



9th annual

# R.F.I.D.

## World Asia 2012

25 – 27 April 2012

SUNTEC Singapore International Convention & Exhibition Centre

**THE regional exhibition and conference in  
Asia for the RFID industry**



Beyond tracking

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

Blog: <http://blogs.terrapinn.com/cards/>

# Why RFID World Asia 2012?



## 5 Reasons to Sponsor and/or Exhibit

1

### It's All About Track Record

RFID World Asia has been providing an excellent avenue for industry players over the last 8 years to learn, network, discuss and do business with one another. The high-level exhibition and conference has evolved to be the must attend event for the industry!

2

### Targeted Audience

The conference is attended by your key buyer profiles such as Aviation, Healthcare, Manufacturing, Travel & Hospitality and more! They attend RFID World Asia to learn and share knowledge for the growth of the technology; there is no better platform to share your solutions with them!

3

### Establish Industry and Thought Leadership

Like the jewel in the crown, the event presents a valuable platform for solution providers to articulate industry leadership in RFID. It's not about sales-pitches; it's about industry leadership! There are limited speaking opportunities to engage your target audience in the conference – secure yours today!

4

### Dedicated Platform

To encourage the interaction on the exhibition floor and to provide more exposure for your products, the **In-Action Application Zones** are for exhibitors to showcase and demonstrate their solutions and offerings.

5

### Lead Generation Campaign

Identify your wishlist of prospects from the region, and let us do the leg-work for you. Hand-pick the invitee selection from our pre-registration database and let us arrange the on-site 1-to-1 meetings for you!

RFID World Asia is THE regional conference and exhibition in Asia for the RFID industry. By participating as a sponsor or exhibitor, you are immediately recognised in the region as a reputable solutions provider by regional decision makers.

## Who will attend\*?

- Aviation
- Automotive
- Construction
- Defence
- Energy
- Food & Beverage
- Hospitality
- Manufacturing
- Oil & Gas
- Pharmaceutical
- Retail
- Transport

*\* This list is not exhaustive and serves as a guide only*

Contact Ms. Stella Teo at [stella.teo@terrapinn.com](mailto:stella.teo@terrapinn.com) or +65 6322 2737  
for your customised proposal today!

# What

## to expect at **RFID World Asia 2012?**



### *Conference*

Top guns of the RFID industry gather at RFID World Asia conference to demonstrate their thought leadership, showcase their latest technological RFID solutions, and benefit from it as a sourcing platform. RFID World Asia will provide you with what you need to inspire, and be inspired by the sharing of innovative and successful RFID projects in the region.

### *Exhibition*

More than 500 synergistic businesses will be represented at the co-located exhibitions. Complementing the exhibition will be a series of educational and insightful **seminars held in themed theatres**. A more targeted alternative will be the **Technical Clinics** to share knowledge and expertise to a list of pre-qualified attendees. During the event days, there will be exhibition tours for specific buyer-groups for fast and furious touch-points and exchange of business cards. With exhibition activities, it's the best platform to maximise your leads generation.

### *Networking Event Options*

We have a host of supporting hospitality options such as exclusive speaker reception and breakfast forums, targeted round-table luncheons, high-profile RFID World Asia Awards and more. The joys and rewards of business networking never ends at RFID World Asia.

**8,000** sqm of exhibition space

**8,000** quality trade attendees

**60** hours of networking at 'by-invite' only events

**40** thought leaders case studies

**20** countries represented on the showfloor

**3** days of high traffic exhibition

**3** days of high-level conference & workshop

**1** strategic platform – RFID World Asia 2012

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# Capitalise on the success of RFID World Asia



With an 8-year track record, RFID World Asia has successfully provided the perfect avenue for leading industry players to do business. Organisations who are looking to improve manufacturing & operational efficiency, supply chain efficiency, increase productivity, minimise theft and improve customer service, through the adoption of RFID technologies attend RFID World Asia as it is their best sourcing platform for world-class solutions and products.

If you provide world-class products and solutions for the RFID industry serious in doing business, RFID World Asia 2012 is your best marketing opportunity to position your offerings in front of high-level decision makers.

**Demonstrate thought-leadership and pre-eminence. Get in touch with us to discuss participation opportunities today!**



## Event Highlights

### New 4 VERTICAL FOCUS

Recognising the different needs and requirements of the different stakeholders, the RFID World Asia conference will focus on 4 new key industry verticals:

- Aviation
- Construction
- Energy
- Oil and Gas

### EXPERIENTIAL EXHIBITION *makes the* DIFFERENCE

Through pre-matching the needs of buyers with the exhibitors, there will be dedicated exhibition tours for pre-registered participants through the Country Pavilions and Application Zones, showcasing in specific products and solutions! Our new on-site Meeting Concierge Service will also be happy to be of assistance!

### KNOWLEDGE SHARING OPPORTUNITIES *with* TARGET AUDIENCE

Complementing the high-level conference, there will be strategic workshops, and intensive clinics for both end-user education and partner networking. Workshops will cover topics on a wide range of industry verticals. Leverage on our out-reach and drive your content to your pre-qualified audience.

### Exclusive NETWORKING EVENTS

Don't miss out on our exclusive 'by-invite' only **RFID World Asia Awards!** Leverage on our other lead-generation activities such as dedicated Hosted Buyer Program and on-site Meeting Concierge Services. These are perfect opportunities for you to present your business cases to targeted markets or host your prospects and clients in an intimate setting.

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# Rave reviews from 2011's attendees

"We've had tremendous interest in our booth over the last 2 days of the show so I'm very pleased with the results!"

**June Chua Unland,**

Marketing & Sales, Asia Pacific, **Advanced ID Asia Engineering Co Ltd, Thailand**

"RFID World Asia is one of the biggest shows around and we have been participating for many years. I think it is important that we are here this year as well!"

**Kenny Tsen**

Vice President – Operations, **Bartronics, Singapore**

"RFID World Asia was really interesting. It's different going through a conference that's not library-oriented which is what I'm used to. You get to see the uses of RFID from a different perspective which is actually very informative, and have sparked ideas that I probably wouldn't have got otherwise!"

**Greg Worrell**

Technology and Young People Team Leader, **Melbourne Library Service, Australia**

"We have received excellent response not just from the networking between exhibitors but we have also got good inquiries and they have become very realistic! This is a good show up for us and we will get a lot of leads and prospects from this show!"

**Manop Thamsirianunt**

Managing Director, **Silicon Craft Technology Co Ltd, Thailand**

"First of all I must thank Terrapinn and GS1 for recognising the efforts that TCM RFID have put in the last 6 years. The RFID World Asia Awards is a good platform to acknowledge RFID solution providers in Asia and the hard work they have put in their projects."

**Michael Oh**

Founder & Director, **TCM RfID, Singapore** (winner of *RFID Champion Award and Most Innovative RFID Solution Award*)

