

RFID Investment Summit Sponsorship Opportunities

Tuesday, February 20th 2007, Marriott Copley Hotel in Boston

High-quality RFID investment opportunities and perspective

The RFID opportunity

In 2016, IDTechEx forecast the value of the total market for RFID including systems and services to reach \$26.23Bn from \$2.77Bn in 2006. This includes many new markets that are being created, such as the market for Real Time Location Systems using active RFID. Being an enabling technology and not just a product, the opportunity for RFID is incredibly diverse.

RFID Investments and M&A

The appetite for funding for RFID technology is growing rapidly but is still well below what the market demands. With about 1000 companies doing something significant in the RFID value chain and mergers being less than the rate of formation of new RFID companies, there is scope for much more M&A activity and for the weak to disappear.

The RFID Investment Summit

This premier summit brings together CEO's of leading pure-play RFID companies that are gaining traction and substantial revenues today, as well as hidden gems with enormous potential. It covers the technologies in four categories giving the full breadth of opportunity. Attendees have access to industry thought-leaders, valuable quantitative and qualitative research, and one-on-one meetings with RFID CEOs.

How you can reach out to RFID company CEOs and Investors

Attending the summit will enable you to meet the most important executives in the RFID industry, and learn of difficult-to-find RFID company and industry data and competitive information. Sponsoring the event will align your services with the foremost gathering of industry executives.

Gold Sponsor

The single gold sponsor of the RFID Investment Summit will benefit from priority branding at the event including:

- Gold sponsor status with branding on the event website and throughout the whole event on the staging
- Five passes to the summit (worth \$3495)
- Five free passes to "Meet the Investors" dinner (worth \$495)
- Gold sponsor status on and in the RFID Investment Summit report distributed to all events and sold after the event
- The opportunity to contact all the summit attendees pre or post event with a mailer or email through an independent mailing house
- A presentation opportunity at the summit
- An exclusive lunch table at the conference reserved for the sponsor's selected guests from list of attendees
- One free copy of each of the IDTechEx reports "RFID Forecasts, Players & Opportunities 2007-2017" and "RFID Profit, Fund Raising and Acquisition Strategy" (worth \$4800 www.idtechex.com/research)
- Five passes to the 2-day RFID Smart Labels/Active RFID event and gala dinner following the summit (worth \$8495)

Cost: \$12,500

Silver Sponsors

A limited number of silver sponsors of the RFID Investment Summit will benefit from branding at the event including:

- Silver sponsor status with branding on the event website and throughout the whole event on the staging
- Five passes to the summit (worth \$3495)
- Silver sponsor status on and in the RFID Investment Summit report distributed to all events and sold after the event
- The opportunity to contact all the summit attendees post event
- One free copy of each of the IDTechEx reports "RFID Forecasts, Players & Opportunities 2007-2017" and "RFID Profit, Fund Raising and Acquisition Strategy" (worth \$4800 www.idtechex.com/research)
- One pass to the 2-day RFID Smart Labels/Active RFID event and gala dinner following the summit (worth \$1699)

Cost: \$7,500

Group Participation

Make the most of the networking opportunities by bringing your colleagues, partners or clients to the summit with our favorable group discounts:

- Register 5 delegates and save 20%, plus receive access to one of the IDTechEx reports "RFID Forecasts, Players & Opportunities" or "RFID Profit, Fund Raising and Acquisition Strategy" (worth \$2,400)

For larger groups please contact us.

About the Organizers

The RFID Investment Summit is organized by a unique analyst-investor collaboration between IDTechEx and Quan Ventures – companies with extensive experience in RFID investments. IDTechEx, an independent RFID analyst, has provided due diligence and benchmarking for venture capital firms investing in RFID companies for over six years, in addition to profiling companies to help them raise funds. Quan Ventures was an early investor in RFID companies with subsequent RFID exits, and is well-known for presentations at RFID events.

The Investment Summit precedes the optional two-day RFID Smart Labels/Active RFID conference that begins the following morning. For the past six years, this large-scale industry event has brought together international RFID vendors and customers in one venue, providing education and networking opportunities. www.idtechex.com/usa. Register for both and save!

Our Campaign

The RFID investment summit will be promoted to over 50,000 people through an extensive marketing campaign. This includes contacting industry databases (IDTechEx, GS1 EPCglobal and hired databases), promotion through journals, an extensive pamphlet, telesales and email campaign and a prominent website.

Contact Us

To get involved with this key industry event, please contact

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