RFID JOURNAL — EPCglobal Canada

RFID Journal LIVE! Canada

The RFID Conference & Exhibition for Companies Doing Business in Canada

November 8-9, 2006 • Toronto • Toronto Congress Centre

Learn How Your Company Can Benefit from RFID

Hear Case Studies from Leading Early Adopters, Including:

WAL★MART CANADA

STAPLES Business DEPOT www.businessdepot.com

Loblaws

BOEING

Plus...

- Top-name keynote speakers from early adopters in Canada and the United States who will explain where RFID can — and can't — benefit your business
- Candid case studies relevant to retailers, distributors, wholesalers and manufacturers in Canada
- Exhibitions of the very latest RFID products
- Demos by top tech providers

... and more!

RFID Journal LIVE! Canada 2006 is produced by RFID Journal, in partnership with EPCglobal Canada.

RFID JOURNAL
THE WORLD'S RFID AUTHORITY

RFID Journal is the leading source of news and in-depth information about radio frequency identification (RFID) and its many business applications. Business executives and implementers depend on RFID Journal for up-to-the-minute RFID news, in-depth case studies, best practices, strategic insights and information about vendor solutions. This has made RFID Journal the most relied-upon and respected RFID information resource, serving the largest audience of RFID decision-makers worldwide – in print, online and at face-to-face events.

EPCglobal
Powered by GS1 Canada

An affiliate of EPCglobal Inc., EPCglobal Canada serves subscribers across all industry sectors in Canada, supporting these organizations in the adoption of the EPC Network and related technologies. EPCglobal Canada is a wholly owned subsidiary of GS1 Canada, the not-for-profit, industry-led GS1 member organization that promotes and maintains global standards for the identification of goods.

Dear Colleague:

In today's global marketplace, savvy companies are using RFID technology to gain a competitive edge by cutting supply-chain, inventory and logistics costs. That's why we're proud to announce the first annual RFID Journal LIVE! Canada, in partnership with EPCglobal Canada. The event will be held November 8-9, 2006, in Toronto and is designed specifically to address the unique needs of Canadian companies.

If you are doing business in Canada, you can't afford to miss this event.

By attending, you'll:

- Hear top-name speakers detail where RFID can and can't help improve the way you do business.

- See candid case studies presented by early adopters in Canada and the US who will share their insights.

- Network with your peers and find out where Canadian companies are on the adoption curve.

- Experience the latest RFID products designed to address real business problems.

- Participate in workshops with early adopters where you'll tackle critical adoption issues.

And that's just the beginning. This is the RFID event for companies doing business in Canada. So, whether you're researching RFID's potential for your business, or are already implementing it and want to get up to speed on the latest best practices, RFID Journal LIVE! Canada 2006 will get you to the next level.

As an added benefit, save up to $280 off the regular registration price just by registering by October 27 and using the VIP Source Code on the back cover.

We look forward to hosting you in Toronto on November 8-9.

Sincerely,

Mark Roberti
Founder & Editor
RFID Journal

Art Smith
President & CEO
EPCglobal Canada

Conference Agenda

RFID Journal LIVE! Canada is the one event where you can learn from leading early adopters, get insights, and understand the practical implications of RFID. Plus:

- Hear top-quality speakers share what works–and what doesn't.
- See case studies presented by early adopters who will reveal their insights.
- Touch the latest RFID products that could benefit your business.

For the most up-to-the-minute conference details and speakers, visit **www.rfidjournal.com/livecanada**.

DAY 1 • Preconferences	Wednesday • November 8

7:00 AM to 5:00 PM

Preconference/Conference Opening Session

CompTIA RFID+™ Certification Program

In partnership with

RFID4u

CompTIA RFID+ Certification

The course provides one day of intensive instructor-led training using state-of-the-art RFID equipment, and includes the RFID+ Certification Exam. Attendees unable to take the exam during the conference and exhibition will receive a voucher allowing them to take the exam at a later date.

Preconference Seminars Open

12:00 PM to 5:00 PM

RFID Journal University

Designed for attendees to gain a basic introduction to the fundamentals of RFID, including an understanding of RFID hardware, a live demonstration, the latest developments and practical issues.

- RFID Basics
- Live Demo: RFID in the Real World
- Real-World Considerations
- Building on RFID with the EPCglobal Network
- The Physics Behind RFID
- Legislation and Standardization
- Building an RFID Business Case

5:00 PM | **Preconference Seminars End**

5:30 PM

Welcome/Introduction

Speakers:
- Art Smith, President & CEO, EPCglobal Canada
- Mark Roberti, Editor & Founder, RFID Journal

5:45 PM

Opening Keynote

Speaker: Roman Coba, Senior VP, Loblaws

Loblaw offered its distribution centers and stores as a test bed for a joint 6-month pilot project with the Canadian RFID Centre and other Canadian food companies to see how RFID implementation can not only benefit the retailer but also the manufacturer. In this session, you will hear about how one of the most collaborative RFID pilots is doing, what has been assessed, and what developments have been made for the business case in the food industry.

Takeaways:
- Insight into the first results of a 6-month RFID pilot for the food Industry
- Strategies in using RFID to benefit both partners in manufacturing and retail

6:30 PM | **Opening Cocktail Reception**

Day 1 • Program Concludes

Agenda subject to change

DAY 2 • Conferences   Thursday • November 9

7:30 AM — **Continental Breakfast**

8:30 AM — **Welcome / Introduction**
Speakers:
- Art Smith, President & CEO, EPCglobal Canada
- Mark Roberti, Editor & Founder, RFID Journal

8:45 AM — **RFID/EPC Standards in the Aerospace Sector**
Panelists:
- Nicolas Bondarenco, Deputy RFID Project Manager, IATA
- Ken Porad, Program Manager, Automated Identification Program, Boeing Commercial Airplanes Group

Leading aerospace companies may have agreed to a common RFID standard, but where does full RFID implementation stand in the aerospace industry? This panel discussion will focus on how the aerospace industry is coping with the uncertainty of economic feasibility to reap the full benefits of RFID tags.

9:30 AM — **Staples Business Depot (Canada) Measures Process Benefits of RFID**
Speakers:
- Jeff Ashcroft, VP, Logistics Supply Chain, PricewaterhouseCoopers
- Steve Del Fatti, Project Manager, Unisource Canada
- Andrew Mitchell, Director, Wireless Solutions, Bell Enterprise Group
- Joe Soares, Director of Retail Processes, Staples Business Depot (Canada)

Staples Business Depot (Canada), the 260-store Canadian subsidiary of this global office-products leader, has completed an end-to-end supply-chain pilot from a group of its vendors to a delivery center, as well as direct-to-store to test the process benefits of utilizing EPC-ready Gen 2 technology.
Takeaways:
- Components and make-up of an end-to-end RFID pilot project
- Analyzing the process benefits of utilizing RFID technology in your supply chain
- Lessons learned and future opportunities for RFID applications
- How to create a collaborative RFID pilot among supply-chain partners

10:15 AM — **Refreshment Break in the Exhibit Hall**

10:45 AM — **RFID/EPC in the Canadian Context**
Panelists:
- Roman Coba, Senior VP, Loblaws
- Art Smith, President & CEO, EPCglobal Canada
Moderator:
- Mark Roberti, Founder & Editor, RFID Journal

EPCglobal Canada has been supporting the global development, adoption and maintenance of EPC and RFID standards. This panel discussion will explore how EPC technologies will benefit companies doing business in Canada, the state of data-sharing and other critical standards, the obstacles to adoption and what's being done to enable companies in Canada to leverage EPC technologies today.

Breakout Sessions

11:15 AM

Supply Chain/ Inventory Management	Distribution/ Logistics	Manufacturing/ Operations
Improving Product Location Ability and Security	**Case Study: Combining RFID with Other Technology for Tracking**	**Using the Benefits of RFID Before Retail Mandates**
A company that provides transport and custom clearance services for goods traveling between Canada and the United States decided to add RFID-based systems to its operations so it could maintain an inventory on the cargo it stores and transports for its clients while seeing bottom-line benefits internally.	**Speakers:** • Jean-Francis Dion, Electrical Engineer, Balance Bourbeau A Canadian provider of truck scales and weighing systems is providing a forestry tracking and management system that uses RFID and GPS technology. Four logging and sawmill operators in the Quebec area are now using the company's Virtual AT (Virtual Authorization for Transportation) system.	A Canadian Manufacturer of skin-care products implemented RFID in its manufacturing operations to drive savings and improve operations ahead of future retail mandates. In this session, hear how the technology cut distribution costs and how the real time data prevented products from spoiling in transit.
Takeaways:	**Takeaways:**	**Takeaways:**
• Best tips for integrating RFID both inside and outside the warehouse • Understanding how to achieve optimal security with real time data	• Best practices for combining RFID and GPS • Insights into the potential of RFID to improve distribution and logistics operations	• Best tips on how to monitor real-time temperature data with active tags • Strategies for cost-effective RFID deployment within medium-sized companies

Agenda subject to change

12:00 PM — **Lunch in the Exhibit Hall**

Sponsored Breakout Sessions

1:30 PM

Supply Chain/Inventory Management

Speaker: • Platinum Sponsor

Distribution/Logistics

Speaker: • Platinum Sponsor

Manufacturing/Operations

Speaker: • Platinum Sponsor

2:15 PM

Supply Chain/Inventory Management

Visibility Is Not Enough—Changing Supply Chain Processes

When linked to back-end systems, RFID technologies can deliver improved asset visibility, but visibility alone won't deliver many benefits. Companies need to work together to change business processes. Our panel of experts explores which processes can be RFID-enabled and how they can be changed.

Takeaways:
• Best practices for implementing RFID supply-chain processes
• Understanding the EPCglobal Network, advance ship notices (ASNs) and other technologies needed to deliver supply-chain benefits

Distribution/Logistics

How, Why, When and Where to Share RFID Data

Given that many of the benefits RFID can deliver in the supply chain only come when partners collaborate, no issue is more important than sharing RFID data safely and securely. Our panel of experts looks at the technology, infrastructure, security and back-end systems needed to make true collaboration a reality.

Takeaways:
• Understanding how to share data securely
• Insights into the key IT issues that must be addressed for successful supply-chain collaboration based on RFID data

Manufacturing/Operations

Coping With the Cost of Compliance

Placing a tag on pallets and cases of products shipped to a customer that has issued an RFID-tagging mandate doesn't have to be extremely expensive. Our panel of experts provides tips on keeping costs low and for offsetting the cost of compliance by achieving internal savings.

Takeaways:
• Tips for keeping RFID-tagging costs down
• Best practices for using RFID mandates to cut internal costs

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3:00 PM — **Refreshment Break**

3:30 PM

Supply Chain/Inventory Management

Case Study: Improving Customer Service with RFID

A Canadian retailer is piloting an RFID-enabled system in its store that displays product information on a video screen allowing the retail company to provide details about an item of clothing as shoppers pick it up for a closer look. Their store installed the system in the fall of 2005.

Takeaways:
• Best practices for implementing RFID in store environments
• Understanding the potential of RFID to improve customer service

Distribution/Logistics

Using RFID for Global Asset and Product Tracking

Speaker: • Puneet Sawhney, Global Program Manager, RFID, CHEP

The world's largest supplier of wooden pallets has implemented an enterprise-wide global RFID solution after experiencing much success from its field trial. In this session, you will learn about how the company overcame the challenges in effectively tagging products in a highly volatile environment and how to best integrate RFID data with back-end systems.

Takeaways:
• How to best implement asset and product tracking systems globally
• Understanding the challenges in working together with global implementation partners

Manufacturing/Operations

Case Study: Tracking Goods in a Manufacturing Environment

A multinational consumer-goods manufacturer has deployed RFID at its distribution center and is using RFID to track shipments sent to Wal-Mart.

Takeaways:
• Best practices for deploying RFID in a manufacturing operation
• Insights into the potential internal benefits that can be achieved while meeting RFID mandates

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4:15 PM

Keynote: How Wal-Mart Leverages RFID Data to Create Business Value

Speaker: • Carolyn G. Walton, VP Information Systems Division, Wal-Mart Stores, Inc.

In this thought-provoking session, you'll learn how Wal-Mart is using RFID data to help reduce out-of-stocks by 16%. You will learn the goals and how the world's largest retailer plans to take advantage of what it learned from its U.S. rollout of EPC technology to streamline its Canadian supply chain.

5:00 PM — **Conference Adjourns**

Agenda subject to change

Registration Information

Remember to register with the VIP Source Code on the back cover to save an additional 10%.

BEST VALUE!

Conference Pass Plus	Conference Pass	Preconference Seminar Pass	CompTIA RFID+ Certification Training and Conference Pass	CompTIA RFID+ Certification Training Pass
November 8-9, 2006	November 8-9, 2006	November 8, 2006	November 8-9, 2006	November 8-9, 2006
• All preconference and main conference benefits • RFID Journal University preconference seminar on November 8 • All meal functions and breaks on November 8 • Opening keynote and reception on November 8 • All keynote, general session and track presentations on November 9 • Full access to the exhibition hall • All meal functions and breaks on November 9 • *The 2006 RFID Journal Buyer's Guide to RFID Resources*	• Opening keynote and reception on November 8 • All keynote, general session and track presentations on November 9 • Full access to the exhibition hall • All meal functions and breaks on November 9 • *The 2006 RFID Journal Buyer's Guide to RFID Resources*	• RFID Journal University preconference seminar on November 8 • All meal functions and breaks on November 8 • *The 2006 RFID Journal Buyer's Guide to RFID Resources*	• CompTIA RFID+ Certification training course on November 8 • RFID+ Certification exam on November 9 • Opening keynote and reception on November 8 • All meal functions and breaks on November 8-9 • All keynote, general session and track presentations on November 9 • Full access to the exhibition hall • *The 2006 RFID Journal Buyer's Guide to RFID Resources*	• CompTIA RFID+ Certification training course on November 8 • RFID+ Certification exam on November 9 • All meal functions and breaks on November 8 • *The 2006 RFID Journal Buyer's Guide to RFID Resources*

FREE Buyer's Guide with Registration

Technology Exhibit

RFID Journal LIVE! Canada 2006 will feature technology exhibits and product demonstrations from the leading RFID systems providers and technology companies—plus the latest innovations from RFID startup companies.

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Hear what past attendees of RFID Journal LIVE! had to say...

"RFID Journal LIVE! has the best collection of participants – not only vendors, but also end users – in the whole RFID movement right now."

- David P. Hack,
Yellow Roadways

"There is no better place to learn than right here."

- Joe Nussbaum,
ACP International

"It was very informative. Time available to speak with booth reps was invaluable. Conference was run in a timely manner and very professionally."

- Peter Yoo,
L & E International, Ltd

Registration Form

Select the Pass you wish to purchase

Conference Pass Plus
November 8-9, 2006

BEST VALUE!

Pricing with Source Code from Back Cover:
Through October 27: $809
October 28 - November 7: $899
Onsite: $999

Conference Pass
November 8-9, 2006

Pricing with Source Code from Back Cover:
Through October 27: $629
October 28 - November 7: $719
Onsite: $799

Preconference Seminar Pass
November 8, 2006

Pricing with Source Code from Back Cover:
Through October 27: $359
October 28 - November 7: $404
Onsite: $449

CompTIA RFID+ Certification Training and Conference Pass
November 8-9, 2006

Pricing with Source Code from Back Cover:
Through October 27: $1,709
October 28 - November 7: $1,799
Onsite: $1,999

CompTIA RFID+ Certification Training Pass
November 8-9, 2006

Pricing with Source Code from Back Cover:
Through October 27: $1,439
October 28 - November 7: $1,529
Onsite: $1,699

Cancellation and Substitutions Policy
All cancellations must be received in writing by e-mailing notice to **canadareg@rfidjournal.com** no later than October 27, 2006. Upon receipt of such notice, a credit will be issued towards a future event produced by RFID Journal LLC, minus a 25% administrative fee. This credit may be used for one year, from the first day of the event, at any subsequent RFID Journal LLC event. (Cancellations that do not indicate a preference will be issued a credit.) No credits will be issued after October 27, 2006. RFID Journal LLC will not be held responsible for cancellations or delays in programming due to acts of God, war, government disorder, or curtailment of transportation facilities or other emergency making it inadvisable, illegal or impossible to hold the conference.

Contact/registration information

Source Code from back cover to secure your VIP rate: _____

For each additional registration, please make a copy of this form.
Each registration MUST be filled out separately.

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If paying by credit card, please fax your completed form to +1.631.980.4314.
If paying by company check, please mail your check and completed form to:
RFID Journal LIVE! Canada, 555 Broadhollow Road, Suite 274, Melville, NY 11747 USA.

Group Registration

Groups registering **three (3) or more employees from the same company** may be eligible for a group discount. Please be aware that group discounts are not combinable with any other discounts. Please contact Registration Customer Service at 1.631.249.4960 or email **canadareg@rfidjournal.com** for information.

Travel & Hotel

The first-ever RFID Journal LIVE! Canada, presented in partnership with EPCglobal Canada, will be held at the Toronto Congress Centre, a short ride from Pearson International Airport.

For more information, visit us on the Web at www.rfidjournal.com/livecanada/travel_hotel.

Save up to $280 just by using the VIP Source Code on the back cover.

Hear what a past attendee of RFID Journal LIVE! had to say...

"I would attend this conference if you want to hear from the authorities in the RFID space. The quality of the speakers is really quite phenomenal."

- Lyle Ginsburg, *Accenture*

Learn from Industry Experts and Early Adopters!

Nicolas Bondarenco	Steve Del Fatti	Ken Porad	Art Smith
IATA	unisource CANADA	BOEING	EPCglobal EPC — Powered by GS1 Canada

Joe Soares	Carolyn Walton	Roman Coba	Jean-Francis Dion
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Don't forget to check www.rfidjournal.com/livecanada for the most up-to-date speaker and agenda information.

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