

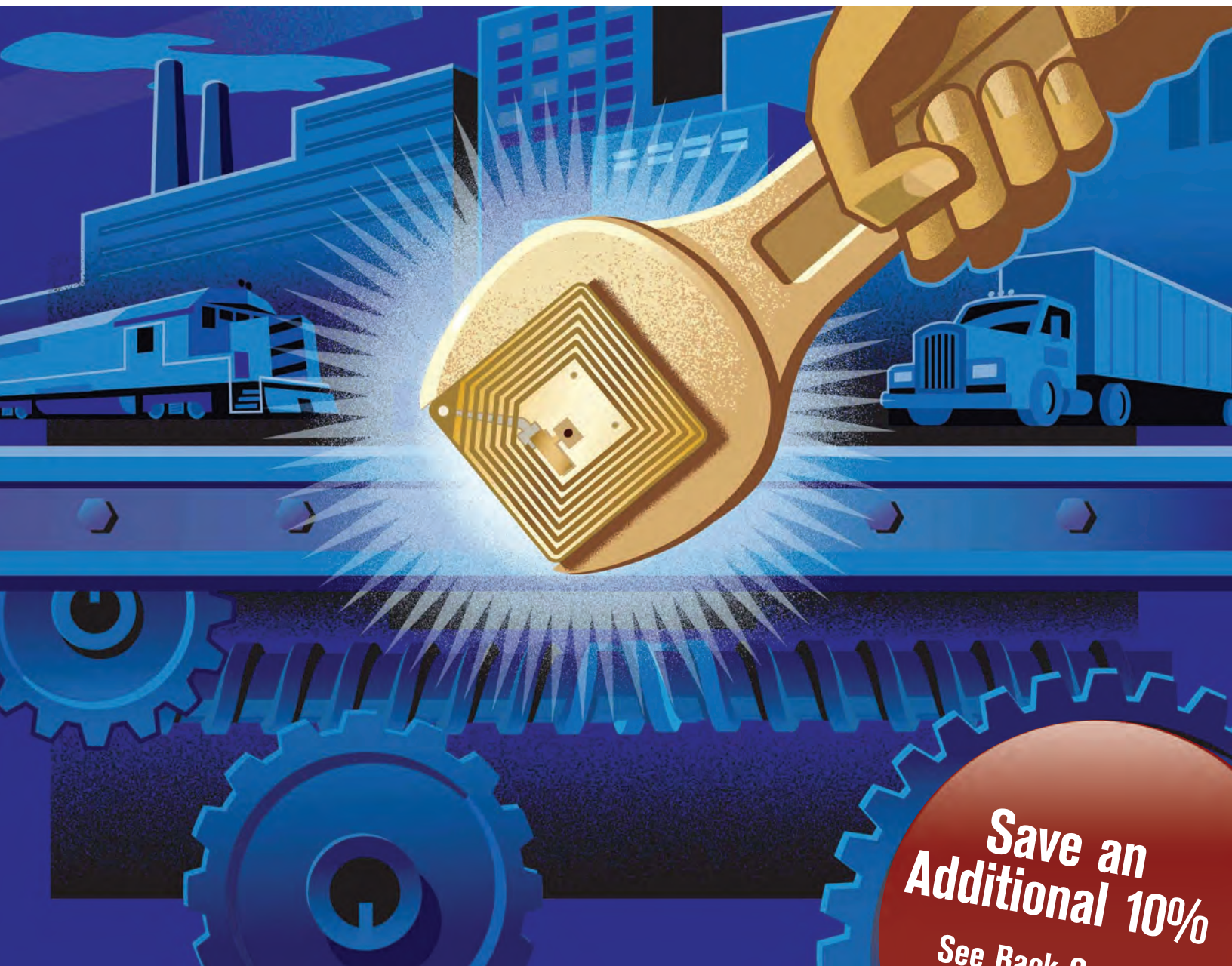


4th Annual Conference & Exhibition | May 1 – 3, 2006 | Las Vegas

# Putting RFID to Work

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# Putting RFID to Work



## From the Editor

Dear Colleague:

We invite you to join us for our 4th annual RFID Journal LIVE! conference and exhibition—the premier event for in-depth, objective RFID information, innovative RFID solutions and networking opportunities.

RFID can be applied profitably to many areas of your business today. Senior executives and technologists around the world rely on RFID Journal in print, online and at our events for objective information about RFID and its applications. Many of these professionals will be gathering in Las Vegas for RFID Journal LIVE! 2006, to be held at the MGM Grand from May 1-3. Come and join us—it's the one event where you will learn to apply RFID profitably to your business.

Whether you're just getting started and researching RFID's potential for your business, are implementing and need to know best practices or are developing your corporate RFID strategy, RFID Journal LIVE! provides the information you need to succeed. The conference features numerous real-world RFID case studies presented by early adopters. These end users are objective, knowledgeable and have hands-on RFID experience to share.

At RFID Journal LIVE! 2006, you'll come away understanding what works—and what doesn't. Program tracks will focus on industries using RFID to cut costs and improve efficiencies, including retail/CPG, health care/pharmaceuticals, transportation/logistics, manufacturing and defense/aerospace. The best practices you take away from the event will help you positively impact business processes in information technology, your supply chain and your warehouse, as well as operations.

What's more, our 50,000-square-foot Exhibit Hall will showcase the top technology providers demonstrating the latest RFID products that could benefit your business. All this, and the luxury of the MGM Grand in Las Vegas!

I look forward to seeing you there.



Sincerely,

Mark Roberti  
Founder and Editor  
RFID Journal



**About RFID Journal:** RFID Journal is the premier provider of in-depth, objective RFID information online, in print and at events. RFID Journal publishes the leading RFID Web site at [www.rfidjournal.com](http://www.rfidjournal.com) (ranked #1 on Google for the search term "RFID"), the world's first magazine devoted solely to RFID (RFID Journal) and RFID Journal LIVE!, the foremost executive conference and exhibition, domestically and in Europe.

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## Conference Agenda

The conference agenda follows. To see complete details, including conference content by vertical industry, level of expertise and business function, as well as the most up-to-date speaker list, please go to [www.rfidjournal.com/live2006](http://www.rfidjournal.com/live2006).

MONDAY, MAY 1 PRECONFERENCES		DAY 1
12:00 – 5:00 PM Preconference seminars		
<p><b>RFID Journal University</b></p> <p>This preconference provides critical foundational information about RFID for those new to the technology.</p> <ul style="list-style-type: none"> <li>• RFID Basics</li> <li>• RFID Business Benefits</li> <li>• The Physics Behind RFID</li> <li>• Live Demo: RFID in the Real World</li> <li>• Legislation and Standardization</li> <li>• Real-World Considerations</li> <li>• Building an RFID Business Case</li> <li>• Building On RFID With the EPCglobal Network</li> </ul>	<p><b>Investing in RFID</b></p> <p>Investors have heard a lot of hype about RFID. Yet the reality is that some companies that soon will earn investors a high ROI are starting to emerge and stake out market-leading positions. Experts will provide an overview of the technology, the growth of the industry, and metrics for evaluating investments, with leading private companies making presentations about the opportunities they see for success.</p>	<p><b>RFID Academic Forum</b></p> <p>This preconference will provide a forum where researchers from around the world can learn about the latest research in a variety of RFID disciplines and network with their colleagues.</p> <p>If you would like to submit a paper for consideration, please send it to <a href="mailto:editor@rfidjournal.com">editor@rfidjournal.com</a>.</p>
5:45 PM	<p><b>Opening Keynote Panel: Putting RFID to Work</b> — Early adopters discuss the tangible benefits their companies are achieving.</p> <p><i>Speakers:</i> Kevin Humphries, <b>FedEx</b>; Jim Noble, <b>Altria Group</b></p>	
6:30 PM	Opening Reception in Exhibit Hall	

Agenda subject to change

Main Conference Agenda Continues >

# Conference Agenda

## TUESDAY, MAY 2

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, U.S. Department of Defense
9:45 AM	The View From the Customer: A leading RFID vendor and one of its top customers talk about the RFID solution they crafted jointly, the ease of implementation and the benefits derived.
10:15 AM	Exhibit Hall Open until 5:30 PM
11:00 AM	Sponsored Breakout Sessions: The leading RFID technology providers explain how their solutions deliver business benefits.

	GETTING STARTED	HOW TO DEPLOY RFID	EXECUTIVE STRATEGY	RETAIL/CPG
11:50 AM	<p><b>What Is RFID and How Does It Work?</b> This primer explains the basic types of RFID systems (active and passive tags, sensors and beacons and real-time locating systems) and how the behavior of radio waves at different frequencies determines which technology is right for specific applications. <i>Speaker:</i> Craig Harmon, Q.E.D. Systems <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Fundamentals of RFID technologies</li> </ul>	<p><b>Best Practices: A Method for Evaluating Potential RFID Applications</b> Germany's MTU Aero Engines shares a knowledge-based analytical model for identifying which RFID applications would deliver benefits and explains how it used the system to identify opportunities. <i>Speaker:</i> Sebastian Resch, MTU Aero Engines <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• A proven method for evaluating RFID apps</li> </ul>	<p><b>Getting Buy-in From Top Management</b> A successful RFID strategy needs to be supported by the CEO and other top executives. In this session, a panel of early adopters discusses how to get funding and support from the boardroom. <i>Panelist:</i> Robert Barrett, Deere &amp; Co. <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How other project leaders got support</li> <li>• Making the case for investing in RFID</li> </ul>	<p><b>Best Practices: Meeting Mandates and Making Money</b> This session explains what you need to do to become compliant with retail RFID requirements. Panelists will also explain how companies can move tagging back in their operations to achieve benefits. <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Meet retail tagging requirements</li> <li>• Where you can benefit internally from RFID</li> </ul>
2:30 PM	<p><b>Is RFID Right for My Business?</b> RFID can be applied in a wide variety of applications, companies and industries. Learn what types of businesses are likely to see the most benefits. <i>Speaker:</i> Mario Brooke, Avatar Partners <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Where, when and how your company can benefit from RFID</li> <li>• Potential ROI of each application</li> </ul>	<p><b>Real World EPC Gen 2 Performance</b> There has been a lot of discussion about the benefits of Gen 2. This session reveals research performed by the RFID Alliance Labs in both controlled and real-world environments. <i>Speaker:</i> Daniel Deavours, RFID Alliance Lab <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Benchmarks for evaluating Gen 2 tag performance</li> </ul>	<p><b>Best Practices: Setting Up a Cross-Functional Team</b> RFID implementations cross many functional areas. This session explains who needs to be on a cross-functional RFID team and from which functional areas the team needs additional input. <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Choosing the right people for your team</li> <li>• Creating links to other key departments</li> </ul>	<p><b>Case Study: Publix Tracks Fresh Produce</b> Supermarket operator Publix, three suppliers and Florida University reveal the benefits of using the EPC network to improve the produce distribution. <i>Speakers:</i> Terri Crawford, Publix; Jean-Pierre Emond, Co-director, University of Florida <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How to reduce spoilage and improve on-shelf availability</li> </ul>
3:20 PM	Sponsored Breakout Sessions: The leading RFID technology providers explain how their solutions deliver business benefits.			
4:30 PM	Technology Demonstration			
5:00 PM	Closing Keynote			

## WEDNESDAY, MAY 3

9:00 AM	<b>Keynote: Leveraging RFID Data To Create Business Value</b> – Carolyn Walton, Vice President of Information Systems, Wal-Mart
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
10:15 AM	Exhibit Hall Open until 5:30 PM
11:10 AM	Sponsored Breakout Sessions: The leading RFID technology providers explain how their solutions deliver business benefits.

	GETTING STARTED	HOW TO DEPLOY RFID	EXECUTIVE STRATEGY	RETAIL/CPG
1:50 PM	<p><b>What Do I Need and How Much Will it Cost?</b> A successful RFID system includes many different components, including hardware and software. This session explains what they are and what each component is likely to cost. <i>Speaker:</i> Patrick Sweeney II, ODIN Technologies <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Full description of a typical RFID system</li> <li>• Benchmarks for the cost of each component</li> </ul>	<p><b>Best Practices: Launching a Field Trial That Delivers</b> Launching a field trial that proves or disproves your business case requires strict adherence to procedure and rigorous testing to ensure accurate results. <i>Speaker:</i> Steve Rehling, Procter &amp; Gamble <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• A step-by-step approach to launching a well-planned field trial</li> <li>• Insights into common mistakes to avoid</li> </ul>	<p><b>Do You Need an Internal RFID Lab?</b> Many companies have set up an internal RFID lab to test tags, readers and applications before deployment. What type of company needs a lab, why—and how do you go about setting one up? <i>Speaker:</i> Mike O'Shea, Kimberly-Clark <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Evaluate whether your company needs an internal RFID lab</li> <li>• A step-by-step approach to setting up a lab</li> </ul>	<p><b>Best Practices: Using EPC Data for Global Data Synchronization</b> For EPC data to be of value, it has to be linked to accurate product information in the Global Data Synchronization Network. Our panel of experts debates strategies for maintaining accurate product data and linking it to EPC systems. <i>Panelist:</i> David Hutchings, Kraft; Bernie Hogan, GS1 <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Strategies for getting EPC data synchronight</li> <li>• Methods of linking EPCs to product data</li> </ul>
2:40 PM	<p><b>Who Can I Turn to for Help?</b> Choosing the right company to advise you on how and where to deploy readers, and to integrate those readers with middleware and your backend system, is critical. Learn what options are available. <i>Speaker:</i> Mary Catherine O'Connor, RFID Journal <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Services provided by integrators/consultants</li> <li>• The leading players and how they can help</li> </ul>	<p><b>Turning RFID Data into Actionable Info</b> RFID is all about gathering information that can be used to improve the way you do business. Our panel of experts discusses the keys to turning RFID data into actionable information. <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• An understanding of RFID middleware</li> <li>• 'Do's and 'Don't's for deploying readers</li> <li>• Leverage EPCglobal Network standards</li> </ul>	<p><b>Best Practices: Getting Staff to Support an RFID Deployment</b> RFID requires process change and raises concerns among workers about layoffs and health risks. Our panel explains how to communicate an RFID strategy to get the entire team to support a rollout. <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Key issues that need to be addressed</li> <li>• Getting staff to accept RFID-driven change</li> </ul>	<p><b>Case Study: Boosting Promotional Sales with RFID</b> Gillette's analysis of EPC data provided by a retail partner showed that stores that delivered product to the shelves on time saw a 48% sales lift. <i>Speaker:</i> Jamshed Dubash, The Gillette Company <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How EPC data can improve promotions</li> <li>• Best practices for promotions tracking</li> </ul>
3:30 PM	<p><b>What Questions Should I Ask Hardware Providers?</b> It's critical to choose the right RFID tags for your products and the right readers. This session looks at the 'do's and 'don't's of choosing hardware providers. <i>Speaker:</i> Toby Rush, Rush Tracking Systems <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• 10 questions to ask hardware providers</li> <li>• A list of the leading tag and reader providers</li> <li>• How to pick the right equipment</li> </ul>	<p><b>Best Practices: Setting Up an RFID Network Architecture</b> Learn how to set up an RFID reader and network architecture that can get data where it needs to be, both quickly and effectively. <i>Speaker:</i> John Williams, Auto-ID Labs <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How to design an RFID network that will scale</li> <li>• Storing RFID data and accessing it across the enterprise</li> </ul>	<p><b>Best Practices: 10 Things a CEO Needs to Know about RFID</b> Here's what CEOs need to know to manage effectively as RFID changes the way companies do business. <i>Speaker:</i> Mark Roberti, RFID Journal <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• The strategic potential of RFID</li> <li>• How to ensure RFID projects deliver on their promise of transformational change</li> </ul>	<p><b>Lessons Learned: RFID's Impact on the Retail Industry</b> Researchers at the U of A have studied RFID's impact on the retail supply chain and the reduction of out-of-stocks. Find out what they've learned. <i>Speaker:</i> Bill Hardgrave, RFID Research Center, University of Arkansas <b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Research on the benefits of RFID in retail</li> <li>• RFID's impact on retail out-of-stocks</li> </ul>


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	MANUFACTURING	HEALTH CARE/PHARMA	DEFENSE/AEROSPACE	TRANSPORT/LOGISTICS
11:50 AM	<p><b>Case Study: RFID Boosts Productivity</b> By integrating RFID with its assembly line, one manufacturer cut production time per unit by nearly half, improved its ability to customize products and saved millions of dollars. Learn how this innovative manufacturer did it.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Increasing factory throughput</li> <li>• How to deploy active RFID</li> </ul>	<p><b>Case Study: A Medical Center Saves with Patient ID Systems</b> A medical center has shown that using RFID wristbands and RFID-enabled handheld PCs to identify patients and call up their medical records can save \$1 million annually.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Reduce workload with patient ID systems</li> <li>• Improve patient safety</li> </ul>	<p><b>Best Practices: Meeting the Dept. of Defense's RFID Mandate</b> Panelists explain how to become compliant with the U.S. Department of Defense's RFID requirements and how to achieve internal operational benefits.</p> <p><i>Panelists:</i> Denton Clark, Lockheed Martin Ann Grackin, ChainLink Research</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How to meet mandates and benefit internally</li> </ul>	<p><b>The Math Behind RFID in Logistics</b> For most logistics operations, there are benefits from tagging containers and chassis today. The savings accrue when you know where your assets are and can increase their utilization.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• The ROI from better use of containers and chassis through RFID tracking</li> </ul>
2:30 PM	<p><b>Should You Use HF, UHF or Active Tags in the Factory?</b> RFID performs differently at 13.56 MHz (HF) and 915 MHz (UHF). Which is right for tracking parts, tools and reusable containers within a factory? Our panelists provide the answers.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How different RFID technologies perform</li> <li>• Choosing the right RFID system</li> </ul>	<p><b>Case Study: Lab Uses RFID to Track Frozen Test Tubes</b> A French institute explains the benefits of using 13.56 MHz RFID tags designed to withstand the extreme cold to track more than 200,000 biological samples in test tubes stored in liquid nitrogen.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Tracking lab samples with RFID tags</li> <li>• Deploy 13.56 MHz tags in clinics</li> </ul>	<p><b>Meeting Boeing and Airbus Mandates</b> Learn how to become compliant with the airplane manufacturers' requirements for tagging parts.</p> <p><i>Panelists:</i> Jens Heitmann, Airbus Kenneth Porad, Boeing</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Meet aerospace tagging requirements</li> <li>• Where you can benefit internally from RFID tagging in the supply chain</li> </ul>	<p><b>Case Study: RFID-Enabled Cargo Handling</b> Learn how one international airline is making active and passive RFID an integral part of a new air cargo handling system at its home airport and how it will use the technology to track ULDs and individual shipments.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Improve air cargo tracking</li> <li>• Integrate passive and active RFID systems</li> </ul>

	MANUFACTURING	HEALTH CARE/PHARMA	DEFENSE/AEROSPACE	TRANSPORT/LOGISTICS
1:50 PM	<p><b>Case Study: Using RFID in the Auto Industry Supply Chain</b> Learn how TNT Logistics uses RFID to provided closed-loop supply chain visibility, as it coordinates 24x7 deliveries from its material sequencing centers to automobile assembly lines.</p> <p><i>Speaker:</i> Terrence McIntyre, TNT Logistics NA</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Managing parts inventory with active RFID</li> <li>• Boost throughput with RFID inventory management</li> </ul>	<p><b>Case Study: Drug Security and the Value of Sharing RFID Data</b> Leading players in the pharmaceutical industry have determined what information they need to share to secure the supply chain and how RFID can be used to collect it. Learn the results of their studies.</p> <p><i>Speakers:</i> Jim Dowden, Hoffmann-La Roche Shabbir Dahod, SupplyScope</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Benefits of tracking drugs electronically</li> <li>• Strategies for sharing track-and-trace data</li> </ul>	<p><b>Case Study: Boeing Supplier Benefits from Deploying RFID</b> One major Boeing supplier has been using passive UHF tags to track shipments to its internal distribution centers in anticipation of meeting the U.S. Department of Defense mandate. The deployment has already paid for itself.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• The ROI of tracking high-value parts</li> <li>• Best practices for tagging and tracking airplane parts</li> </ul>	<p><b>Case Study: Securing Cargo with E-Seals</b> Learn how one major trading company conducted an error-free field trial for an RFID container seal system that provides automatic container-intrusion detection and enables the tracking of cargo.</p> <p><i>Speaker:</i> Yoshibumi Kotsuka, Mitsui &amp; Co. (U.S.A.)</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Improve cargo security with electronic RFID seals</li> <li>• Improve the visibility of cargo in transit</li> </ul>
2:40 PM	<p><b>Case Study: Using RFID to Rebuild Auto Parts</b> A leading auto parts supplier uses RFID to track as many as 2,500 parts being rebuilt in a day. RFID has helped reduce errors, improve customer service and boost revenues.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Improve tracking of work in process</li> <li>• Migrating parts tracking from bar codes</li> </ul>	<p><b>When and Where to Tag Items</b> Studies demonstrate that item-level tagging can help retailers reduce inventory shrinkage, cut out-of-stocks significantly and reduce labor costs by improving productivity. When is the right time to move to item-level tagging and for what items?</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• The benefits of item-level tagging</li> <li>• Overcoming the technical challenges</li> </ul>	<p><b>Case Study: Finding Internal ROI from Tracking Work in Process</b> Learn how Spirit AeroSystems, a former division of Boeing, uses RFID to track parts and work in process and to automate decision-making.</p> <p><i>Speaker:</i> Debbie Fogg, SPIRIT AeroSystems</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Integrate RFID data on work in process</li> <li>• Track parts and tools with RFID</li> </ul>	<p><b>Case Study: SSA Marine Adds RFID to Quicken Cargo Movements</b> A real-time locating system installed in three of SSA Marine's southern California container yards has boosted throughput and improved customer service.</p> <p><i>Speaker:</i> Becky Mannino, SSA Marine</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Improve container yard throughput</li> <li>• Cut costs and improve asset utilization</li> </ul>
3:30 PM	<p><b>Best Practices: Link RFID and Six Sigma</b> Many manufacturers already have Six Sigma projects well under way. Instead of seeing RFID as an extra cost, they should link their RFID and Six Sigma efforts to reduce defects and improve efficiencies.</p> <p><i>Speaker:</i> Ann Grackin, ChainLink Research</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Reduce manufacturing defects with RFID</li> <li>• Strategies for linking Six Sigma projects and RFID deployments</li> </ul>	<p><b>Best Practices: The Benefits of Standardized EPC Data Formats</b> Sharing data over the EPC network is critical to track and trace, e-pedigree and other applications in the pharmaceutical and health care industries.</p> <p><i>Speaker:</i> Bob Celeste, EPCglobal</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• How to improve the tracking of drugs</li> <li>• Data requirements and formats for the supply chain and e-pedigree apps</li> </ul>	<p><b>Case Study: Tracking HAZMAT</b> By using RFID linked with temperature sensors to track the location, handling and condition of potentially dangerous chemicals, NASA has improved the management, security and safety of HAZMAT.</p> <p><i>Speakers:</i> Ralph Anton and Vince Kinsey, NASA Dryden Flight Research Center</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Improve tracking of hazardous materials</li> <li>• How to use RFID temperature sensors</li> </ul>	<p><b>RFID Standards for Freight Transportation in North America</b> North American standards under development differ from ISO approaches to RFID for containers in international trade. Our panel explains the implications and offers ways to move forward.</p> <p><b>Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Understand the standards under development</li> <li>• Pitfalls to avoid when deploying RFID before the standards are solidified</li> <li>• Cut costs and improve asset utilization</li> </ul>

# Conference Packages & Pricing

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May 1-3 <i>Includes access to:</i> <ul style="list-style-type: none"> <li>Choice of Preconference Seminar on May 1               <ul style="list-style-type: none"> <li>&gt; RFID Journal University</li> <li>&gt; Investing in RFID</li> <li>&gt; Academic Forum</li> </ul> </li> <li>Lunch on May 1</li> <li>Opening keynote and reception on May 1</li> <li>All keynotes, general sessions and track presentations on May 2-3</li> <li>Exhibit hall access</li> <li>All meal functions and breaks</li> <li>2006 Buyers Guide to RFID Resources</li> </ul>	May 2-3 <i>Includes access to:</i> <ul style="list-style-type: none"> <li>Opening keynote and reception on May 1</li> <li>All keynote addresses, general sessions and track presentations on May 2-3</li> <li>Exhibit hall access</li> <li>All meal functions and breaks</li> </ul>	May 1 <i>Includes access to:</i> <ul style="list-style-type: none"> <li>Choice of Preconference Seminar               <ul style="list-style-type: none"> <li>&gt; RFID Journal University</li> <li>&gt; Investing in RFID</li> <li>&gt; Academic Forum</li> </ul> </li> <li>Lunch</li> <li>Opening keynote and reception on May 1</li> </ul>	May 2 or May 3 <i>Includes access to:</i> <ul style="list-style-type: none"> <li>Choice of May 2 or May 3 conference on               <ul style="list-style-type: none"> <li>&gt; Keynote address, general sessions and track presentations</li> <li>&gt; Exhibit hall access</li> <li>&gt; All meal functions and breaks</li> </ul> </li> </ul>	May 2-3 <i>Includes access to:</i> <ul style="list-style-type: none"> <li>Exhibit hall on May 2-3</li> <li>Meal functions and breaks within exhibit hall</li> <li>Keynote address and general session presentations</li> </ul>
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# Putting RFID to Work

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

— Lyle Ginsburg, Accenture

**“We can find people doing similar things to us and share best practices. As a networking opportunity, it’s key.”**

— John Clark, Tesco Stores

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

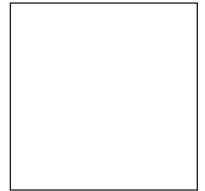
— David P. Hack, Yellow Roadways

**80 percent of attendees at RFID Journal LIVE! 2005 said they planned to attend again in 2006.**



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