

RFID JOURNAL LIVE! **2025**

**EXHIBIT & SPONSORSHIP
OPPORTUNITIES**

PARIS HOTEL • LAS VEGAS • MAY 6-8

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WHERE RFID & IoT MEET INTELLIGENCE

...

At RFID Journal LIVE! 2025, we're bringing together the best minds in the industry to explore the fascinating intersection of RFID technology, the Internet of Things (IoT), and the limitless possibilities of Intelligence.

The World's Largest Gathering of Qualified RFID Buyers



WHAT YOU CAN EXPECT AT RFID JOURNAL LIVE! 2025

- ... **Innovative Technology:** Discover the latest advancements in RFID and related technologies.
- ... **Expert Speakers:** Learn from the industry's leading minds.
- ... **Networking:** Connect with professionals and peers from around the globe.
- ... **Hands-On Workshops:** Gain practical insights you can apply immediately.

We invite you to review the following sponsorship opportunities for RFID Journal LIVE! 2025. Let's unlock the potential of RFID, IoT, and Intelligence. Together, we'll shape the future of technology and innovation.

EXHIBIT OPPORTUNITIES**Exhibit Package****\$6,650**

Upgrade your booth position for just \$300 per corner

- 100-square-foot (10' x 10') display space in the Exhibit Hall
- Company name displayed and linked on the exhibitor page of the RFID Journal LIVE! 2025 website
- 80-word company profile on event website and listing in the event app
- Use of the RFID Journal LIVE! 2025 logo for ads and promotional materials relating to exhibitor's participation in and support of the event
- Company name displayed and linked on the exhibitor page of the RFID Journal LIVE! 2025 website for a minimum of two months post-conference
- Two (2) complimentary conference passes for company employees, customers, colleagues, prospects, with access to the main conference including all of the general sessions and breakout sessions (training excluded).
- Two (2) complimentary Exhibit Hall Booth Staff passes

Furnished Booth Package**\$7,950**

Upgrade your booth position for just \$300 per corner

- Includes all standard benefits of the basic exhibitor package, plus:
- Basic carpet without padding
- 10' x 10' space with 8'-high back drape and 3'-high side drape
- (1) wastebasket
- ID sign (7" X 44" black lettering of company name on white background)
- (2) side chairs
- (1) 6' draped table
- (1) 500 watts 5 amps electrical connection

SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities require a minimum purchase of an exhibit package

Diamond Sponsor

\$30,000

(Max 2 Sponsors)

Be the Diamond Sponsor and Elevate Your Brand at RFID Journal LIVE! 2025! As the Diamond Sponsor, you'll shine as the primary sponsor with unparalleled visibility, making a resounding impact on RFID and IoT industries.

In 2025, seize the exceptional chance to pioneer the launch of our Immersive Stage, set to be the pulsating heart of the expo hall. As the Diamond Sponsor, you'll assume a pivotal role, addressing the entire audience on Wednesday at the LIVE! Immersive Stage. This platform empowers you to spotlight your company's distinguished leadership within the industry (topic and speaker subject to RFID Journal's approval).

Don't miss this exclusive opportunity to establish your brand as a thought leader and driving force in RFID and IoT. Join us at RFID Journal LIVE! 2025 and be the cornerstone of innovation!

Additional passes may be purchased for the early registration rate

Registration Sponsor

\$20,000

Exclusive

The exclusive Registration Sponsorship will provide you with upfront exposure to our attendees from the moment they arrive at the event. As the exclusive sponsor, you will benefit from:

- Acknowledgment of sponsorship with company logo in the event program guide
- Branded lanyard to be distributed to all event participants
- Company logo on registration counter kick panels
- One four-color, advertisement in the event mobile application

SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities require a minimum purchase of an exhibit package

Conference Track Sponsorship

\$15,000

(Max 6 Sponsors)

A Conference Track Sponsorship provides an extremely effective way to be seen as a thought leader in the RFID community. Whether you use the 30-minute breakout session to highlight a customer success story or to introduce a new product, you'll be able to achieve valuable visibility with the high-level end-user audience that only RFID Journal LIVE! 2025 attracts. And the marketing benefits wrapped around this speaking opportunity ensure that your company will have high visibility before, during and after the conference and exhibition.

Content Opportunity

- Each sponsor (with a maximum of six) will have the opportunity to offer a 30-minute presentation in a breakout session

Marketing Benefits

- Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal

LIVE! 2025 website

- Company logo in all RFID Journal LIVE! 2025 marketing and promotional materials used for attendee acquisition (postal direct mail, email and online/print conference advertising, space and schedule permitting)
- 50,000 impressions on online banner advertising on RFIDJournal.com prior to or after the event]]
- Promotion in a post-event email to all attendees, with other silver sponsors
- Invitation to up to five target customers by RFID Journal on sponsor's behalf
- Post conference email to all attendees from your session
- Use of RFID Journal LIVE! 2025 logo for ads and promotional materials relating to conference sponsor's participation in and support of the event
- 90-word company profile on event website and listing in the event app
- Company logo featured on A/V loop running during breaks/transitions in the general session throughout the event
- Company logo on sponsor thank you signage
- Company name, logo and profile displayed and linked on the conference sponsor page of the RFID Journal
- LIVE! 2025 website for a minimum of two months post-conference
- Logo and description on featured exhibitor page in the event mobile application.

Conference Passes & Invitations

- Four (4) complimentary conference passes for customers, colleagues, prospects or company employees, with access to the main conference including general sessions and breakout sessions. *Additional passes may be purchased for the early registration rate*
- Opportunity to invite additional clients, partners and/or prospects to attend the event at a 15% discount

SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities require a minimum purchase of an exhibit package

Opening Networking Reception

\$7,500

(Max 3 Sponsors)

With this exclusive sponsorship, your company is the host of the networking reception immediately following the opening keynote address. Benefits include:

- Prominent on-site signage with logo exposure
- Acknowledgment of sponsorship with company logo in attendee marketing brochures and event mobile application
- Napkins provided with company logo

RFID Talks Sponsor

\$5,000

(Max 9 Sponsors)

The RFID Talks Sponsorship has an exclusive opportunity to reach the entire audience at RFID Journal LIVE! through a 30-minute non-promotional Immersive Stage demo session (topic and speaker to be approved by RFID Journal). The RFID Talks Sponsorship was designed for an RFID hardware, software or service provider that wants to demonstrate—live, onstage—industry-leading technology, service capabilities or both. The special marketing benefits associated with the RFID Talks Sponsorship ensures high visibility and mind share.

Refreshment Break Sponsor

\$5,000

(Max 4 Sponsors)

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
- Acknowledgment of sponsorship in mobile application
- Napkins provided with company logo
- Opportunity to distribute branded cup or mug (provided by sponsor)

SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities require a minimum purchase of an exhibit package

Meterboard

\$3,000

(Max 5 Sponsors)

Gain extra visibility at the event by having an 8'-high by 3'-wide (1-meter-wide) free-standing sign promoting products and encouraging attendees to visit your booth. Sponsor provides the logo artwork.

Private Meeting Room - Full Day

\$6,500

Limited Availability

- Additional meeting space, available to Exhibitors only. (LIMITED NUMBER AVAILABLE)
- Meeting room in the convention facility on the same floor as the show.
- One furniture set included:
 - Room configuration examples include:
 - Conference Style for 16 people
 - Classroom style seating 40 people
 - Roundtables of 8 for 40 people
 - U-shape tables for 20 People
- 22"x28" sign outside meeting room with your logo
- Rental and usage may coincide th attendee Exhibit Hall hours

Private Meeting Room - Half Day

\$4,000

Limited Availability

- Additional meeting space for a half day , available to Exhibitors only. (LIMITED NUMBER AVAILABLE)
- Meeting room in the convention facility on the same floor as the show.
- One furniture set include:
 - Room configuration examples include:
 - Conference Style for 16 people
 - Classroom style seating 40 people
 - Roundtables of 8 for 40 people
 - U-shape tables for 20 People
- 22"x28" sign outside meeting room with your logo
- Rental and usage may coincide th attendee Exhibit Hall hours

SPONSORSHIP OPPORTUNITIES

All sponsorship opportunities require a minimum purchase of an exhibit package

Hanging Banner

Contact sales for pricing and location

Limited Availability

Promote your message to attendees with a strategically located banner that everyone will see

Exhibit Hall Custom Floor Stickers

\$5,000

(Max 4 Sponsors)

Enhance your event experience with our Exhibit Hall Custom Floor Stickers, designed to spotlight your sponsors and guide attendees through the venue with eye-catching, branded visuals. These durable, high-quality floor stickers are perfect for maximizing brand exposure and creating a cohesive, professional look throughout the exhibit hall.

What's in store for you at the Immersive Stage?



Innovative Keynotes: Join visionary thought leaders as they take the stage to share groundbreaking insights, trends, and strategies that will shape the future of RFID, IoT, and AI.

Immersive Demo Experiences: Dive deep into the world of Track and Trace as it intersects with the data layer, powered by AI. RFID Journal

Awards Ceremony: Celebrate excellence and innovation within the RFID, IoT, and AI communities at our prestigious Awards Ceremony.

Opening Night Entertainment: Kick off RFID Journal LIVE! 2025 with a night to remember! Enjoy

