



Connections Summit

Sponsorship Opportunities

[AIM](#), [RAIN Alliance](#), and the [NFC Forum](#) are hosting the Connections Summit on 24 June 2020 in Helsinki, Finland. Featuring a series of speaker-led sessions that focus on how NFC, RFID, and AIDC make the world more connected, the Connections Summit may include case studies, panel discussions, lightning talks and networking sessions.

The Gold Host Sponsors of this event, and all meetings occurring the week of 22 June 2020, are Nordic ID, Stora Enso Oyj, Voyantic Ltd. Additional Silver and Bronze Sponsorship opportunities are available for members of any organization.

Sponsors will receive a 50% discount to the Demonstration Contest if requested (See Demonstration Contest Rules).

Sponsorship Levels

All sponsors get recognition on the AIM, NFC Forum, and RAIN Alliance websites, at the event, and in pre-meeting notifications sent to all members and non-members. Please see Appendix A for details.

Silver: € 5,000

All Silver Sponsors will have higher impact placement on all event materials, additional mentions on social media and may send five people to the Connections Summit with no charge for a registration fee.

Bronze: € 2,500

Bronze sponsors may send one person to the Connections Summit with no charge for a registration fee.

Extra sponsorship levels may be available in addition to the above sponsorships. Contact Steve Halliday at steve@rainrfid.org, Mary Lou Bosco at marylou@aimglobal.org and/or Patti Morin at pmorin@nfc-forum.org for details:

- Dinner
- Cocktail reception with signage
- Lunch with signage and cards on table
- Lanyards with logo
- Napkins with logo
- Messenger Bag/folder with logo
- Mobile APP sponsorship
- Etc.



All sponsors will have access to a table in the main entrance hall. The table top exhibits will be very simple exhibits, a single six or eight foot (2 or 2.5m) skirted table. There may or may not be electrical outlets depending on what can be negotiated with the meeting space.

Exhibitors will each get a single skirted table and are allowed to bring simple self-supporting signage (banner etc.). Signage will be no wider than the table provided. No signage other than that which supports the exhibit will be allowed. Signage shall NOT be affixed to building walls etc. Exhibitors are not allowed to build walls or other substantial constructions. Exhibits will be open during breaks, lunch, and reception times (if they are co-located) at a minimum on all "open-days". Exact times for exhibits will be announced in advance of the meeting. Exhibits will NOT be available/open during any presentations/meetings so that no extra people will be necessary to staff the table. Exhibitors will be responsible for setup and tear down of the table and for shipping any material to and from the event.

The tables will be restricted to one table per company.

Table location will be selected the two weeks before the event and will be based on the level of sponsorship (higher sponsorship will get earlier choice). Within sponsorship levels, the order will be based on first-come first-served.

The total number of tables available will be dictated by the facilities.

These meetings are for the benefit of all members and as such, no member may use the Branding of the meeting to promote their own brand. e.g. no advertising/invitations should suggest that the Connections Summit (or its hosts) endorse any member's brand. Sponsors are expected to respect other sponsors and no promotional material that blocks access or view to another sponsors table will be allowed.

Payment Terms

After receiving the completed Sponsorship Agreement, the organization of your choosing will send an invoice for the applicable level to Sponsor at the email address specified upon sign up. Full payment shall be due upon receipt of invoice. Payment can be made by check or wire transfer and further payment instructions will be included on the invoice.

Contact

If you have questions about the Connections Summit sponsorship opportunities, please contact Steve Halliday at steve@rainfid.org, Mary Lou Bosco at marylou@aimglobal.org and/or Patti Morin at pmorin@nfc-forum.org.



Appendix A

LIST OF SERVICES PROVIDED TO ALL SPONSORS

Pre-events visibility:

- Logo on AIM, RAIN Alliance, and NFC Forum websites
- Inclusion of logo in promotional emails
- Mentions in social media posts
- Inclusion in any press releases relating to the event
- Inclusion in social media buzz kit that is sent out to all member companies and sponsors. Kit contains ready-made social media content so that companies can easily spread the word about programs and events

On-site visibility:

- Logo included on event Presentation and collateral for the Connections Summit
- Mention in opening remarks
- Exhibit table

Post-events visibility:

- Inclusion in post-event email to all organization members



Appendix B

LIST OF ITEMS SPONSOR WILL PROVIDE TO NFC Forum

- Sponsor must provide all three (3) of the following logo files and company description within **five (5) days of signing the Agreement**.
 - 300 dpi high resolution JPEG (suitable for large-scale printing)
 - EPS vector format logo
 - 160px w x 140 px h; either a white or transparent background; PNG file format
 - a general, company description of no more than 150 words
 - Preferred URL
 - Twitter handle

- Should the Sponsor wish to provide a gift to the event reception attendees, Sponsor agrees to ship collateral/giveaways (pending approval) for delivery by June 19, 2020 (note: Date to be confirmed by event manager). All materials must be assembled and arrive ready for distribution. Product due for approval to the Hosts no later than June 15, 2020. Upon approval venue Shipping address, confirmed date, and info will be provided to Sponsor.