



August 17, 2009

Mr. Paul Meyer
President
ROI Event Management, Inc.
300 First Avenue
Needham, MA 02494

Dear Paul,

As the Show Manager for RFID Journal Magazine's trade shows, conferences and events, I have had the pleasure to work with you, Ross Holicker and ROI Event Management for the past four years on the production of some of our conferences and shows. Your company has been invaluable to us as "plug and play" support for our in-house events department. You have helped us in the production of our trade shows, assisted us in budgeting and financial planning, vendor negotiations and management, floor plan design and maintenance, as well as food and beverage, conference room and floor management logistics. You have consistently provided outstanding customer service to our exhibitors and attendees to the point where some of our customers inquire as to your whereabouts when you're not present at one of our events.

Your experience and knowledge of the trade show and conference industry has allowed us to become more efficient and given us the flexibility to be able to accomplish more in-house. You have assisted us in achieving significant cost savings to improve our events' bottom lines through tough negotiations with service vendors. Your input and suggestions, when requested, have given our staff and events some fresh perspectives and ideas. Your ability to manage multiple projects and keep your focus to meet completion deadlines against extremely tight timetables and budgets while maintaining a sense of humor and positive can-do attitude make ROI Event Management a pleasure to work with. Our entire staff, including our financial, marketing and sales departments, enjoys working with your staff.

Your professionalism, enthusiasm, and total dedication to customer service have been an incredible resource for us. Together, we are a seamless team when servicing our customers whether we're live at events, telephone conferencing or corresponding with our customers via email. Thank you for your outstanding service and support. We look forward to working with you for many years to come.

Sincerely,

A handwritten signature in blue ink that reads "Kim".

Kim Ray
Vice President, Events
RFID Journal, LLC