

# Conference and Exhibition Preliminary Agenda-at-a-Glance

May 1 – 3, 2006 • MGM Grand • Las Vegas

Monday, May 1 Preconferences								
12:00 PM	RFID Journal University	Investing in RFID	Academic Forum					
5:00 PM	Preconferences End							
5:30 PM	Welcome							
5:45 PM	<b>Opening Keynote Panel: Putting RFID to Work</b> – Three early adopters discuss the tangible benefits their companies are achieving.							
6:30 PM	Opening Reception in Exhibit Hall							
8:00 PM	Opening Reception Ends							
Tuesday, May 2								
8:00 AM	Breakfast Served							
8:45 AM	Welcome and Introduction							
9:00 AM	<b>Keynote: RFID's ROI for the Department of Defense</b> – Kenneth Krieg, Under Secretary of Defense for Acquisition, Technology and Logistics							
9:45 AM	Technology Demonstration: Internal RFID Infrastructure							
10:15 AM	Refreshment Break; Exhibit Hall Opens (Remains Open Until 5:30 pm)							
11:00 AM	<b>Sponsored Breakout Sessions</b>							
11:40 AM	Movement from Room to Room							
11:50 AM	<b>Getting Started</b>	<b>How to Deploy RFID</b>	<b>Executive Strategy</b>	<b>Retail/Consumer Goods</b>	<b>Manufacturing</b>	<b>Health Care/Pharmaceutical</b>	<b>Defense/Aerospace</b>	<b>Transportation/Logistics</b>
	What Is RFID and How Does It Work? • Insights into the Fundamentals of RFID Technologies	A Method for Systematically Evaluating RFID's Potential • A Proven Method for Evaluating RFID Applications • Knowledge of How One Company Evaluated Potential Apps	Getting Buy-in From Top Management • Insights into How Other Project Leaders Got Support • Strategies for Putting Forward the Case for Investing in RFID	Meeting Mandates and Making Money • How to Meet Retail Tagging Requirements • Where Consumer Products Makers Can Benefit Internally from RFID	Case Study: Boosting Productivity with RFID • Strategies for Increasing Factory Throughput with Active RFID • How to Overcome the Challenge of Deploying Active RFID in a Factory	Case Study: A Medical Center Saves with Patient ID Systems • How to Reduce Nurse Workload with a Patient ID System • Strategies to Improve Patient Safety with RFID	Meeting the Department of Defense's RFID Mandate • How to Meet DOD Tagging Requirements • Where You Can Benefit Internally from DOD Shipments	The Math Behind RFID in Logistics • The ROI from Better Use of Containers and Chassis Through RFID Tracking
12:30 PM	Lunch in Exhibit Hall							
2:30 PM	<b>Getting Started</b>	<b>How to Deploy RFID</b>	<b>Executive Strategy</b>	<b>Retail/Consumer Goods</b>	<b>Manufacturing</b>	<b>Health Care/Pharmaceutical</b>	<b>Defense/Aerospace</b>	<b>Transportation/Logistics</b>
	Is RFID Right for My Business? • Where, When and How Your Company Can Benefit from RFID • Insights into the Potential ROI of Each Application	Performance of EPC Gen 2 in the Real World • Benchmarks for Evaluating Gen 2 Tag Performance on Your Products	Setting Up an RFID Cross-Functional Team • Best Practices for Choosing the Right People for Your RFID Team • How to Create Links to Other Key Departments, such as Legal and Finance	Case Study: Boosting Promotional Sales with RFID • How to Improve Promotional Sales Using EPC Data • Best Practices for Promotions Tracking	Should You Use HF, UHF or Active Tags in the Factory • Insights into How Different RFID Technologies Perform in Challenging Manufacturing Environments • Strategies for Choosing the RFID System That's Right for Your Needs	Case Study: Lab Uses RFID to Track Frozen Test Tubes • The Benefits of Tracking Lab Samples with Item-level RFID Tags • How to Deploy 13.56 MHz Tags in Challenging Clinical Environments	Meeting RFID Mandates from Boeing and Airbus • How to Meet Boeing and Airbus's Tagging Requirements • Where You Can Benefit Internally from Tagging for Boeing and Airbus	Case Study: RFID Enables Cargo Handling • How to Improve Air Cargo Tracking with RFID • Strategies for Integrating Passive and Active RFID Systems
3:10 PM	Movement From Room to Room							
3:20 PM	<b>Sponsored Breakout Sessions</b>							
4:00 PM	Refreshment Break							
4:30 PM	Technology Demonstration							
5:00 PM	Closing Keynote							
5:45 PM	Tuesday Program Concludes							

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Wednesday, May 3								
8:00 AM	Breakfast Served							
9:00 AM	<b>Keynote: Wal-Mart Moves Forward with RFID</b>							
9:45 AM	The State of RFID Adoption Around the World – Early adopters from the United States, Europe and Asia discuss the challenges of deploying RFID in their region							
10:30 AM	Refreshment Break; Exhibit Hall Opens and Stays Open Until 3:30 PM							
11:10 AM	Sponsored Breakout Sessions Begin							
11:50 AM	Lunch in the Exhibit Hall							
1:50 PM	<b>Getting Started</b>	<b>How To Deploy RFID</b>	<b>Executive Strategy</b>	<b>Retail/Consumer Goods</b>	<b>Manufacturing</b>	<b>Health Care/Pharmaceutical</b>	<b>Defense/Aerospace</b>	<b>Transportation/Logistics</b>
	What Do I Need and How Much Will it Cost? • Complete Description of a Typical RFID System • Benchmarks for the Cost of Each Component	Best Practices: Launching a Field Trial That Delivers • A Step-by-Step Approach to Launching a Field Trial • Insights into Common Mistakes to Avoid	Do You Need to Set Up an Internal RFID Lab? • How to Evaluate Whether Your Company Needs an Internal RFID Lab • A Step-by-Step Approach to Creating a Lab	Getting EPC in Synch with GDSN • Strategies for Getting EPC Data Synchronization Right • Best Practices for Linking EPCs to Product Data	Case Study: Using RFID in the Automotive Supply Chain • Best Practices for Managing Parts Inventory with Active RFID • How to Boost Manufacturing Throughput with RFID Inventory Management	The Value of a Drug Security Network • Benefits of Tracking Pharmaceutical Drugs Electronically • Strategies for Sharing Track-and-Trace Data Securely	Case Study: Boeing Supplier Benefits from Deploying RFID Internally • The ROI from Tracking of Tracking High-Value Parts Internally • Best Practices for Tagging and Tracking Airplane Parts	Case Study: Securing Cargo with E-Seals • How to Improve Cargo Security with Electronic Seals • Strategies for Improving the Visibility of Cargo in Transit
2:30 PM	Movement from Room to Room							
2:40 PM	<b>Getting Started</b>	<b>How To Deploy RFID</b>	<b>Executive Strategy</b>	<b>Retail/Consumer Goods</b>	<b>Manufacturing</b>	<b>Health Care/Pharmaceutical</b>	<b>Defense/Aerospace</b>	<b>Transportation/Logistics</b>
	Who Can I Turn to for Help? • Knowledge of the Services Provided by Integrators and Consultants • Insight into Who the Leading Players Are and How They Can Help You	Turning RFID Data into Actionable Information • How to Filter Unwanted Information with RFID Middleware • “Do’s and Don’ts” for Deploying Readers at Choke Points • How to Leverage EPCglobal Network Standards	Managing Change: Getting Support for an RFID Deployment • Key Issues that Need to Be Addressed with Front Line Employees • Strategies for Getting Front-Line Employees to Support an RFID Deployment	Case Study: Tracking Fresh Produce with RFID • How to Reduce Spoilage and Improve On-Shelf Availability • Where and How to Track Fresh Produce	Case Study: Using RFID to Rebuild Auto Parts • How to Improve the Tracking of Work in Process with RFID • Strategies for Migrating Parts Tracking to RFID from Bar Codes	Is HF or UHF Best for Item-level Tagging? • Insights into the Challenges of Tracking Pharmaceutical Items and Medical Devices with Passive HF and UHF Tags • Strategies for Choosing the Right Technology for Your Needs	Finding Internal ROI from Tracking Work in Process • How to Integrate RFID Data on Work in Process with Legacy Systems • Benefits of Tracking of Parts and Tools with RFID	Case Study: SSA Marine Adds RFID to Quicken Cargo • Boosting Container Yard Throughput with RFID Tracking • Best Practices for Cutting Costs and Reducing Trucking Bottlenecks
3:20 PM	Movement from Room to Room							
3:30 PM	<b>Getting Started</b>	<b>How To Deploy RFID</b>	<b>Executive Strategy</b>	<b>Retail/Consumer Goods</b>	<b>Manufacturing</b>	<b>Health Care/Pharmaceutical</b>	<b>Defense/Aerospace</b>	<b>Transportation/Logistics</b>
	What Questions Should I Ask Hardware Providers? • 10 Questions to Ask Hardware Providers • Insights into Who the Leading Providers Are and How They Can Help You • How to Pick the Right Equipment for Your Needs	Setting Up an RFID Network Architecture • Insights into How to Design an RFID Network Architecture • Strategies for Storing RFID Data and Making It Available to a Variety of Applications Across the Enterprise	10 Things a CEO Needs to Know about RFID • Insights into the Strategic Potential of RFID • Keys to Ensuring RFID Projects Deliver on Their Promise	RFID’s Impact on Retail: Lessons Learned • The Results of Retail-Related Research on the Benefits of RFID • How to Reduce Out-of-Stocks with RFID	RFID and Six Sigma Manufacturing • Best Practices for Reducing Manufacturing Defects with RFID • Strategies for Linking Six Sigma and RFID Projects	The Benefits of Standardized EPC Data Formats • How to Improve Drug Tracking by Sharing Standardized RFID Data • Insights into Data Requirements and Formats for Sharing Pharmaceutical Supply Chain Information	Using RFID to track HAZMAT • How to Improve Safety by Using RFID to Track Hazardous Materials • Where and When to Deploy RFID Temperature Sensors to Track Goods	Case Study: Keeping Products Fresh with RFID • How to Improve Cold Chain Operations with RFID Temperature Sensors • Strategies for Reducing Shrinkage of Refrigerated Foods
4:15 PM	Conference Adjourns							

Agenda subject to change

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