RFID JOURNAL LIVE!

LEARN HOW TO OPTIMIZE YOUR BUSINESS OPERATIONS WITH THE LATEST RFID SOLUTIONS

16TH ANNUAL CONFERENCE AND EXHIBITION

APR. 10-12 2018

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Dear Colleague:

Radio frequency identification is delivering remarkable benefits for companies in retail and apparel, aerospace and defense, manufacturing, health care and other sectors.

Whether you are deploying the technology or are just starting to learn how it can help your company, I encourage you to attend RFID Journal LIVE! 2018, to be held on Apr. 10-12 at the Orange County Convention Center, in Orlando, Fla.

The event will feature the world's largest RFID exhibition, with RFID companies from the United States, Canada, Europe, Asia and Latin America. You'll see innovative new products—including a wide array of wireless sensors—and live technology demonstrations. To view the most up-to-date exhibitor list, visit the event website **www.rfidjournallive.com** and click on Exhibitor List.

This year's conference, cornerstone-sponsored by SML, will feature:
- › **Eight industry-specific and how-to conference tracks**
- › **Eight in-depth preconference seminars and workshops**
- › **Two post-conference master classes**
- › **Fast-track training presented by RFID4U**
- › **The RFID Journal Awards**
- › **The co-located IEEE RFID 2018 technical conference**

Our exhibition hall will offer the industry's largest showcase of more than 200 top technology providers demonstrating the latest RFID products that could benefit your business.

Take advantage of our lowest registration pricing: Register by Jan. 27 and save up to $500 off the regular registration price for this unique event.

Be sure to visit our website for the most up-to-date agenda, and to register: **www.rfidjournallive.com.**

Thank you for your time and consideration. I look forward to seeing you in Orlando on Apr. 10-12.

Sincerely,
Mark Roberti | *Founder and Editor* | ***RFID Journal***

RFID JOURNAL

RFID Journal is the leading source of news and in-depth information regarding radio frequency identification (RFID) and Internet of Things (IoT) technologies and their many business applications. Business executives and implementers depend on RFID Journal's websites for up-to-the-minute news, in-depth case studies, best practices, strategic insights and information about vendor solutions related to RFID and IoT technologies. This has made RFID Journal a trusted and respected technology information resource, serving the largest audience of RFID and IoT decision-makers worldwide—online and at face-to-face events. For more information, visit **www.rfidjournal.com**.

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RFID/IOT FOR WAREHOUSE AND INVENTORY MANAGEMENT

RFID can greatly improve inventory visibility and management, and automate some common tasks, such as receiving. Learn about specific RFID technologies for warehouse and inventory management. Take home some very practical tools, methods and implementation best practices to get your project started on the right path immediately.

ITEM-LEVEL RETAIL AND APPAREL WORKSHOP

Retailers worldwide are employing RFID to track individual items, thereby improving inventory accuracy and enabling them to have products on shelves when customers want to buy them. During this workshop, you will hear where the benefits are and how to achieve them—plus, you'll get an update on the GS1 US Item Level RFID workgroup, which is helping to develop standard ways of deploying the technology and best practices.

RFID STRATEGY AND BEST PRACTICES

This workshop, presented by RFID Journal Founder and Editor Mark Roberti, is designed for senior executives of companies that have already deployed—or currently seek to deploy—RFID systems. It will focus on helping businesses formulate an RFID strategy that will lead to greater competitive advantage and shareholder value and to adopt best practices that will ensure a successful outcome.

RFID FOR IT PROFESSIONALS

This seminar will explain how to build a complete software architecture, including the structure of RFID-based visibility data that enterprise applications consume, the data-capture software that creates this information, and the various architecture and product choices that an IT architect faces in building and deploying a successful system—essential knowledge for anyone implementing a robust RFID solution.

PACKAGING AND LABEL CONVERTER WORKSHOP

Companies around the world are requesting smart labels and packaging to identify and track assets. This workshop, presented by Avery Dennison, will offer advice on how to meet customers' needs. Experts will explain how to select the right inlays, protect them during the converting process and test that converted labels are functioning properly prior to shipping.

ASSET TRACKING ESSENTIALS

Most companies have tools, jigs, prototypes, reusable containers, IT equipment and other assets that they struggle to track manual. RFID makes the job much easier and reduces the capital expenditure required to replace lost or misplaced assets. This seminar is designed to help companies understand how to design and deploy a passive or active RFID system to track assets more efficiently.

RFID JOURNAL UNIVERSITY

RFID Journal University is designed to provide those new to radio frequency identification (RFID) with the foundational knowledge needed to begin understanding how RFID can be applied to solve specific business problems, so that you can choose the right option for a specific application and select the proper vendors to achieve a successful outcome. Common terms, standards and regulations will be explained.

BLUETOOTH BEACON WORKSHOP

The Bluetooth beacon market is growing rapidly. Bluetooth solutions often compete with, complement and incorporate RFID technology. This one-day, hands-on workshop will teach participants how to design and deploy BLE solutions that can be used in a wide variety of different applications, including marketing at point of purchase in retail stores, engaging customers in entertainment facilities and tracking assets.

POST-CONFERENCE TRAINING CLASSES · APR. 12

MASTER CLASS:
RFID APPLICATION DEVELOPERS

This instructor-led course, part of RFID4U's Fast-Track series, teaches software application developers how to build the next generation of rich, interactive RFID applications for passive UHF readers and peripherals. Live presentations and demonstrations provided throughout the course are designed to offer students an opportunity to gain practical experience with the skills and concepts covered during the lectures, and include such topics as how to optimally capture reads in different scenarios, like conveyor belts, door portals, forklifts and handheld devices. In addition, participants will learn how to make decisions regarding performance and scalability, by selecting native API programming (including vendors' SDKs) versus middleware. Participants will also understand structures such as ROSpec, AISpecs AccessSpec and RFSurveySpec, available via EPCglobal's Low Level Reader Protocol (LLRP).

MASTER CLASS:
BENCHMARKING UHF RFID HARDWARE

Understanding how passive UHF tags perform and why some tags do so better than others is critical to achieving high read rates in any RFID deployment. This course will explain issues related to tag orientation, anntena design and other factors affecting tag performance. Passive UHF RFID readers from different vendors also preform differently from one another and are affected by different environments. And different antennas affect read range and performance. This instructor-led master class, presented by RFID4U, will provide an introduction to developing a set of common benchmarks for comparing the performance of UHF RFID readers and tags based on specific applications of the technology. After a quick overview, the presenter will discuss the top-10 recommendations for benchmarking UHF hardware.

MANUFACTURING

Manufacturing companies across many industries are using RFID to achieve major benefits, both in their supply chains and in their factory operations. This can be done cost-effectively by tracking reusable containers, work-in-process and finished inventory. This track will focus on how leading manufacturing companies are using RFID to achieve benefits today. Speakers will share case studies and best practices.

RETAIL/APPAREL

Retail and apparel companies have been aggressively deploying RFID technologies, both internally and within their shared supply chains. Many businesses are seeing huge benefits, and are prepared to share their insights about those benefits, as well as the implementation issues they needed to address before achieving them. Hear case studies from leading retailers that have boosted inventory accuracy—and sales—with RFID.

SUPPLY CHAIN/LOGISTICS

Leading-edge companies are improving their supply chains and logistics operations, including warehouse management, by taking advantage of the greater visibility that RFID data provides. In this track, hear from companies that have successfully deployed RFID systems to improve shipping accuracy, enhance supply chain visibility and reduce safety stocks. Hear what works and learn best practices.

DEFENSE/AEROSPACE

Boeing and Airbus are requiring RFID tags be applied to some parts. This follows the U.S. Department of Defense's long-standing policy to use RFID to track most of the goods it purchases. These sessions will help companies in these sectors to comply with customer requirements, and to use RFID internally to achieve benefits. Attendees will learn from case studies presented by aerospace and defense companies already utilizing RFID.

HEALTH CARE/PHARMACEUTICAL

Health-care and pharmaceutical companies are achieving real benefits from employing RFID systems to improve patient safety, increase asset utilization with real-time tracking, boost revenue with automated billing and reduce medical errors using track-and-match applications. Learn how RFID is delivering a significant return on investment (ROI) in health-care environments, while also improving patient outcomes.

INTERNET OF THINGS

The Internet of Things (IoT) is a broad term used to cover technologies that give network connectivity to everyday objects. This track will feature case studies from early adopters. Learn from industry experts, market leaders and analysts who will share their insights about overcoming technical, user and governmental challenges, and explain how to create effective business models using the power of the Internet of Things.

INNOVATION

Innovation is at the heart of everything companies do with RFID technology. This track will feature case studies of new and innovative uses of RFID in a variety of industries. Stay abreast of new, cutting-edge products and applications that are changing the way in which companies do business, and be the first to learn about ground-breaking research being done in RFID labs around the world.

TECHNOLOGY AND INFRASTRUCTURE

This conference track will take an in-depth look at the elements of an RFID infrastructure. Attendees will learn how to choose the right type of RFID technology for their needs. They will learn how to build a flexible and scaleable RFID data infrastructure. And they will hear how RFID can be integrated with an organization's IT backbone to improve business processes and put valuable data in the hands of business managers.

CO-LOCATED EVENT APR. 10-12

IEEE RFID 2018

The IEEE International Conference on RFID 2018 (IEEE RFID 2018) is the premier conference for exchanging technical research in RFID and provides attendees with a unique opportunity to share, discuss and witness research results in all areas of RFID technologies and their applications, including energy harvesting, the Internet of Things, localization and security, to name a few. The conference attendance boasts an outstanding mix of practitioners and researchers from industry and academia.

RFID JOURNAL AWARDS

12TH ANNUAL EVENT

SHOWCASING THE BEST OF THE RFID INDUSTRY

The RFID Journal Awards recognize companies that have distinguished themselves by their successful use of RFID, or by the introduction of a valuable new RFID product or service. Award categories are:

> **Best Retail Implementation**
> **Best Manufacturing Implementation**
> **Best Health-Care Implementation**
> **Best Logistics/Supply Chain Implementation**
> **Best RFID Implementation (Other Industry)**
> **Best Use of RFID to Enhance a Product or Service**
> **Best New Product**
> **RFID Special Achievement Award**

For more information, visit **www.rfidjournalawards.com.**

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MEET MORE THAN 200 EXHIBITORS AND SEE EVERYTHING RFID AND IOT IN ONE PLACE, INCLUDING:

› Active systems and RTLS solutions
› Passive LF, HF and UHF systems
› NFC and ruggedized tags
› On-metal tags
› Handheld and fixed readers

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"We're transitioning our inventory from bar codes to RFID tags, and the RFID Journal LIVE! conference put us on the right track by connecting me with potential vendors and expanding my understanding of the subject matter via informative case studies . . . If RFID is on your roadmap, I highly recommend seeking him out."
—**Michael Cramer**, *Adagio Teas*

"The RFID Journal LIVE! events are great. This is my third time attending. My favorite part is the conference seminars, where you really get to understand how RFID is used for value rather than just talk about the tags."
—**Floris Kleijn**, *CHEP*

FOR EXHIBITION AND SPONSORSHIP INFORMATION, PLEASE CONTACT:

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EXHIBIT HALL PASS	**$129**	**$159**	**$219**	**$269**
FAST-TRACK RFID TRAINING + EXHIBIT HALL PASS	**$1,199**	**$1,299**	**$1,399**	**$1,599**
IEEE RFID 2018 CONFERENCE + EXHIBIT HALL PASS				
IEEE Member	**$495**	**$495**	**$675**	**$675**
Life/Student/Retired	**$325**	**$325**	**$425**	**$425**
Non-member	**$675**	**$675**	**$895**	**$895**

FOR ADDITIONAL ADD-ONS AT SPECIAL RATES, PLEASE VISIT **www.rfidjournallive.com/attend/reg-pricing**

REGISTRATION AND PAYMENT INFORMATION

GROUP REGISTRATION—SAVE 20%

Team discounts of 20% off each registration are available to groups of three or more registrants from the same company staying at one of the official event hotels. Discounts are available on the ALL-ACCESS PASS, CONFERENCE + PRECONFERENCE PASS and CONFERENCE PASS categories only. Discounts cannot be combined with any other offer. To secure the team discount, online registrations must be completed during the same online session and utilize promotional code GRP.

2 EASY WAYS TO REGISTER:

TO REGISTER ONLINE: Please visit www.rfidjournalevents.com/live. Payment for online registration can be made by credit card (MasterCard, Visa or American Express), company check or bank wire transfer.

TO REGISTER BY PHONE: Please call +1 800-465-5514 (+1 847-996-5814, if you are calling internationally) from 8:00 AM to 5:00 PM CST. Payment for phone registration can be made by credit card (MasterCard, Visa or American Express), company check drawn on U.S. funds or bank wire transfer. Payments by company check must be received within 30 days. Checks should be made payable to Emerald Expositions, LLC. Please note the event is RFID Journal LIVE! on your check. If you have any questions about these alternative payment options, please e-mail LiveReg@rfidjournal.com.

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