



RFID IndustryWorkgroup
UW E-Business Consortium
University of Wisconsin-Madison
www.uwebc.org

Sponsorship Opportunity Wisconsin RFID Conference 2005

Wednesday, June 22, 2005
Waukesha County Technical College

There are three great ways to promote your brand to RFID decision makers!

- Platinum Sponsorship (one available \$5,000)
- Breakfast & Break Sponsorship (one available \$2,000)
- Display Table Sponsorship (several available \$1,000)

Platinum Conference Sponsorship

ONE AVAILABLE - \$5,000

The platinum conference sponsorship package combines marketing and branding in all pre-conference and day-of-event promotion and publicity for maximum exposure during the conference. Benefits include:

Addressing the Conference

The platinum RFID Conference sponsor is ***the only sponsor*** given the opportunity to address the conference attendees and introduce the luncheon keynote speaker – the Editor of ***RFID News & Solutions***, D'Anne Hotchkiss.

Pre-Conference Promotion

The platinum RFID Conference sponsor is ***the only sponsor*** mentioned in all pre-conference promotions, publicity and news releases to major media outlets across the Midwestern U.S.

Name Badges

The platinum sponsor is ***the only sponsor*** whose company logo appears on the attendee name badges.

Logo display

Your company logo will be featured on **all RFID Conference Web site pages**.

Display Table

- Put your brand in front of influential RFID Conference attendees!
- Demonstrate your company's products!
- Distribute your company's brochure or a gift/giveaway!

Signage

The platinum RFID Conference sponsor can provide signage in the main conference room and the conference registration area.

Conference CD

As the platinum RFID Conference sponsor your company logo will appear on the cover and inside the conference CD.

Attendee Passes

The platinum RFID Conference sponsor receives **10 (ten) complimentary attendee passes** with the option to purchase 5 (five) more at a 25% discount off the applicable full conference registration fee.



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Breakfast-Break Sponsorship

ONE AVAILABLE - \$2,000

Attendees will appreciate your brand message as sponsor of the RFID Conference breakfast and afternoon break!

Display Table

- Put your brand in front of influential RFID Conference attendees!
- Demonstrate your company's products!
- Distribute your company's brochure or a gift/giveaway!

Logo display

Your company logo will be featured on **all RFID Conference Web site pages**, and your company banner will be featured near the breakfast-break area.

Attendee Passes

The RFID Conference breakfast-break sponsors will receive **4 (four) complimentary attendee passes**.

Display Table Sponsorship

\$1,000

Display Table

- Put your brand in front of influential RFID decision makers!
- Demonstrate your company's products!
- Distribute your company's brochure or a gift/giveaway!

Logo display

Your company logo will be featured on **all RFID Conference Web site pages**, and your company banner will be featured near the breakfast-break area.