

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 2008:

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 15	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.



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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:



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.

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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.