Platinum Sessions and Silver Sponsor Panel

Tim Giganti, Marketing Coordinator

Tel (212) 584-9400 x3
Email tgiganti@rfidjournal.com
Fax (212) 584.9359

**** Contact Tim re:** Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads

EPC CONNECTION 2008 THIRD-PARTY VENDOR CONTACT LIST

Audio Visual Services/Computer & Equipment Rentals

DigitalBlue Global
1733 Picaro Court, Suite 100
Las Vegas, NV 89128
Tel (866) 43-DBIAV
Email info@dbiav.com
Fax (702) 974-0244

Telephone/Internet/Electrical Services

Rosemont Exposition Services (RES)
Tel (847) 696-2208
Fax (847) 696-9797

Official Contractor (booth cleaning, labor, furniture, specialty signage, etc.)

Rosemont Exposition Services (RES)
9291 West Bryn Mawr
Rosemont, IL 60018
Tel (847) 696-2208
Fax (847) 696-9797

Lead Retrieval Services

Custom Registration, Inc.
2020 E Randol Mill Rd
Ste 307
Arlington, TX 76011
Tel (817) 277-7791 x101
Fax (817) 277-7616
www.customreg.com



FREQUENTLY ASKED QUESTIONS

Do I need insurance for my exhibit space?

Exhibitors must obtain adequate insurance at their own expense. RFID Journal and the Donald E. Stephens Convention Center require coverage of at least \$1 million of comprehensive general liability insurance as well as adequate levels of Property Insurance, Workers Compensation, and Automobile Liability Insurance.

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own Expense. Neither RFID Journal, the Donald E. Stephens Convention Center, nor Rosemont Exposition Services will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

What hidden costs should I be aware of?

Generally, the most common expenses outside the rental of the exhibit space are incurred through shipping, freight handling, furniture ordering, union labor and booth cleaning. Please take a minute to review the shipping and order forms provided in your exhibitor service kit. **Ordering by the Advance Discount Deadline Dates will save your company money.**

Do I need to carpet my booth?

No. The ballroom exhibit hall is carpeted.

What is the difference between shipping to the Advance Warehouse vs. shipping directly to the show site?

To ensure that exhibitor move-in is efficient and timely, Rosemont Exposition Services provides exhibitors the opportunity to ship items for their exhibit spaces to an advance warehouse. Items shipped to the advance warehouse are delivered to the event site a day earlier than freight that is accepted on-site. This generally will insure that your booth items are placed as early as possible in your booth location for set-up.

Do I need to send in the Exhibitor Appointed Non-Official Contractor Authorization form?

If you will be using a third-party contractor to install your exhibit space, you will need to fill out and fax back the Exhibitor Non-Official Contractor form to Rosemont Exposition Services by September 28, 2008. Your contractor will also need to provide a **copy of their insurance** along with this form.

How many badges do I receive with my exhibit space?

This depends on your company's level of participation. Please refer to the *Registration & Travel Section* for a detailed description.

Where can I find my booth location?

You can contact your EPC Connection Sales Representative for assigned booth numbers for this event.

SECURITY TIPS

Event Management will provide 24-hour perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit floor is closed or your booth is unattended, remove valuable items or secure them in a safe place.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibits floor is closed.
- ✓ When the exhibits floor closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.



EXHIBITOR MARKETING & PROMOTIONAL TOOLS

Drive the most qualified leads to your booth and get purchasing decision-makers to proactively seek you out at the show. To ensure maximum exposure, be sure to take advantage of all the marketing opportunities listed below.

4 Easy Ways to Maximize Your Exposure at EPC Connection

Deadline	Action Item	Cost
Ongoing	Online Marketing: Promote your participation in the event by posting the event logo, Web site URL, banner and/or text calendar listing on your company's Web site. All creative can be designed in sizes and specifications to suit your needs.	FREE
ASAP thru September 12	Customized HTML Invites: Request a customized html email invitation to promote your participation and provide a special 10% discount to your top prospects and best customers.	FREE
ASAP thru August 27	Media Program: Submit new product information or other news announcements to be included on the EPC Connection 2008 web site as well as in an email that will be sent out to attendees to gain extra pre-event visibility.	FREE
August 22	Program Guide Ad: Place an ad in the Official Event Program Guide that will be distributed to all attendees at registration.	Contact your sales rep for pricing

Time to Prep!

According to *Business Week*, **approximately 75% of tradeshow attendees plan their show schedule in advance**, which makes letting your customers know where you will be imperative. Don't wait until the last minute to brief staff, customers and prospects on your organization's involvement in the event.

EXHIBITOR MARKETING & PROMOTIONAL TOOLS (CONTINUED)

Post the EPC Connection 2008 logo, banner and/or calendar listing on a prominent page of your company's Web site or in your newsletter as soon as possible.

Sample Web Banners:



The image displays three sample web banners for the EPC Connection 2008 event. On the left is a vertical banner with the EPC CONNECTION logo at the top, the text 'The EPC community will come together to:' in the middle, and the event details 'October 14-16, 2008 Chicago, Illinois' at the bottom. To the right are two horizontal banners. The top horizontal banner features the EPC CONNECTION logo, the headline 'Need to become EPC-compliant?', and the event details 'October 14-16, 2008 | Donald E. Stephens Convention Center | Chicago, Illinois'. The bottom horizontal banner features the EPC CONNECTION logo, the headline 'Hear new EPC/RFID case studies', and the event details 'October 14-16, 2008 | Donald E. Stephens Convention Center | Chicago, Illinois'.

Downloading images or text ads is easy, simply follow these 3 steps:

1. On your Internet Browser, proceed to <http://www.rfidjournalevents.com/media>
2. Find EPC Connection 2008 Event listing
3. Select the banner or text advertisement to suit your specifications and link it directly to the EPC Connection 2008 Web site at <http://www.rfidjournalevents.com/EPCconnection>

Don't see what you need?

To request custom sizes, please contact Tim Giganti at tgiganti@rfidjournal.com.



EXHIBITOR MARKETING & PROMOTIONAL TOOLS (CONTINUED)

Customized Email Invitations

Deadline: ASAP thru September 12

Invite your customers to see you and your products in action!

As more and more products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging customers and prospects in an interactive setting is the best way to garner new business and close deals.

Request a customized HTML email which includes a 10% registration discount offer and a hyperlink to a PDF of our latest event brochure. Send out the email on your own, or have the EPC Connection Event Management Team email the invitations on your behalf. No need to worry about having an email designed or coded, we'll take care of everything. Take advantage of this FREE marketing tool which is an easy and proven method of attracting more potential buyers and prospects to your booth.

Contact Tim Giganti at tgiganti@rfidjournal.com for more information.

Media Program

Deadline: ASAP –August 27

Take advantage of our media program and get the word out about new products and other announcements related to the event.

The media program provides key benefits:

- A headline, blurb and hyperlink to your news story will be put on the EPC Connection 2008 event announcements page.
- A special email with event announcements will be sent to our 30,000+ newsletter subscribers and to pre-registered EPC Connection 2008 attendees a few weeks prior to the event.

This is a unique opportunity to promote awareness of new product launches and reach the entire RFID community interested in purchasing and implementing RFID hardware, software and services.

To participate in the Media Program, please send your news announcements as soon as possible to **Tim Giganti** tgiganti@rfidjournal.com and note that it is an EPC Connection 2008 announcement.



ON-SITE EVENT PROGRAM GUIDE SPECIFICATIONS

Deadline: August 29

The EPC Connection 2008 Event Program Guide will be distributed to all event attendees. Key industry buyers will refer to the Guide both during and after the event.

The Program Guide offers you the opportunity to communicate your company's message and capabilities to the attendees. Please note that copy submitted for the Program Guide will be edited based on RFID Journal style guidelines, and final copy approval for the Program Guide remains at the discretion of Event Management. Depending on your level of participation, please submit the following items to tgiganti@rfidjournal.com by August 29, 2008.

CORPORATE PROFILE

Cornerstone Sponsor:

- Corporate Profile – (100 words maximum)
- One-page, four-color ad
- Speaker Biographies and Photograph (50-words maximum)

Signature Sponsor:

- Corporate Profile – (100 words maximum)
- One-page, four-color ad
- Speaker Biographies and Photograph (50-words maximum)

Premium Sponsor:

- Corporate Profile – (50 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

Platinum Sponsor

- Corporate Profile – (50 words maximum)
- Speaker Biographies (50-words maximum)

Silver Sponsor

- Corporate Profile – (30 words maximum)
- Panelist Biography and Photograph (50 words maximum)

Exhibitor

- Corporate Profile – (30 words maximum)

Please email your corporate profile and other deliverables to Tim Giganti at tgiganti@rfidjournal.com by August 29, 2008 to ensure inclusion in the Program Guide.

Please use these specifications as your guide when submitting your graphic items.

ON-SITE EVENT PROGRAM GUIDE SPECIFICATIONS (CONTINUED)

Logos:

Your company logos must be submitted in the following Digital format:

- "Preferred" – Vector Image, EPS – Original Adobe Illustrator with fonts outlined.
- "Secondary Preference" – Photoshop CMYK or RGB color format. Hi-Res 300 dpi, in a TIFF or JPEG format

Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.

Photos:

Your photo images must be in one of the following formats:

- Digital: CMYK or RGB color format. Hi-Res 300 dpi in a TIFF or JPEG format

Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.

- Standard photo print (color preferred)

Company Description / Personal Bios:

Please submit your company descriptions / personal bio as Word document, or a generic text file.

Please note: Any submission exceeding these word maximums will be edited at our discretion.

Advertisements:

Please submit your advertisements in one of the following formats:

Digital: (Note: Film will not be accepted)

We are on a Macintosh platform and can accept:

- 100mb Zip Disks, or a Mac Formatted CD in the following applications

1. QuarkXPress
2. Illustrator
3. Photoshop
4. In Design

Standard Page Size (please confirm with your sales representative):

Full Page

Trim: 8.375" by 10.875"

Bleed: 8.875" by 11.375"

Always include the following:

- Matchprint or color laser printout acceptable – to exact size
- All supporting graphics
- Both screen and printer fonts – Postscript level one or two (no Multiple Master or True Type fonts accepted)
- Be sure to include all fonts from your graphic images (i.e. Illustrator) if fonts are not outlined.

If you have any questions, please contact Tim Giganti at tgiganti@rfidjournal.com.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Half-Day Preconference Sponsor (4 Opportunities) \$15,000

EPC Connection includes special Preconference Seminars targeted at specific audiences, including channel partners. Preconference Seminars can be designed for a specific audience that you would like to reach, such as label converters or packaging manufacturers. The Preconference Sponsor has the opportunity to speak for 40 minutes to between 40 and 50 attendees. Your company receives special branding in all promotions of the Preconference Seminar and on-site.

Opening Evening Networking Reception (Exclusive) \$15,000

With this exclusive sponsorship, your company is the host of the Networking Reception immediately following the Opening Keynote address on Tuesday evening. Benefits include:

- Prominent signage with logo exposure
- Acknowledgement of sponsorship with company logo in attendee marketing brochures and on-site Program Guide
- Napkins provided with company logo

Private Invitation VIP Lunch Sponsor (4 Opportunities) \$25,000

As the host of a sit-down lunch on either Wednesday or Thursday, you will have the opportunity to hand-select 10 non-conference attendees (providing them with free conference passes) and 10 conference attendees for a total of 20 guests. Set up as a roundtable discussion, your lunch will be co-moderated by an RFID Journal editor.

Private Invitation VIP Breakfast Sponsor (4 Opportunities) \$25,000

As the host of a sit-down breakfast on either Wednesday or Thursday, you will have the opportunity to hand-select 10 non-conference attendees, (providing them with free conference passes) and 10 conference attendees for a total of 20 guests. Set up as a roundtable discussion, your breakfast will be co-moderated by an RFID Journal editor.

Notepad Sponsor (Exclusive) \$1,500

Get your personalized notepads in front of every attendee to the Event. Sponsor supplies Note pads before the event and RFID Journal is responsible for the distribution at Event.

Program Guide Belly Band (Exclusive) \$6,500

All attendees receive an Event Program Guide—the essential information source for EPC Connection. Your company's logo will be prominently displayed on a stylish band that is wrapped around each Program Guide. This is a great opportunity to publicize your booth location and catch attendees' eyes.

Full-Page Color Ad in the Program Guide \$2,000

Event Program Guides are distributed at no cost to all EPC Connection participants. This is a highly targeted advertising opportunity in which your logo and message will reach our high-level audience in a glossy, take-home reference guide.



ADDITIONAL SPONSORSHIP OPPORTUNITIES (CONTINUED)

Cyber Café on the Show Floor (Exclusive) \$15,000

The Cyber Café in the Exhibit Hall is where attendees will come to check their email and news. As sponsor of this high-exposure attraction, you'll receive:

- Acknowledgement of sponsorship with company logo in the Event Program Guide
- Company logo and tag line/booth number on banner suspended over the 20 x 20-foot Café area
- 1-meter sign with company logo
- Opportunity to create personalized customer graphics for computer kiosks
- Screensaver of your choosing on Café computers
- Includes Internet drop, computer rentals, kiosks, carpet, and electrical in the Café area

Conference Bag Sponsor (Exclusive) \$20,000

Put your logo on the official EPC Essential conference bag carried by all the attendees. A sure-fire way to gain widespread recognition during the event and afterwards.

Lunch Sponsor (2 Opportunities) \$10,000

- Acknowledgement of sponsorship with company logo in the Event Program Guide
- Prominent signage on-site with logo exposure adjacent to the food serving areas
- Acknowledgement of sponsorship with company logo in pre-event direct mail brochures **(subject to print deadlines)**
- Acknowledgement of sponsorship with company logo in the Event Program Guide
- Napkins provided with your company logo

Wireless Hotspot Sponsor (3 Opportunities) \$5,000

Help attendees stay connected by creating and sponsoring one of three wireless hotspots in the pre-function areas outside the General Session and Breakout Rooms, where attendees can check email and access the Web. Your benefits include:

- Opportunity to create personalized customer graphics for computer kiosks and a screensaver of your choice in your hot spot
- Includes Internet drop, computer rentals, kiosks and electrical for the Hotspot areas

Press Room Sponsor (Exclusive) \$5,000

As the official Press Sponsor for EPC Connection, you will support the visiting press and the press-conference room. Sponsorship includes:

- Your logo displayed on signage for the Event Press Room
- Literature table and refreshments in the working press room for the duration of the Conference
- Prominent logo placement on all conference materials

Continental Breakfast Sponsor (2 Opportunities) \$6,500

Sponsor one of our two daily continental breakfasts for extra on-site exposure. You will receive:

- Prominent signage with logo exposure in breakfast area
- Acknowledgement of sponsorship with company logo in the Event Program Guide
- Napkins provided with company logo
- Opportunity to distribute branded cup or mug (provided by sponsor)



In partnership with:



ADDITIONAL SPONSORSHIP OPPORTUNITIES (CONTINUED)

Refreshment Break Sponsor \$3,500

Sponsor one of our two daily refreshment breaks for extra on-site exposure and recognition. You will receive:

- Prominent signage with logo exposure in refreshment break serving areas
- Acknowledgement of sponsorship in Program Guide
- Napkins provided with company logo
- Opportunity to distribute branded cup or mug (provided by sponsor) or exhibition and sponsorship

Please contact your sales representative for availability on any of these opportunities or to create a custom sponsorship.



REGISTRATION INFORMATION

Complimentary Conference Passes for Sponsors

With the event fast approaching, your next step will be to take advantage of your complimentary Conference Passes for event sponsor show staff, company employees, customers or prospects. These complimentary passes provide access to the keynotes, main conference and breakout sessions, exhibit hall, opening night reception and other event meal functions.

Important Note: Except for official Preconference Seminar Sponsors, these complimentary Conference Passes do not include access to any of the preconference seminars on October 14th. If you wish to attend a Preconference Seminar, you can purchase an upgrade to your complimentary Conference Pass to a Conference + Preconference Pass for \$199.

Exhibitor Booth Staff Passes (Access to Exhibit Hall Only)

Exhibitors may purchase additional Exhibitor Booth Staff passes for \$199. These passes are for exhibit hall access, keynote and general sessions and include access during move-in and move-out. These passes also include all meal functions served in the exhibit hall, including the opening night networking reception.

Speaker and Panelist Passes

If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted number of passes indicated below. Please email Deb Hughes at dhughes@rfidjournal.com with the details on who will be speaking on behalf of your company.

The allotted number of complimentary Exhibitor Staff Conference Passes that is included in your exhibit and/or sponsorship program is outlined below:

Sponsor & Exhibitor Staff Passes (complimentary)
Cornerstone Sponsor – 20 Conference Passes
Premium Sponsor – 15 Conference Passes
Platinum Sponsor – 8 Conference Passes
Silver Sponsor – 4 Conference Passes
Exhibitor – 3 Conference Passes

In addition, any exhibitor that has purchased additional booth space (10'-by-20' or higher) will receive two additional Conference Passes per each 10'-by-10' increment. For example, a 10'-by-30' booth space will receive four extra passes above and beyond the number of passes listed in the above chart.



In partnership with:



REGISTRATION INFORMATION (CONTINUED)

ONLINE REGISTRATION

How to Register Your Staff, Customers & Prospects

Instructions:

1. The person you provided to us as your primary point of contact for this event should have received an email from rfidj@customreg.com
2. This email contains your unique URL and instructions for registering your complimentary passes. Please follow the instructions carefully.
3. Should you require further assistance please contact either epcreg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com.

Please note that your exhibitor account is pre-programmed with the number of complimentary passes that you are entitled to. Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

Exhibitor Conference + Preconference Pass _____ \$1,099

Exhibitor Conference Pass _____ \$799

Exhibit Booth Staff Passes _____ \$199

Upgrade from Complimentary Conference Pass to
Conference + Preconference Pass _____ \$199*

*Please note that if you wish to upgrade, you will need to contact a registration customer service representative by emailing epcreg@rfidjournal.com.

If you have questions regarding Online Registration, please contact epcreg@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com.



In partnership with:



HOTEL RESERVATIONS

RFID Journal has negotiated special discounted rates at the Hyatt Regency O'Hare and the Intercontinental Chicago O'Hare for all EPC Connection participants.

Hyatt Regency O'Hare

The Hyatt Regency is conveniently connected by sky bridge to the Donald E. Stephens Convention.

Located at 9300 W. Bryn Mawr Avenue, Rosemont, Illinois, 60018, the Hyatt completed a dramatic \$60 million transformation in 2007. Guests will immediately notice significant changes throughout the atrium-style hotel including, new conference center, meeting and function space, new restaurant and bar, 24-hour StayFit@Hyatt gym, flat-screen televisions & new, full-service business center operated by Fedex/Kinko's and enclosed skywalk access to the Donald E. Stephens Convention Center.

\$217 Single/Double
\$247 Regency Club

Please note that these discounted rates are based upon availability only until September 20, 2008, and are available on a first-come, first-served basis thereafter. Room reservations can be made online at:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=66342&fromResdesk=true or by calling toll-free 888-421-1442.

InterContinental Chicago O'Hare

The new InterContinental is located across the street from the Donald E. Stephens Convention Center.

Located at 5300 N. River Road Rosemont, IL 60018, the InterContinental offers savvy travelers a delightful alternative to traditional Chicago O'Hare airport hotels. Contemporary art and cutting-edge design merge with world-class service for an unsurpassed lodging experience. After a busy day, attendees can satisfy their hunger with a tantalizing array of dining destinations, including Osteria di Tramonto, McCormick & Schmick's, and The Capital Grille. The hotel also offers a full equipped fitness center, a live entertainment venue, 24-hour full service business center, free airport shuttles and 24-hour room service.

\$214 Single/Double

Please note that these discounted rates are based on availability only until September 22, 2008, and are available on a first-come, first-served basis thereafter. Room reservations can be made online at:

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=68980 or by calling 847-544-5300.



AIRPORT & TRANSPORTATION

To / From O'Hare International Airport:

Complimentary Shuttle Service – Both the Hyatt Regency and the InterContinental provide complimentary airport shuttle to and from O'Hare International Airport 24 hours a day.

Taxi – Service is available on a first come, first serve basis from the lower level curb of all terminals. All taxis are metered. Approximate cost O'Hare to the Hyatt Regency or the InterContinental is \$12 to \$15.

Transportation Between O'Hare and Midway Airports:

Omega Airport Shuttle – Take this shuttle to O'Hare Airport, where you can pick up the complimentary hotel shuttles. Shuttles leave Chicago Midway Airport every hour between 7:00 am and 10:00 pm, and travel to O'Hare International Airport. Travelers are picked up at door M1 at Chicago Midway Airport. Cost is \$15.00 per person. Telephone: 773-483-6634.

Coach USA Wisconsin – Provides hourly service between O'Hare International Airport and Midway Airport from 6:30 a.m. until 10:30 p.m. for \$14.00 one-way. For more information, please call 877-324-7767.

Taxi - Service is available on a first come, first serve basis outside of the baggage claim area. All taxis are metered, except for flat fare into downtown Chicago. Approximate cost from Midway to O'Hare is \$65.00.

Universal Limo – Private transportation services throughout the Chicago area. Cost is approximately \$60.00 per hour. For reservations call 847-364-1712.

Local Transportation:

The Donald E. Stephens Convention Center, Hyatt Regency O'Hare and InterContinental Chicago O'Hare are all conveniently located close to the L-Train. Guests can either take the complimentary shuttle to O'Hare and catch the train there, or they can take a short walk to the nearby Rosemont Station. From either station, guests can be in downtown Chicago in just a few minutes. Stop by the Concierge desk for L maps and schedules.

Chicago Weather: Early October temperatures range from the mid 50's during the day and range from low 50's to high 40's at night.

Appropriate Attire: Business casual attire is recommended for all sessions and functions at EPC Connection 2008.



RULES & REGULATIONS/EXHIBIT DISPLAY GUIDELINES

Logistics

The Exhibit Area will be located inside the South Ballroom of the Donald E. Stephens Convention Center.

All In-Line (Linear) and Perimeter Booths Include:

1. 8' high black draped back wall and 3' high side rails. Pipe and drape can be removed at exhibitor's request provided appropriate masking guidelines are followed. Please see guidelines for Standard Linear Booth Space.
2. One 7"-by-44" booth identification sign displaying your company name and booth number.

Canopies & Ceilings

Definition: A component of an exhibit supported over an exhibitor's space for decorative purposes only.

No canopies or ceilings allowed due to the fire marshal regulations.

Standard Linear Booth Space

Definition

One or more standard booth units (10'-by-10') in a straight line. Applies to all individual and corner booths.

Linear Booth Height Limit Specifications:

- Back 5' of booth has a maximum height of 8'.
- Front 5' of booth has maximum height of 4'.
- Displays are limited to 4' in height, in the front portion of each booth. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If your display exceeds 4' in height, it is required that you place it away from the 5'-by-10' sightline area in the front of the booth in order to provide a "see-through" lane for neighboring exhibitors.

Dimensions

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet. Linear booths may not be enclosed. Exhibit structures must be constructed to allow sufficient tolerance on each side for the included equipment and for utility service at rear of booth. Any exposed areas must be covered so as not to leave booth structure open to other exhibitors' booths or to the view of anyone walking the aisles.

RULES & REGULATIONS (continued)

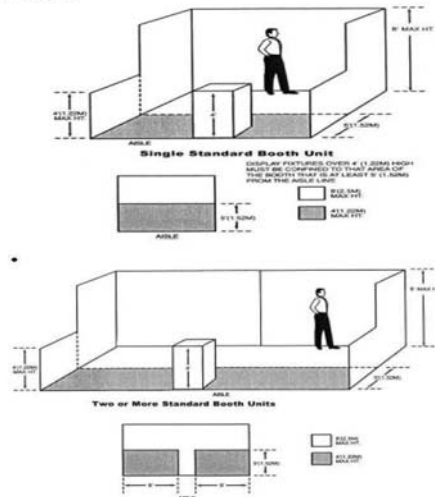
Use of Space

Exhibits shall be arranged as to not obstruct the general view or hide the exhibits of others. Plans for a specially built display not in accordance with these stated regulations should be submitted to Event Management before construction is ordered.

Sign Requirements & Limitations

Signage for standard booth exhibits of 10'-by-10' may not exceed an overall height of 8 feet. Hanging banners are not permitted in booths smaller than 20'-by-20'. **Approval for hanging signs and for variances will not be considered for standard linear booths.**

Standard Linear Booths



PENINSULA BOOTH

Definition

A minimum of four standard linear booths (2 backed up to 2) with aisle space on 3 sides of the configuration that backs up to Linear Booths, and is 20'-by-20' or larger.

Peninsula Booth Height Limit Specifications:

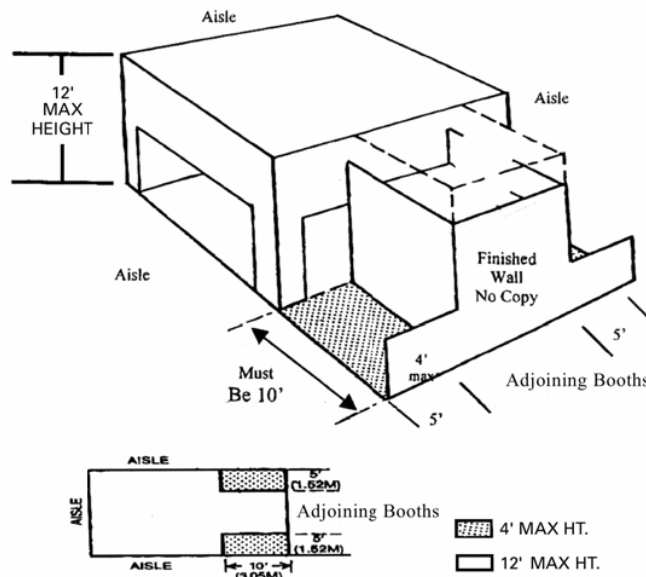
- Maximum height of 12' in the 10' section of the backwall only. **The backwall and all display fixtures are restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths.**

RULES & REGULATIONS (continued)

- Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If you have any questions regarding whether your booth follows this regulation, please submit a drawing of your booth to Event Management.
- If you have any type of interactive display, you must have a 3-foot clearance from the aisle(s) to allow for crowds.
- Any portion of the booth bordering another exhibitor's booth must have a finished back side and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Event Management and the Rosemont Fire Marshal must approve all booths over that over 12 feet in height. Failure to submit any request for a height variance to Event Management by September 14, 2008 will jeopardize your request for height approval.

Peninsula Booth Diagram



RULES & REGULATIONS (continued)

ISLAND BOOTH SPACE

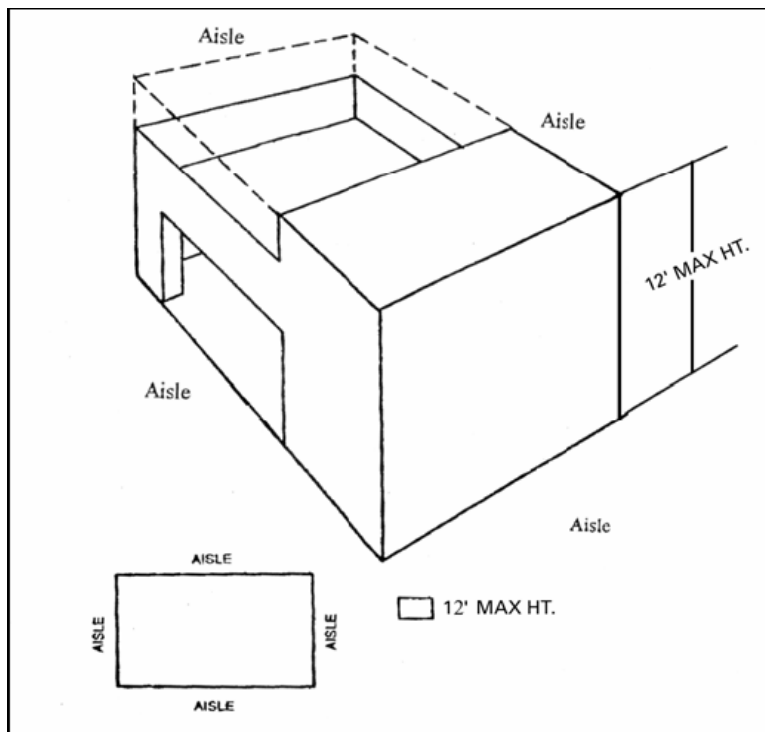
Definition

Exhibit of 20'-by-20' or larger with an aisle on all four sides.

Island Booth Height Limit Specifications:

- Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12', including signage.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- Walls may be installed in any portion of the booth; however, 30 percent of the perimeter of the booth must be left open. The entire cubic content of this booth may be used, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.

Event Management and the Rosemont Fire Marshal must approve all booths over that over 12 feet in height. Failure to submit any request for a height variance to Event Management by September 14, 2008 will jeopardize your request for height approval.





RULES & REGULATIONS (continued)

Aisle Space

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship. If your company is interested in sponsorship opportunities, please contact your sales representative.

Badges

All event participants must wear official EPC Connection 2008 badges at all times in the exhibit area and conference sessions. The event is open to the trade only. No one under 18 years of age will be allowed on the exhibit floor at any time. No one will be allowed on the exhibit floor without a proper badge.

Photography/Recording

No photography or sketching is permitted during show hours. If exhibitors wish to take photos of their booths, they must do so prior to show opening. No recording is allowed at any time in the Exhibit Hall. Photography or recording in or around the session rooms is strictly prohibited by Event Management at all times.

Cartons

Empty cartons and cases must be removed from the exhibit area. They may not be stored behind curtains or booths. During move-in, Rosemont Exposition Services (RES) will provide **EMPTY** stickers to affix to boxes. They will collect and store the boxes throughout move-in, then return them to you upon show closing.

Catering

All food and beverage requirements must be purchased from the Donald E. Stephens Convention Center. No other food items or beverages may be brought into the Exhibit Hall from outside vendors. If you have any catering needs, please contact Kim Ray at 860-461-7160 or by email at kray@rfidjournal.com.

Contests/Drawings

Individual contest/drawing winners will **NOT** be announced via the microphone in the Exhibit Hall. We recommend you post the winners' names at your booth on the second day. This may increase traffic to your booth.

Decorator

Rosemont Exposition Services (RES) is the official General Contractor for EPC Connection 2008. They are responsible for efficient operations of the event including scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. Rosemont Exposition Services (RES) will handle all material handling at the event (drayage), cleaning and the operation of any mechanical lifts.

Demonstrations and Any Booth Activities Including Sound Levels

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during exhibit hours only. If you have any type of interactive display, you must have a three-foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence.



RULES & REGULATIONS (continued)

Any demonstration found to be in poor taste or not within the scope of the event by Event Management is not permitted. Please take into consideration the placement of speakers and theater presentations when designing your booth properties and face the speakers so as to direct sound into the booth rather than into the aisle. Sound demonstrations should remain at a reasonable level and not disrupt neighboring exhibitors. Nothing louder than 85 decibels is allowed in your booth at any time.

Exhibits

Booths must be set-up, staffed and ready to open at the beginning of each day's Exhibit Hall hours. Booths must remain intact until the close of the Exhibit Hall. Early tear-down of booths is strictly prohibited.

Exhibit Set-Up and Union Jurisdictions

Exhibitors are permitted to set up their own displays in Chicago. However, installation of exhibits or displays which requires the use of hand tools must be installed by union employees. The union steward reserves the right to determine whether or not union labor is required to set-up the exhibitor's booth.

Exhibitors are also permitted to bring in their own booth shipments provided that they can be hand carried or wheeled in through the front entrance of the exhibit hall. Anything crated that needs to be brought in through the loading dock has to be done by union employees and will be subject to the material handling charges located on the Rosemont Exposition Services (RES) forms.

Exhibitor Appointed Contractors

Exhibitors who wish to employ display houses or exhibit manufacturers to erect or dismantle their booth may have supervision of labor sent in from their supplier. Workers of this type cannot physically erect the booth, unless they are members of the appropriate Union Local. Please be sure to submit the required EAC/I&D Form that is found in the *General Information* section of Rosemont Exposition Services PDF to Event Management and Rosemont Exposition Services (RES) by September 21, 2008.

Exhibitor Events

It is Event Management policy that exhibitors can not plan events that interfere with exhibit or conference hours, or with events such as the Opening Night Reception or an Event Management-offered Attendee Party. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Manager or Cheryl Johnson at 508.778.1974.

Flammable/Hazardous Materials Regulations

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Donald E. Stephens Convention Center restricts the use of the following hazardous materials, including but not limited to compressed flammable gasses, flammable gasses, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in The Donald E. Stephens Convention Center, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. Helium-filled products (balloons) and helium tanks are also restricted. If you have any questions regarding these regulations, please contact Cheryl Johnson at 508.778.1974 or by email at cjohnson@rfidjournal.com.



RULES & REGULATIONS (continued)

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons

Noise Levels

Music must be kept at minimum sound levels. Speakers are required to be turned inward to the booth. If, after a warning is given by Event Management, complaints continue to arise from neighboring exhibitors the sound system must be turned off.

Promotional Materials and Handouts

Promotional materials may only be distributed from your booth. No promotional material of any kind may be handed out in the aisles or outside the exhibit hall. Exhibitors are also cautioned that if their promotional materials are found affixed to hotel property, they will be responsible for cost of its removal.

Storage-Accessible

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have Rosemont Exposition Services (RES) store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes. Arrangements can be made with Rosemont Exposition Services (RES) for on-site storage of excess items. Check with Rosemont Exposition Services (RES) on-site for availability and rates for access storage. No security is provided for this area.

Taxes and Licenses

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

Tipping

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing RFID Journal LLC and/or Rosemont Exposition Services (RES).

Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.

Violations

Exhibitors are expected to comply with all EPC Connection 2008 Rules and Regulations as well as all the exhibitor policies governing The Donald E. Stephens Convention Center, Rosemont Exposition Services (RES) and its affiliates.