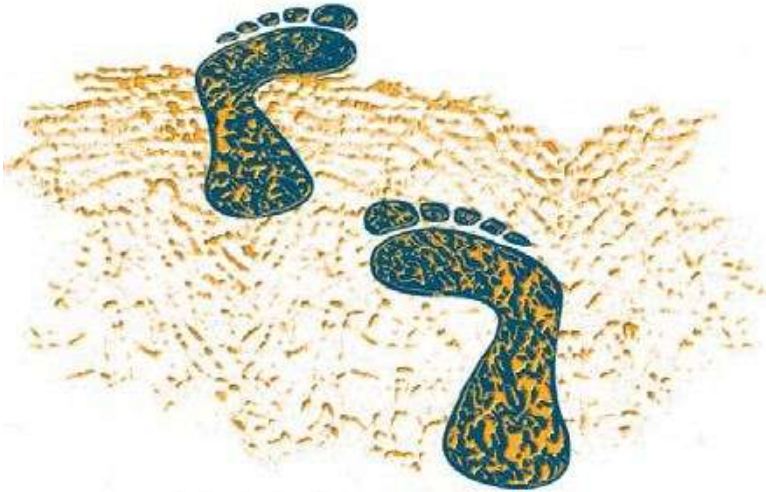


# 2012 Prospectus

(including 2011 post event report)

8th annual  
**R.F.I.D.**  
World Asia 2011



**Asia's ONLY  
regional executive  
summit for the  
RFID industry**

*Special focus for RFID in  
Aerospace, Automotive & Defense  
Oil & Gas, Energy  
Pharma & Healthcare  
Construction*

## Distinguished partners:

Power Luncheon  
Sponsor

**RAMTRON**

Associate Sponsor

**NXP**

## Endorsed by:



## Media partners:



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*"Cards Asia 2011 was fantastic and very well organized.  
We met a lot of vendors and had fruitful meetings with them.*



***We also secured an agreement with MGI France for their Jet Card Machine worth approximately 500,000 Euros (estimated S\$888,000).***

*We are looking forward to attending next year's event in hopes of doing more business via this platform."*

**Tapan Singhania, Director, Bio Card Technologies Pvt Ltd, India**

## KEY FIGURES & STATISTICS

### *Cards Asia Exhibition*

- ❖ Gross exhibition area: 8,000sqm
- ❖ Number of pavilions: 2 (Singapore & France)
- ❖ Number of attendees (combined): 6,803 from 54 countries (2010: 6,116 attendees; 11% increase)
- ❖ Number of overseas attendees: 2,721
- ❖ Number of local attendees: 4,082



### *RFID Conference*

- ❖ Number of companies represented: 76
- ❖ Number of delegates: 109
- ❖ Number of countries: 16

From the following industries:

- Construction
- Engineering/ Transport
- FMCG / Retail
- Food Manufacturing
- Government/ Institutions
- Healthcare / Pharmaceutical / R&D
- Hospitality Tourism
- Information Technology
- Logistics / Distribution / Warehousing
- Mining / Oil & Gas
- RFID Solutions
- Standards body / Associations / Others



## 2011 SPONSORS & EXHIBITORS



Power Luncheon  
Sponsor

**RAMTRON**

Associate Sponsor

**NXP**



3M  
Advanced Card Systems  
AmaTech  
Anewtech Systems  
ARH Inc  
Atlantic Zeiser  
Autopack Pte  
Barnes International  
Beijing Yicheng Xintong Smart Card  
bielomatik  
Challenger IT Services  
Cobis  
Comprion  
Cross Match  
Daifuku  
Digital Identification Solutions  
DNP  
DUALi Inc  
DZ Card  
Evolis

Exax  
Future Electronics  
GigaTMS Inc  
Greenclay  
HID Global  
IBM  
Kanematsu  
Kern AG  
Matica  
MGi Digital Graphic Technology  
Muehlbauer  
SATO Asia Pacific  
SCM Microsystems  
Shanghai Fudan  
Microelectronics  
Smartrac  
Stevic Singapore  
Teslin By PPG Industries  
Vicc  
Vicmark  
**...AND ANY MORE!**



*We had a fruitful time at Cards Asia 2011; it was a great event for dz card! We'll definitely be back in 2012!"*

**Christian Hasselkjaer Schmidt, Vice President Export, dz card (Thailand), Thailand**

## HIGHLIGHTS OF RFID WORLD ASIA 2011



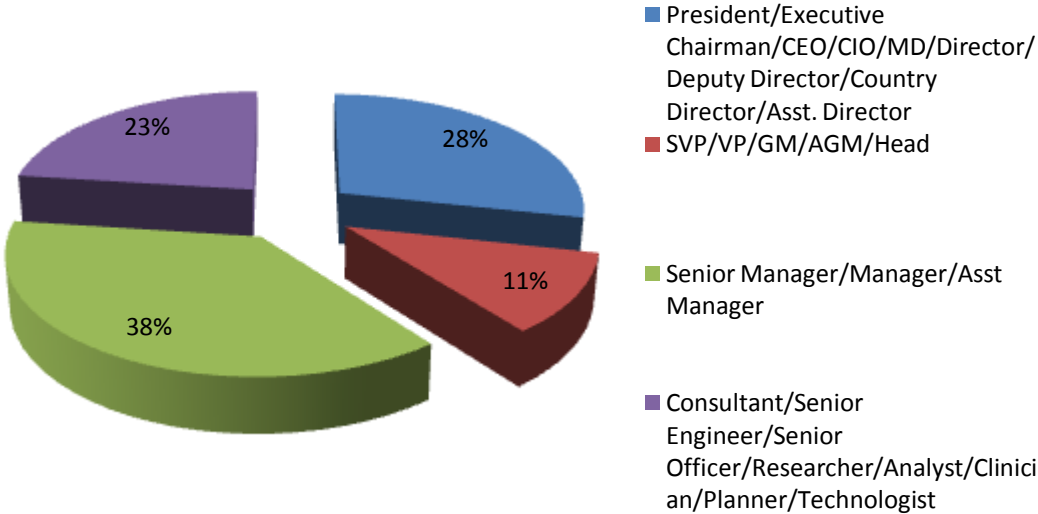
*"Learnt a lot at RFID World Asia 2011!  
Every speaker was good and  
came across with his message."*

**Gustav Sporon-Fiedler, Clinical Application  
Specialist, LEO-Pharm, Denmark**

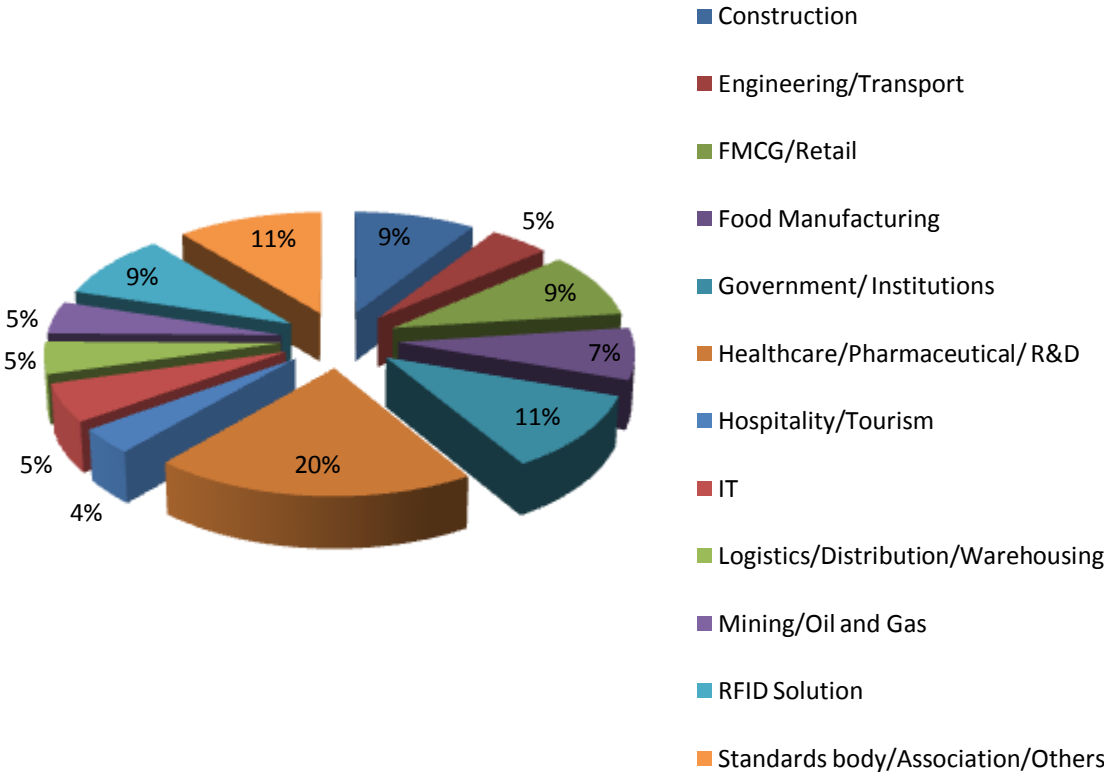


**CONFERENCE DELEGATES ANALYSIS**

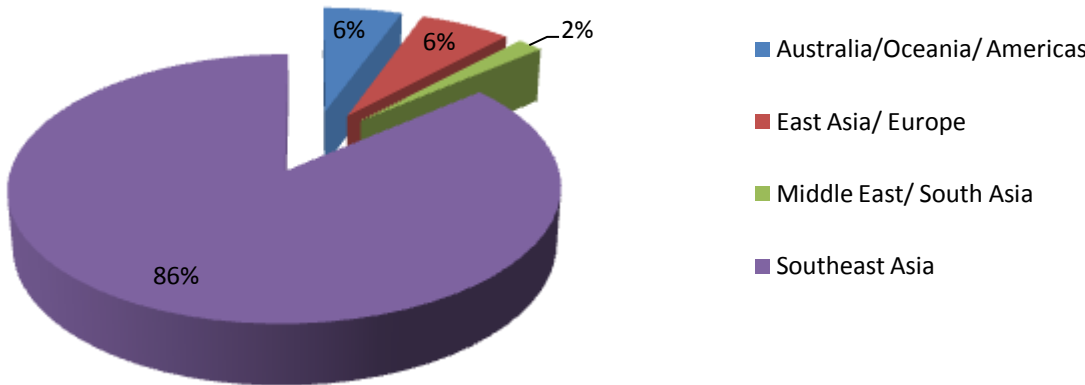
**Breakdown by Job Title**



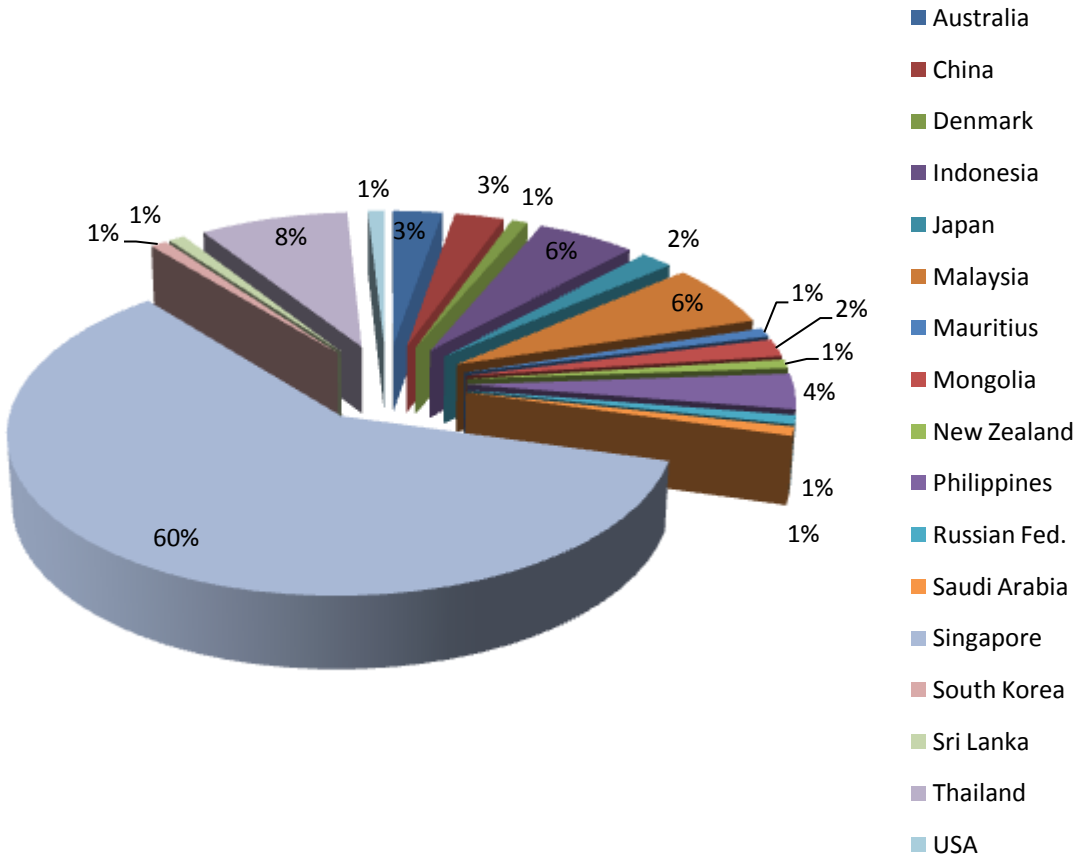
**Breakdown by Industry**



### Breakdown by Region



### Breakdown by Country

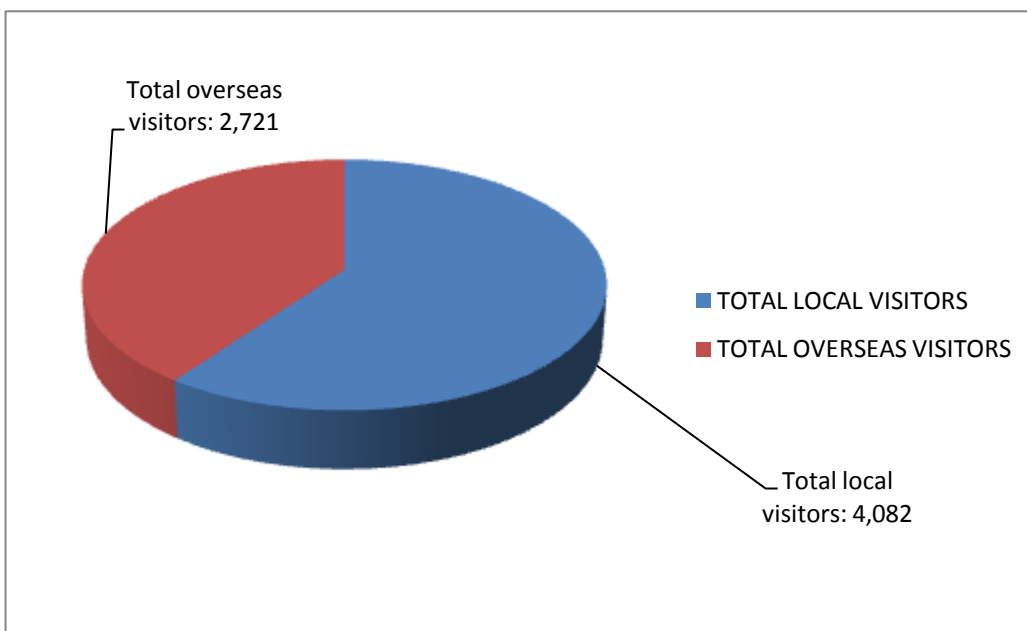


## EXHIBITION ATTENDEE ANALYSIS

The much anticipated event hosted **6,803** attendees from over 50 countries.

Out of these 6,803 attendees, 3,618 were visitors from 53 countries from Cards Asia and its co-located events. The following are some visitor statistics by geography, industry, job function and interest.

- Australia
- Austria
- Bahrain
- Bangladesh
- Belarus
- Brazil
- Brunei
- Darussalam
- Cambodia
- China
- Colombia
- Denmark
- France
- Germany
- Hong Kong
- India
- Indonesia
- Iran
- Italy
- Japan
- Jordan
- Macau
- Malaysia
- Maldives Rep
- Malta
- Mauritius
- Myanmar
- Nepal
- Netherlands
- Netherlands Antilles
- New Zealand
- Pakistan
- Philippines
- Poland
- Qatar
- Reunion Island
- Russian Federation
- Singapore
- South Africa
- South Korea
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Taiwan
- Thailand
- Trinidad & Tobago
- Turkey
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Vietnam
- Zimbabwe





## MARKETING REPORT

The marketing report is split into 2 main sections featuring Marketing program for the Exhibition and Conferences.

The conference details 2 separate Marketing program s namely for Cards & Payments and Prepaid Cards, and NFC World Asia.

EXHIBITORS SECTION .....

*PRINT*

DIRECT MAILERS

NEWSPAPER ADVERTISEMENTS

*ELECTRONIC*

ELECTRONIC BROADCASTS

*ONLINE*

WEBSITE

SOCIAL MEDIA

*EVENT LISTINGS*

*MEDIA PARTNERS AND ASSOCIATIONS*

*PR CAMPAIGN*

Press Releases\*

Media Roundtable

TV Coverage

SPONSORS' SECTION .....

## Exhibitors Section

### PRINT

#### DIRECT MAILERS

#### **Awareness flyers**

RFID World Asia awareness flyer:

Sponsor's logos were featured on the cover of the RFID World Asia awareness flyer:



Cards Asia Pre-mailer

This 8 page pre-mailer was sent to all relevant potential visitors of Cards Asia, Prepaid Cards Asia, Near Field Communication World Asia, Digital ID World Asia and Transport Ticketing World Asia.

Cover:



**Show Preview**

- A dedicated page featuring logos of all sponsors and partners
- Visitor information
- List of exhibitors
- Exhibition product highlights
- Interviews with sponsors
- On-floor seminar schedule and
- Synopsis of all the conferences

Cover:



Sponsors and partners logos:



List of Exhibitors:



RFID World Asia Pre-mailer

This 4 page pre-mailer was sent to all relevant potential visitors of RFID World Asia. Other than exhibition-related content, there was a dedicated section for the RFID World Asia Awards too.

Sponsors logos were reflected on the cover:

RFID World Asia Awards:



**Show Preview**

The 2<sup>nd</sup> mailer was the integrated Show Preview which was a 16page, A4 size brochure that was sent out in March 2011 to potential Tier 1 senior-level visitors for all events. The Show Preview featured:

- A dedicated page featuring logos of all sponsors and partners
- Visitor information
- List of exhibitors
- Exhibition product highlights
- Interviews with sponsors
- On-floor seminar schedule and
- Synopsis of all the conferences

Cover:

Sponsors and partners logos:

List of Exhibitors:



**NEWSPAPER ADVERTISEMENTS**

13 advertisements were placed in leading regional and local newspapers between Jan – Apr 2011.

13 April 2011 Straits times – Money Section  
17 March 2011 – Kompas (Indonesian National Newspaper)

2004, led Wanderlust in Little Hotel in London and Shanghai to his stable and underestimating the restaurant's running costs. It all became too much and the restaurant closed in February. Mr Loh said there is a constant fear of how global events and financial market volatility will impact his businesses. "During the crisis it was all about motivating the staff and boosting morale. We had to cut costs as much as possible and in order to do that without sacrificing quality we needed staff to understand the severity of the crisis," he said. "Shanghai has been the most difficult market for me. There's a big oversupply of hotel rooms after the Shanghai World Expo last year and it's the only property

road best embodies this: The 30 rooms were designed by a group of Singapore's creative talents, including fashion designers, advertising head honchos and theatre directors. His parents, both doctors, remain his strongest supporters. "I go to them for advice every day on virtually any of the larger investments... if I'm going to make a purchase on a building, I'd take them there first," he said. "Most times they go, 'Are you nuts?' but in the process of convincing them, I work out whether I can or I can't make this idea work."

lains, kata Hatta. Persepsi pemerintahan daerah hingga kini tidak sama satu dengan pemerintahan rumah. "Tapi pemerintahan yang baik, maka persepsi pemerintahan daerah dalam penyediaan rumah tidak akan sama," ujar Hatta. (LIT)

PG antara pemegang saham JGN di bawah bendera PT Garuda. (LIT)

Perusahaan negara itu saat ini mengoperasikan 12 PG berkapasitas 3.000 ton-10.000 ton di tiga total produksi 750.000 ton-800.000 ton per tahun. (SIFAS & PRADON dari Semarang, Ohio)

## Opens Today!

**13 – 15 April 2011, Halls 401 – 403, Level 4, Suntec Singapore**

16th annual  
**Cards Asia**  
2011

8th annual  
**R.F.I.D.**  
World Asia 2011

**RETAIL**  
ASIA 2011

Co-located with:

Prepaid Cards

Mobile Communication

Mobile MONEY WORLD

DIGITAL ID WORLD

Transport Ticketing

### Smart Technologies for Your Business

Over **8,000** sqm of exhibition space

**8,000** trade attendees

**200** exhibitors from **20** countries/regions

More than **40** FREE on-floor seminars

**8** synergistic co-located trade events

**5** powered-up high level conferences

**1** mega joint plenary session on 13 April 2011

#### FREE On-Floor Seminars Customised to Your Needs

Held in themed theatres, you can create your own schedule by selecting a series of free on-floor educational seminars customised to your needs. Today's seminar topics include:

- "Examples of analytics in card operations and portfolio management" by CX-Analytics
- "AppCards: an merchant-centric payment platform" by ASAP Transaction Processing Corporation
- "Active RFID retail solutions with the world's smallest active tag" by Hong Kong RFID
- "Integrated fixed POS terminals from Dell" by DELL
- "How do document readers help real-life applications?" by ARH Inc

**Admission Guidelines:**

- Cards Asia and its 7 co-located exhibitions are open to trade professionals only.
- The general public and minors below the age of 16 will not be permitted entry.
- Admission is free by visa registration confirmation letter or you have pre-registered online before 8 April 2011 and business card registration only.
- All visitors must be in proper business attire. Those in shorts, Bermuda, singlets or slippers will not be allowed entry. The organiser reserves the right to refuse admission to visitors who are not appropriately dressed.

Supported by:

Held in:

Organized by:  
**terrapinn**  
use your brain

www.cardsasia.com.sg

**Terakhir**

lains, kata Hatta. Persepsi pemerintahan daerah hingga kini tidak sama satu dengan pemerintahan rumah. "Tapi pemerintahan yang baik, maka persepsi pemerintahan daerah dalam penyediaan rumah tidak akan sama," ujar Hatta. (LIT)

PG antara pemegang saham JGN di bawah bendera PT Garuda. (LIT)

Sering mencari solusi kartu dan pembayaran menggunakan kartu Asia?

Anda ingin mendapatkan pengalaman terbaik untuk pelanggan melalui program retensi dan loyalitas?

Apakah perkembangan bisnis Anda siap dengan inovasi terbaru terapan bagi Anda?

Berkahnya ada di sini! Dapatkan diri Anda untuk mendapat lebih dari 40 seminar on-floor GRATIS di pameran Cards Asia 2011 TANPA BIAYA sebelum tanggal 5 April 2011!

www.cardsasia.com.sg

16th annual  
**Cards Asia**  
2011

13 – 15 April 2011  
Suntec Singapore International Convention & Exhibition Centre, Level 4

Hall 1, 13 April 2011, Rabu 10.00 – 11.00  
Hall 2, 14 April 2011, Kamis 10.00 – 11.00  
Hall 3, 15 April 2011, Jumat 10.00 – 11.00

Sponsorship dan layanan digital

Prepaid Cards

Mobile Communication

Mobile MONEY WORLD

DIGITAL ID WORLD

Transport Ticketing

Cobalah saja! Dapatkan gratis!

#CardsAsia2011

#RfidWorldAsia2011

#RetailAsia2011

#PrepaidCards2011

#MobileMoneyWorld2011

#DigitalIDWorld2011

#TransportTicketing2011

#SingaporeBusinessCouncil

#SuntecSingapore

#Terrapinn

#CardsAsia2011

#RfidWorldAsia2011

#RetailAsia2011

#PrepaidCards2011

#MobileMoneyWorld2011

#DigitalIDWorld2011

#TransportTicketing2011

#SingaporeBusinessCouncil

#SuntecSingapore

#Terrapinn

#CardsAsia2011

#RfidWorldAsia2011

#RetailAsia2011

#PrepaidCards2011

#MobileMoneyWorld2011

#DigitalIDWorld2011

#TransportTicketing2011

#SingaporeBusinessCouncil

#SuntecSingapore

#Terrapinn

**ELECTRONIC**

**ELECTRONIC BROADCASTS**

Sample of a text based electronic broadcast:



Sample of html electronic broadcast\*



*\*Sponsors' logos with hyperlinks to sponsors' respective dedicated webpage in the exhibitions websites were included at the end of each e-broadcast to ensure brand visibility (only for html electronics broadcast)*

*\*Sponsors' logos with hyperlinks to sponsors' respective dedicated webpage in the exhibitions websites were included at the end of each e-broadcast to ensure brand visibility (only for html electronics broadcast)*

**ONLINE**

**WEBSITE**

Cards Asia and each of its co-located events has a dedicated website which was live for 11 months from May 2010 – April 2011. The site was updated on a weekly basis to keep readers informed of the changes and updates to the events.

Sample of the Sponsors rotating panel on the homepage:



Sponsors' logos featured prominently on event website.

Sample of Sponsors webpage:



Sample of a Sponsor's dedicated webpage in event website:



**SOCIAL MEDIA**

Leveraging on the rise of social media marketing, the following platforms were used to increase visibility of the events as well as to share 'bite size' information to potential visitors.

**Blog**

The Wall, created in October 2010 is a blog for Cards Asia and its co-located events. Till date, 63 posts have been uploaded. Blog contents include show developments, exhibitors' product highlights, and sponsors product stories, email interviews with sponsors, guest bloggers and industry news.



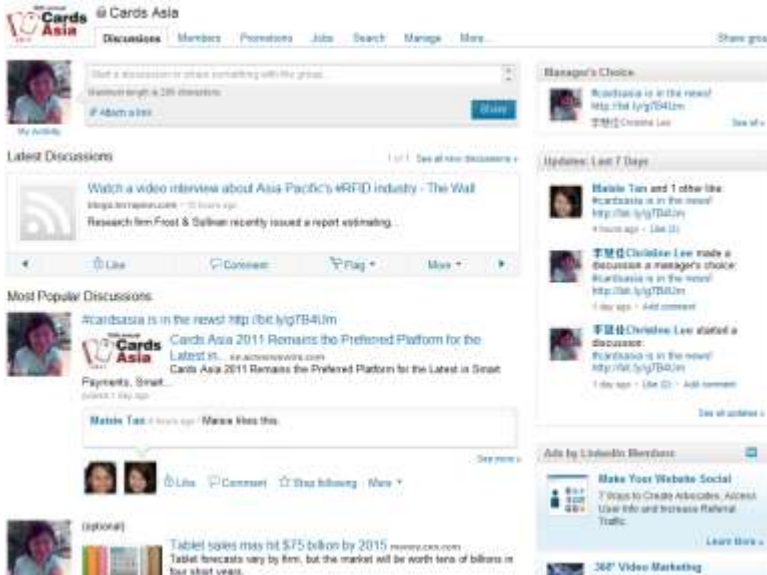
**Twitter**

A Twitter account for Cards Asia was created in 2010 and till date, it has over 170 followers. Every blog post from The Wall is re-tweeted to Cards Asia Twitter account.



### LinkedIn

Among all the social networking platforms, LinkedIn has been proven by social marketers to be the most effective e-networking platform for B2B exhibitions and conferences. The Cards Asia LinkedIn group was created in October 2010 and till date; it has garnered 198 members across various industries. Every blog post from The Wall is channeled to the group so ensure that every member gets the latest news. Additionally, special conference discount codes were also released for group members.



### EVENT LISTINGS

26 online event listings were placed from mid-May 2010 to publicise Cards Asia and its co-located events. Most of these listings were reflected in event directories while others were part of the deliverables by our media partners and associations

Sample of an Event Listing:



Prepaid Cards Asia 2011  
Conference: 14 - 15 April 2011  
Exhibition: 13 - 15 April 2011  
Venue: SUNTEC Singapore

Co-located with Cards Asia, the 4th annual Prepaid Cards Asia is the dedicated platform where Asia's banks, retailers, merchants and government stakeholders convene to discuss the key issues and concerns in delivering and profiting from prepaid cards. Register online to attend the event now!

<http://www.terrapinn.com/exhibition/prepaid-cards-asia/>



## MEDIA PARTNERS AND ASSOCIATIONS

Leading relevant publications, web portals and trade associations were sourced to place print and web advertising to generate publicity for the event. Over 30 print advertisements were placed in media partners and associations publications from September 2010 – March 2011 to promote Cards Asia and its co-located events.

Sample of a print advertisement featuring Sponsors logos:



## PR CAMPAIGN

The Organising team engaged EASTWEST Public Relations as its official PR agency for Cards Asia and its co-located events. The PR campaign kicked off from February 2011. The PR activities included:

### Press Releases\*

- The 1<sup>st</sup> pre-event press release was sent out on 15 March 2011 entitled '*Cards Asia 2011 to Showcase a Wide Spectrum of Payments Innovation and Applications. Asia's No. 1 Cards Show to be held on April 13-15, Singapore unwraps the latest in cards and payments, RFID, retail technology, digital identification, near field communication and transport ticketing*'. This press release was also sent out in Simplified Chinese as well.
- The 2<sup>nd</sup> pre-event press release was sent out on 8 April 2011 entitled '*Cards Asia 2011 Brings Forth Compelling Cards and Payments Innovations. Co-located events NFC World Asia 2011, Retail World Asia 2011 to be held in Suntec, 13-15 April 2011.*'
- The final press release was sent out on 25 April 2011 entitled '*Cards Asia 2011 Remains the Preferred Platform for the Latest in Smart Payments, Smart Technologies. Asia's No. 1 cards and payments show see spawning of "new currencies" to complement cash, cards.*' The post event press release was translated into Simplified Chinese as well.

\*You can request a copy of all press releases

### Media Roundtable



In line with the "Get Smart" theme at Cards Asia 2011, a "Smart Payments, Smart Technologies Media Roundtable" was conducted in the morning of 13 April 2011 to provide the media representatives with first-hand information and insights on the latest smart card applications and payments innovation and how these are impacting the

Asian consumer experience.

Smart cards, payments, RFID and retail industry thought leaders spoke about emerging trends such as multi-channel payments and NFC contactless payment, which is being touted as the RFID revolution in mobile handsets. Considering Asia is a highly fragmented market with varying levels of adoption of payments innovation, "cashless versus cash is king" future was another topic that was covered. Technology standardisation and interoperability initiatives among the industry were also discussed.

Speaker	Organisation
Dirk Jan van den Heuvel, Founder and CEO	Collis
Kevin Gillick, Executive Director	GlobalPlatform
Koichi Tagawa, Chairman	NFC Forum
Elias Ghanem, Managing Director and General Manager, Southeast Asia & India	PayPal
Frank Dorrian, President	RFIDba
Matthew Kovac, Director, Regional Marketing and Corporate Communications, Asia Pacific	Wincor-Nixdorf

8 members of the local and regional general and trade press attended the media roundtable.

### TV Coverage

A 1.5min newsclip was aired on Singapore's Channel 8 *Singapore Today News*, and ChannelNewsAsia *Singapore Tonight* on 13 April 2011 featuring GreenClay International (a RFID World Asia 2011 exhibitor) and Laundry Network (a RFID World Asia 2011 conference speaker).

## Sponsors' Section

**Direct mail** is still a **highly responsive** media. For RFID World Asia 2011, a 8-page A4 size brochure featuring our panel of distinguished speakers and the detailed conference program was produced. 2 rounds of mailing were done and the brochures were sent out to senior decision makers from all targeted industry sectors for this conference found within Terrapinn's database.

Corporate logos of sponsors who had come on board early were featured prominently on the front cover of the brochure.

Distribution breakdown			
Direct mail – conference	Media	Quantity	Date
8 page Brochure (1 <sup>st</sup> mail)	Terrapinn database	13000	4 Jan 11
8 page Brochure (2 <sup>nd</sup> mail)	Terrapinn database	5000	7 Mar 11

**Limited offer on delegate tickets until 21 Jan 2011**  
Prices, packages and booking form on back page

**Hear from**

- Dr. Wiboon Masachun**  
General Manager Information Technology and Application Unit  
Charoen Pokphand Foods Public Company Limited, Thailand
- Michio Hamano**  
Chief Operating Officer and Executive Director  
GS1 Japan/EPCglobal Japan
- TP Chan**  
CEO  
Laudry Network, Singapore
- Greg Worral**  
Technology and Young People Team Leader  
Melbourne Library Service, Australia
- Jonathan Wan**  
Managing Director  
Transvent Scaffolding and Engineering, Singapore

**8th annual R.F.I.D. World Asia 2011**  
EPCglobal Singapore Summit 2011  
13 – 15 April 2011 SUNTEC Singapore International Convention & Exhibition Centre

**Beyond tracking**

**Asia's ONLY regional executive summit for the RFID industry**  
**Meet and network with the best of Asia Pacific!**  
Learn and take away success strategies from the best of Malaysia, Thailand, Australia, China and Singapore as they showcase their RFID deployment.

**Discover new and creative applications of RFID for your business**  
Get first-hand information from companies who have successfully implemented an innovative RFID deployment strategy.

**Access latest innovations and form strategic partnerships**  
Hardware and software prices are at all time low! The time is now to invest in RFID and be equipped with the know-how!

**Don't miss it!**  
Post-conference Masterclass  
**15 April 2011, Friday**  
RFID in Motion – Key Principles, Practices & Solutions for the five leading RFID categories for 2011: Asset Management, Inventory Management, Authenticity Management, Identity Management, and Process Management (Traceability).  
->Page 8

Speakers' profile page 3  
Full conference agenda page 4 – 6  
All booking offers & options back page

**GS1 Singapore members and partners enjoy special discounts!**  
See booking form on back page!

Power luncheon sponsor: **RAMTRON**  
Event partners: **GS1**, **EPCglobal**, **RFID**, **SPJ**  
International marketing partner: **terrapinn**  
Exclusive official media partner: **terrapinn**  
Supported by: **terrapinn**  
Held in: **terrapinn**  
Produced by: **terrapinn**

BOOK NOW! online [www.rfidworldasia.com.sg](http://www.rfidworldasia.com.sg) | email [info@rfidworldasia.com.sg](mailto:info@rfidworldasia.com.sg) | phone +65 6222 2771 | fax +65 6213 3554

Sponsors' logos featured prominently on the front cover of the event brochure.

**E-Broadcasts** - An extensive e-mail campaign was executed for the event. A total of 90,000 emails with **targeted messages** were sent out on a weekly basis from Dec 2010 – Apr 2011.

Sponsors' logos with hyperlinks to sponsors' respective websites were included at the end of each e-broadcast to ensure brand visibility.

**R.F.I.D. World Asia 2011**  
Exhibition: 13 - 15 April 2011  
Workshop: 8 April 2011  
R.F.I.D. Singapore International Convention & Exhibition Centre

Asia's ONLY regional executive network for the RFID

**Sign up for exhibition seminars**  
Get your business now  
Contact us

**3 Simple Steps to Pre-register Online for Your Visit to RFID World Asia 2011 Exhibition**

1. Pre-register online **fast** before 8 April 2011.
2. Upon completion of online pre-registration, you will receive a **Personalized Invitation Card** reflecting all details that you have submitted during the online pre-registration process. **Watch: It is important that you enter a valid email address.**
3. Once you have pre-registered your invitation card and bring it along to the station. **Registration Quoties** issued at level 4 of Sands Singapore in exchange for your **Invitation Card**.

See you at RFID World Asia 2011 Exhibition!

Pre-registration will open 25 minutes before the opening time during all 3 days of the exhibition.

**Admission Guidelines**

- **Admission is open to trade professionals only.** The general public and members below the age of 18 will not be admitted entry.
- **Admission is free for the exhibitors, business card registration and invitation below 10 years have pre-registered and within 8 April 2011.**
- **All visitors must have proper business attire.** Those in shorts, beachwear, singlets, or slippers will not be allowed entry. The organizers reserve the right to refuse admission to visitors who are not appropriately dressed.

**Complete my entry**

or contact Ms Nurhishah at +65 6392 2745 or [rfid\\_marketing@ramtron.com](mailto:rfid_marketing@ramtron.com) for more information!

**Info:** In 2011 year, RFID World Asia is the region's most comprehensive RFID executive and trade-application trade event. To be held from 13 - 15 April 2011 @ Sands Singapore, RFID World Asia 2011 is the industry's most important exhibition for you to gain strategic insights into how RFID technologies can help you to:

- Reduce cost
- Increase efficiencies and most importantly,
- Deliver ROI to your organization

Discover the latest and hottest RFID innovations and see live multi-application demonstrations at RFID World Asia 2011 exhibition. Our RFID exhibitors would like to meet you at the event! Here's a sneak preview of some of the exhibitors who'll be at RFID World Asia 2011 exhibition:

- **Deltek Software** (Singapore) helps companies improve their business by increasing automated building systems. The system increases and lowers expenses from materials to waste to reducing, quality, reliability, service and support. Do you want your project to be completed, faster and less expensive? Deltek has the experience. Call today to see the challenge of change. **Deltek at World Asia**
- **Edge TMS** (USA) is a multi-point reader designed to regulate traffic flow at high density areas. It uses a single antenna to provide multiple lanes for continuous entering/exiting movements and also has direct flow when lanes are closed.
- **RFID** (USA) is a multi-point reader designed to regulate traffic flow at high density areas. It uses a single antenna to provide multiple lanes for continuous entering/exiting movements and also has direct flow when lanes are closed.
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- **RFID** (USA) is a multi-point reader designed to regulate traffic flow at high density areas. It uses a single antenna to provide multiple lanes for continuous entering/exiting movements and also has direct flow when lanes are closed.

conducted during the 3 day exhibition. These educational and informative seminars will feature speakers from leading brands across various industries including RFID. Are you looking for RFID solutions to improve your business yields? Register for the following RFID seminar seminars now! Limited seats only:

- **Active RFID retail solutions with the world's smallest Active Tag**  
Craig Jay, Business Development Director, Hong Kong RFID Ltd. | [www.hkrfid.com](http://www.hkrfid.com)
- **Core technology in leading transit ticketing - RFID for NFC**  
Zebra Technologies Asia Pacific Pte Ltd | [www.zebra.com](http://www.zebra.com)
- **The truth about RFID mobile stickers - what your business can benefit before NFC**  
Lutzend Rose, CEO Greenleaf International Pte Ltd | [www.greenleaf.com](http://www.greenleaf.com)

**Sponsors**

Power Launch Sponsor:

**RAMTRON**

Associate Sponsor:

**NXP**

Supported by:

Sponsors' logos featured prominently at the end of all email campaigns.

**Trade Press** – In partnership with leading RFID-related trade publications, associations and online portals, print and online advertising were done to **generate publicity** for the event from September 2010 to April 2011. A total of 13 print advertisements with dedicated messages were published in the publications and newsletters.

Sponsors' logos were featured on print advertisement and in online banners whenever possible.

Media partners and associations	Event listing	Banner/ Write-up
Asia Pacific Biotech News	<a href="http://www.asiabiotech.com/">http://www.asiabiotech.com/</a>	Yes
Asiawide Franchise	<a href="http://www.asiawidefranchise.com/events.aspx">http://www.asiawidefranchise.com/events.aspx</a>	Yes
Control Engineering Asia	<a href="http://www.ceasiamag.com/tradeshows.asp">http://www.ceasiamag.com/tradeshows.asp</a>	Yes
Computer IT Guide	<a href="http://www.compitguide.com/event_all.php">http://www.compitguide.com/event_all.php</a>	Yes
Industrial Automation Asia	<a href="http://www.iaasiaonline.com/?pname=event_calendar">http://www.iaasiaonline.com/?pname=event_calendar</a>	Yes
PassAgeNow!	<a href="http://www.passagenow.com/events.cfm">http://www.passagenow.com/events.cfm</a>	Yes
RFIDGlobal.org & RFIDWorld.com.cn	<a href="http://www.rfidworld.com.cn/">http://www.rfidworld.com.cn/</a>	Yes
Logistics Insight Asia	<a href="http://www.logasiamag.com/tradeshows-LogisticsAsia.html">http://www.logasiamag.com/tradeshows-LogisticsAsia.html</a>	Yes
Point of Purchase Online Network	<a href="http://www.poupon.net/events_printing2.asp">http://www.poupon.net/events_printing2.asp</a>	Yes



**Why RFID World Asia?**

This is a ONLY RFID event in Asia, where innovation is showcased, solutions are found and learning is done. Position yourself as a current, forward-thinking and resilient market leader in Asia's finest and most complete RFID networking and leads generation event!

Sponsors' logos featured prominently at the end of all email campaigns.

Send your team and save more!  
Send 2 delegates and save 10%!  
Send 6 delegates and save 20%!  
Call Yaling at +65 6322 2771 to register or do it online at [www.terrapinn.com/conference/rfid-world-asia](http://www.terrapinn.com/conference/rfid-world-asia)

**Who should attend?**

- Executives from these industries:
- Government
  - Manufacturing
  - Supply Chain Management
  - Automotive
  - Aerospace and Aviation
  - Retail
  - Hospitality
  - Healthcare
  - Pharmaceutical

**2011 Conference Speakers include\*:**

- Transvert Scaffold & Engineering, Singapore
- Charoen Pokphand Foods Public Company Limited, Thailand
- YCH Logistics, Singapore
- Republic Polytechnic, Singapore
- Institute of Technical Education, Singapore
- RFIDba, Asia Pacific
- GS1 Singapore and more...!

Updated as at 1 Dec 2010



13 - 15 April 2011  
SUNTEC Singapore International Convention & Exhibition Centre



**Asia's ONLY regional executive summit for the RFID industry**

RFID World Asia is Asia's largest RFID exhibition and conference. For the past 7 editions, RFID World Asia is the only dedicated platform for technological showcase and sourcing of RFID products and solutions. Attendees will:

- Learn about the latest and future RFID innovations in the region
- Uncover emerging RFID applications through winning case studies
- Learn ways and strategies to generate cost savings
- Network and create new connections and revenue streams
- Purchase the latest RFID solutions

Call Yaling at +65 6322 2771 or email her at [yaling.ng@terrapinn.com](mailto:yaling.ng@terrapinn.com) to register now!  
Visit [www.terrapinn.com/conference/rfid-world-asia](http://www.terrapinn.com/conference/rfid-world-asia) to find out more!

Response Form Fax to +65 6223 3554

I am interested in attending the conference. Please contact me.  
 I am interested in sponsorship / exhibition at the event. Please contact me.  
 Please send me a conference brochure.

Name: \_\_\_\_\_  
 Job title: \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Post code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**BOOK NOW!** [www.terrapinn.com/conference/rfid-world-asia](http://www.terrapinn.com/conference/rfid-world-asia) | [email yaling.ng@terrapinn.com](mailto:yaling.ng@terrapinn.com) | [phone +65 6322 2771](tel:+6563222771) | [fax +65 6223 3554](tel:+6562233554)



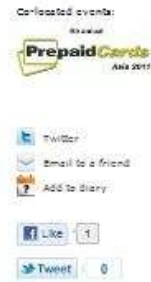
Popon is a Media Partner for this event.

**Conference: 13 - 14 April 2011**     **Exhibition: 13 - 15 April 2011**  
**Venue: Suntec Singapore**

Online Marketing - A dedicated website for RFID World Asia 2011 was live for 11 months from May 2010 – April 2011. The site was updated on a weekly basis to keep customers informed of the changes and updates to the event. Sponsors' logos were displayed on the rotating panel on the homepage. There are also dedicated pages for each sponsor featuring their corporate profile and hyperlink to their website. Since May 2010, the site has seen a large amount of Internet traffic and has more than 30,000 pageviews thus far.



Asia's ONLY regional executive summit for the RFID industry



**Click on the hyperlink at the top of the homepage NOW!**

**Reinventing your business with RFID solutions**

The RFID global market is set to grow at a rate of 28% within 2010-2013 and it is forecasted that Asia-Pacific will witness the highest growth in RFID revenue owing to the rapid adoption of RFID applications in countries such as China, India, South Korea, Taiwan, Singapore, Malaysia and Thailand.

RFID World Asia is Asia's largest RFID trade event. For the past 7 editions, RFID World Asia is the only dedicated platform for technological showcase and sourcing of RFID products and solutions.

Planning your visit to the exhibition? [Download the Show Preview now!](#)

For admission guidelines and venue information, [please click here.](#)

Sponsors' logos featured prominently on event website.



**Tele-Marketing** - Our in-house team of telemarketers contacted top clients and prospects over a three-month period. In total, **over 1,300** prospects were contacted by telephone.

**Conference proceedings** – All attendees were given a copy of the conference proceedings onsite which were often referred to throughout the conference. This ensured that sponsors were **promoted throughout** the conference.



Sponsors' logos featured prominently on event website.

Power Luncheon Sponsor:	Associate Sponsor:		
<b>RAMTRON</b>	<b>NXP</b>		
Event Partners:	Exclusive Official Media Partner:		
International Marketing Partner:	Supported by:	Held in:	Produced by:

Name \_\_\_\_\_

## Conference Proceedings

[www.rfidworldasia.com.sg](http://www.rfidworldasia.com.sg)



## WHATS NEW! @2012

24 April	25 April	26 April	27 April
<b>Pre-event</b>	<b>Conference</b>		<b>Summit</b>
<b>Workshops &amp; Site Tours</b>  Site Tour on RFID in Manufacturing/ Operation  RFID Masterclass	RFID Day 1	RFID Day 2	<b>Payments Innovations Day: NFC/ RFID payments showcase</b>  
	<b>Morning Plenary – CEO Symposium</b>  <b>Special focus on RFID in Manufacturing &amp; Operations</b>	<b>Morning Plenary</b>  <b>Special focus on RFID in</b> <ul style="list-style-type: none"> <li>• Energy</li> <li>• Aviation</li> <li>• Apparel / Retail</li> </ul>	
	<b>Inclusive of 5 Targeted functional showcase</b>		
<b>3 days Exhibition 25 – 27 April</b>			
<b>Evening Gala Networking Events</b>			
❖ Exclusive Speaker Networking Reception	❖ RFID Awards Cocktail	 <p><i>"First of all I must thank Terrapinn and GS1 for recognising the efforts that TCM RFID have put in the last 6 years. The <b>RFID World Asia Awards</b> is a good platform to acknowledge RFID solution providers in Asia and the hard work they have put in their projects."</i></p> <p><b>Michael Oh, Founder &amp; Director, TCM RFID, Singapore (winner of RFID Champion Award and Most Innovative RFID Solution Award)</b></p>	

## Event format:

The most dedicated and comprehensive RFID event in South Asia!

An encompassing platform covering both strategic and technical issues, and providing the unique experience integrating:

### Conference & Workshop

- The Top down approach – The big game plan of CEOs driving the RFID project implementation
- Focus on RFID Applications & Wireless technology – increasing association with ID, Track & trace, communication, control and management in Real Time
- Dedicated topics addressing the key issues faced within 6 key verticals– Manufacturing, Oil-Gas-Energy, Pharma-Healthcare, Construction, Defense, Aerospace-Aviation
- Gain insights into more than 40 regional success case studies, with new vertical adoptions in 2012!
- Technical symposium/ innovations showcase
- Multiple practical workshop that offer step-by-step solutions

### Exhibition

- Exhibition Official opening involving top RFID World Asia sponsor, and selected VIP speakers
- More exhibition on-floor Application zones

### Networking & lead-generation activities for you:

- More effective strategic networking options; More opportunity to mingle with your peers at by-invite-only gala networking events eg. hosted luncheon table
- Dedicated Geo-specific Hosted Buyer Program for VIP North-Asian and Emerging Markets prospects
- On-site Meetings Concierge Services
- Leverage on our out-reach & drive your content to pre-qualified audience

### RFID World Asia 2012

**Largest end-to-end solutions applications showcase in Asia**

**8,000 SQM of show floor**

**8,000 Exhibition visitors**

**300 Delegates**

**30 + Regional success case studies**

**20 + Countries**

#### Functional showcase

- 5**
- Supply chain visibility
  - UHF RFID Project
  - Managing Access & Control
  - Employee Tracking & Safety
  - Enhance Customer experience

#### New vertical focus

- 4**
- Healthcare
  - Energy, Oil & Gas
  - Construction
  - Aerospace

#### New event features

- 3**
- CEO Symposium
  - RFID site-tour
  - Meeting Concierge service

#### Targeted workshops

- 2**
- Energy, Oil & Gas
  - Manufacturing

#### Strategic Platform

**1**

## WHY YOU SHOULD SPONSOR

### Expect to meet C-Level decision makers from:

- Airports & Aviation
- Automotive
- Construction
- Defense
- Entertainment & Attractions
- Healthcare
- Hospitality sector: Resorts, Amusement parks, Restaurants
- Government/ Public services
- Oil & Gas, Energy
- Pharmaceutical
- Manufacturing
- SCM – Logistics, Warehousing, Transportation

## And Make your mark in the industry



### Targeted Leads Generation Program

How do we generate leads for you?

Terrapinn has a proven track record around the world of attracting senior-level decision makers & executives to its conferences.

Senior executives attend in order to learn best practice examples from the groundbreaking conference agenda, and to network with their peers and business partners.

Our conference provides a highly dynamic opportunity for business generation and market penetration. Sponsors will enjoy a wide range of possibilities for direct and sustained access to potential and existing clients from their target industries and companies.

Terrapinn can also pre-qualify prospects for you through a phone interview – working with you to develop key qualifying questions that will effectively determine the potential of the prospect for your company. This will help ensure meetings are targeted and highly effective.



### Establishing Contacts with your business prospects

- List down key prospects that you would like to meet at the event and Terrapinn will extend complimentary invitations to these prospects courtesy of your organization. Invitations are usually extended very early to ensure higher success rate of confirming the attendance of your prospects
- Terrapinn will arrange an appropriate meeting schedule over the conference duration to make sure you meet with the targeted number of prospects.
- A briefing will be given to our sponsors as well as invited prospects before the conference to ensure that the scheduled meetings are highly effective.
- Hospitality suites will be arranged for our sponsors to carry out the scheduled meetings

## RFID WORLD ASIA 2012 SPONSORSHIP OPTIONS

### Platinum, Gold & Silver Sponsor



To receive the strongest branding and industry positioning and a chance to demonstrate your strengths/expertise to leaders of the Asian industry community through a prominent speaking role within the conference programme, take one of our main sponsorship packages (Platinum, Gold or Silver).

These highly prestigious packages will place your company as lead partners of the event. All marketing and promotional activities will establish your company as the market leader.

Note:

- Limited to 2 Platinum sponsors – individual speaking slot in Plenary session  
Limited to 5 functional showcase

### Hospitality & Socials Sponsor

#### Exclusive - 1 sponsor only

- Speaker Cocktail Reception
- Gala Dinner Sponsor
- Bankers Salute Dinner
- Cards Asia Industry Party
- International Visitor's Lounge
- Expo Cyber Café

#### Other options

- Lunch-Table Sponsor
- Gala Dinner Table Sponsor
- Breakfast Briefing Host

Play host while elevating your brand name by taking on one of our popular networking sponsorship packages!

Raise your company's profile during the event's busy coffee breaks and standing buffet lunches. Or for even more brand visibility, involvement and 'oomph!' sponsor and host our glamorous cocktail parties. You will have the chance to give a short **welcome address to profile your company** and will be **well-positioned for more efficient networking** with your target audience throughout the event.



### Workshop Sponsor



Buyers take some time to evaluate technology purchases. Lead and interact with a targeted group of buyers with a hands-on demonstration.

For the opportunity to conduct a **hands-on demonstration of your solutions** to a targeted group, and that **exclusive group** interactivity, consider our *Master-class* sponsorship package, or ask about the **2-hr Clinics** and **exclusive- 1 sponsor only On-floor University** host options.

### Other sponsorship options

If **corporate branding** is what you're mainly after and you're looking for **high visibility**, options like lanyard and document bag sponsorship may just be the thing for you. A basic package that comes with conference delegate passes will ensure that every delegate will be carrying your logos throughout the event! **See next page for customizable options.**

Early partnership is recommended at the earliest possible date:

- Your corporate information (eg logo/ write up/ adverts) will appear in the indicated media if the contract has been signed and print dates are met in order to maximise your investment.
- Your right to shape the agenda is subject to respective slot availability.
- Where the Delegate list is to be provided, it will be made available after the event for a one-time mailing use only. Approval needs to be sought from Terrapinn for multiple uses. The delegate list is the property of Terrapinn & cannot be given to 3<sup>rd</sup> parties. The list is seeded to detect any unauthorised use.

## GAIN MORE EXPOSURE

New opportunities await. You can customize your 2012 participation! Share with us your 2012 plans for the region and we will customize the package to meet your business needs and objectives. Sign up now for 2012 to enjoy first-mover advantage and an all-round experience. Select from the list of activities below that you would like to be involved in at our next (2012) event for discussion purposes:

### **Thought Leadership focused:**

- Industry workshop leader  
(limited to 4; inclusive of specialized marketing campaign)
- Plenary speaker roles (exclusive to 2 speakers only)
- Exclusive Chairman role
- Exclusive Keynote speakership
- Panel moderator
- Panelist position
- Executive round-table leader
- RFID Technology showcase (limited to 5 unique functional focus)
- RFID Workshop for Manufacturing
- RFID Workshop for Oil, Gas, Energy
- Leading hands-on clinics to 20 targeted audience  
(inclusive of specialized marketing campaign)
- Exhibition on-floor seminar speaking slot

### **Networking, lead generation hospitality activities**

- RFID Site tour sponsor
- Conference Registration sponsor
- Breakfast briefing sponsor
- Luncheon demonstration sponsor
- Refreshment break sponsor
- Closing cocktails sponsor
- Speakers Lounge sponsor
- Sponsor Glamorous by-invite-only Networking parties
  - Speaker's Appreciation Cocktail
  - RFID Awards Night
- Hosted table of 10 at RFID Awards Cocktail
- Luncheon round-table host of 10
- \_\_\_\_\_ On-site Meeting Concierge service (\$\$1,000 each)
- \_\_\_\_\_ Private One-to-One Meetings (\$\$5,000 each)
- Private Meeting room
- Nominate your best prospects on "VIP Emerging Markets/ North-Asia Hosted buyer program"
- Personalized VIP invites to conference, offering 15% discount courtesy of sponsor
- \_\_\_\_\_ Additional (full) conference delegate passes
- \_\_\_\_\_ Additional Plenary-only access passes
- Full conference delegate list

### **Content Driven**

- Publish e-book survey report (limited to 5)
- \_\_\_\_\_ Targeted outreach EDMs to pre-qualified profile

### **Marketing & Branding focused**

- Specific mention of company in opening speech  
(available only to Platinum, Gold & Silver sponsors only)
- Conference badge sponsor
- Lanyard sponsor
- Document bag sponsor
- Corporate gift sponsor
- Corporate logo to appear as "Sponsor" on
  - all event advertisements placed in leading publications & newspapers
  - all other promotional materials – emails, pre-mailers, tickets...
  - official conference brochure
  - conference proceedings cover page
  - on conference hall backdrop, event banners etc
  - on event website
- Corporate profile (max 100 words) on
  - official conference brochure
  - official website
- Corporate insert (max double sided) in conference proceedings
- Advertisement in Cards Asia show directory distributed to all pre-registered visitors
- Confidential 3<sup>rd</sup> party mailing of 150 conference brochures to your business associates

### **Exhibition-specific options**

- On-floor seminar theatre sponsor
- Exhibition registration sponsor
- Exhibition badge sponsor
- Exhibition lanyard sponsor
- Welcome bag sponsor
- Show directory sponsor
- Branding on walk-in carpets
- RFID In-Action Zone
- VIP Hosted Site-tours
- Preferred booth description
  - o \_\_\_\_\_ sqm
  - o \* Shell scheme / Raw space
- \_\_\_\_\_ exhibitor passes
- \_\_\_\_\_ visitor passes

## FOR EXHIBITION PRESENCE ONLY



### Stand Packages:



#### Option A:

##### Shell Scheme: S\$ 850 per square metre

- side and rear walls
- one information counter
- 2 fold-away chairs
- wall to wall carpet
- one 13 amp. power socket per 12sqm
- fascia board with company name
- free booth cleaning
- fluorescent lighting
- one waste paper basket
- Complimentary listing in the official event show-guide
- Complimentary listing on official event website with link to your web-site



#### Option B:

##### Raw space: S\$ 720 per square metre

*(Applicable only for 18sqm booth and above)*

- Provides you with the opportunity to construct your own stand to meet your own requirements.
- Complimentary listing in the official event show-guide
- Complimentary listing on official event web-site with link to your web-site



## ABOUT TERRAPINN

Terrapinn, as a specialized B2B conference organizer with 18 years' global experience, has developed a high quality and proprietary method of creating the very best conference programmes for senior level decision-makers. Research, undertaken throughout the year by way of face to face and telephone interviews with senior industry executives, sets the conference agenda whilst attracting the highest level of speakers to our programmes.

We do not believe in vendor-led, low value seminars. Our conference programmes are based on the complex needs of high level end-user executives.

Backed by a worldwide network, our 6 offices are dedicated research centres with regional marketing knowledge and a strong database. We pride ourselves on the quality of our events and the professionalism and effectiveness of our marketing.

**Senior executives do not attend mediocre conferences, but they attend OURS!**

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