

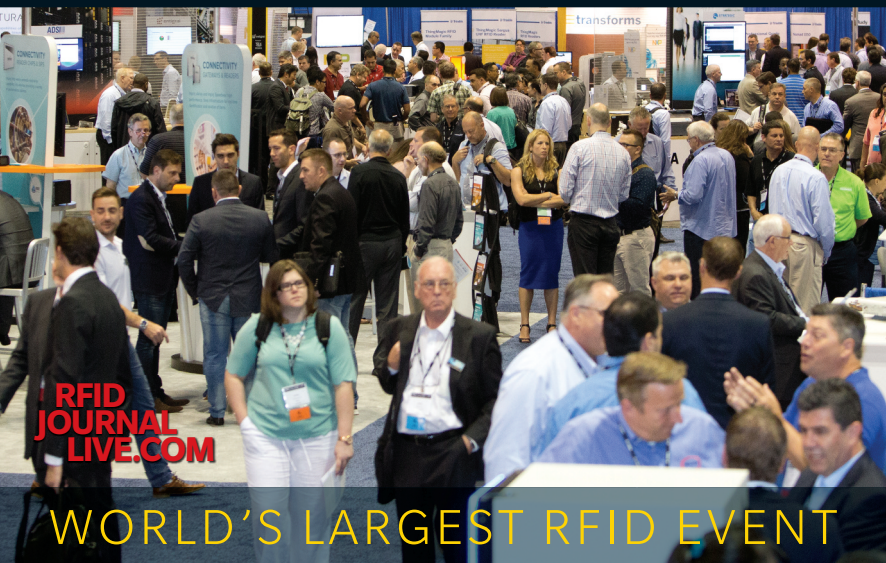
RFID JOURNAL LIVE!

APRIL 2-4
2019

PHOENIX CONVENTION CENTER
PHOENIX, ARIZONA

17TH ANNUAL CONFERENCE AND EXHIBITION

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RFID
JOURNAL
LIVE.COM

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| RFID

WELCOME



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! 2019, to be held on Apr. 2-4 at the Phoenix Convention Center, in Phoenix, Ariz.

The event will feature the world's largest RFID exhibition, with RFID companies from the United States and 25 other countries. You'll see innovative new products—including a wide array of wireless sensors—and live technology demos. To view the most up-to-date exhibitor list, visit the event website **www.rfidjournallive.com** and click on Expo.

This year's conference, cornerstone-sponsored by SML, will feature:

- › **Eight industry-specific and how-to conference tracks**
- › **Six in-depth preconference workshops**
- › **RFID Professional Institute certification exams**
- › **Fast-track certification training presented by RFID4U**
- › **The RFID Journal Awards**
- › **The co-located IEEE RFID 2019 technical conference**

Take advantage of our lowest registration pricing: Register by Mar. 2 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 Phoenix on Apr. 2-4.

Sincerely,

Mark Roberti | Founder and Editor | **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**.

RFID Journal is owned and operated by Emerald Expositions.

KEYNOTES AND WORKSHOPS



KEYNOTE

**BAE Systems Improves
Manufacturing and
Inventory Capability
With RFID**

DEIRDRE SCHMIDT

Operations Excellence Leader
BAE Systems



KEYNOTE

**Resistance Is Futile:
Embracing the Inevitable
Use of RFID in Apparel
Retail**

DR. BILL HARDGRAVE

Provost and Vice President
Auburn University



KEYNOTE

**RFID Drives
Innovation at
Mercedes**

JUERGEN HARTMANN

NLC, Methods,
Innovation and AW
Daimler AG



RFID JOURNAL LIVE! FEATURES SIX CONCURRENT WORKSHOPS ON APRIL 2.

Workshops on April 2 open with an RFID Basics session that all Conference Pass holders are welcome to attend. Visit www.rfidjournallive.com/conference/preconferences/ for details.

	RFID for Warehouse and Inventory Management		RFID Strategic Workshop
	Bluetooth Beacon Workshop		RFID for Airline Baggage Tracking
	Understanding the Value of RFID and the Future of Intelligent Labels		RFID Journal University

INDUSTRY TRACKS



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.

FEATURED SPEAKERS



BIRGER HODT
Innovation Manager,
Northern Europe
Prysmian Group



SETH SCOTT
Assistant Plant Manager
Aurora Plastics



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 and brand owners that have boosted inventory accuracy—and sales—with RFID.

FEATURED SPEAKERS



JAMES EASTWOOD
Implementation
Manager
Superdry



JUSTIN PATTON
Director, RFID Center
Auburn University



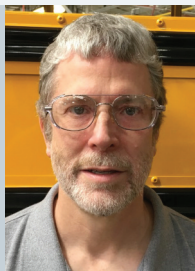
SUPPLY CHAIN/LOGISTICS

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.

FEATURED SPEAKERS



JONATHON McCUTCHEON
Director,
Supply Chain Product
Carvana



MATT WALKER
Manufacturing
Engineering Specialist,
AWS Certified Welding
Inspector
Blue Bird Corp.



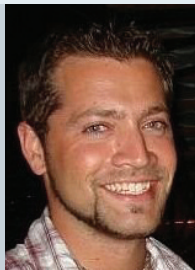
DEFENSE/AEROSPACE

Boeing and Airbus are requiring suppliers to RFID-tag many 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.

FEATURED SPEAKERS



THU DAHL
Enterprise IT Asset
Manager
Air National Guard



BRANDON WOODRUFF
Senior Analyst
Delta Air Lines

INDUSTRY TRACKS



HEALTH CARE/ PHARMACEUTICAL

Health-care and pharmaceutical companies are achieving significant 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.

FEATURED SPEAKERS



DAVID SMITH, RN
Clinical Informatics
Specialist
Senior TLC



RANDY SAAD
Director of Perioperative
Services
**Adventist Health
White Memorial**



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. They will also explain how to create effective business models using the power of the Internet of Things.

FEATURED SPEAKERS



STEVE HALLIDAY
President
High Tech Aid



MARK ROBERTI
Founder and Editor
RFID Journal



INNOVATION

While some companies deploy RFID for core applications, such as inventory management and tool trackign, others are finding novel ways to use it. 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.

FEATURED SPEAKERS



LISA ZILINSKY
Marketing Director
Granite Peak Ski Resort



KEVIN BERISSO, PH.D.
Director, AutoID Lab
University of Memphis



TECHNOLOGY AND INFRASTRUCTURE

This conference track will take an in-depth look at the elements of any successful RFID deployment. Find out how to choose the right type of RFID technology for specific applications, and learn how to build a flexible and scalable RFID data infrastructure. Attendees will also 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.

FEATURED SPEAKERS



DAVE HOLLANDER
Director, Marketing
Bluetooth SIG



RONALD QUIRK, JR., ESQ.
Head of IoT Practice
Marashlian & Donahue, PLLC

TRAINING



RFID Journal is partnering with RFID4U, a leading RFID training firm, to provide RFID Professional Institute certification training at this year's RFID Journal LIVE! conference and exhibition. The training will offer a

unique opportunity for attendees to upgrade their skills and enhance career prospects in the fast-growing RFID industry.

Fast-track certification training course will be held on Apr. 2. The certification training is designed to educate participants about the different types of RFID systems and how they can be used to capture data, automate processes and deliver business value, and to help them attain the RFID Professional Institute Associate Certificate. Participants can take the exam onsite on April 3 and April 4. A voucher to take the exam is included with a training pass for RFID Journal LIVE!.



13TH ANNUAL RFID JOURNAL AWARDS 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 RFID Implementation, Best Manufacturing RFID Implementation, Best Logistics/Supply Chain RFID Implementation, Best Health-Care RFID Implementation, Best RFID Implementation (Other Industry), Best Use of RFID in a Product or Service, Best New Product and Special Achievement Award.

CO-LOCATED EVENT



The IEEE International Conference on RFID 2019 (IEEE RFID 2019) is the premier conference for exchanging technical research in RFID. It 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. The conference attendance boasts an outstanding mix of practitioners and researchers from industry and academia.

ATTENDEE REGISTRATION OPTIONS

REGISTER EARLY AND SAVE	Advanced UNTIL 3/2/19	Regular UNTIL 3/29/19	Onsite AFTER 3/30/19
CONFERENCE PASS	\$1299	\$1399	\$1599
TRAINING PASS	\$1699	\$1899	\$2199
EXHIBIT HALL PASS	\$159	\$219	\$269

IEEE RFID 2019 CONFERENCE								
IEEE MEMBER	BEFORE 3/1/19	AFTER 3/2/19	LIFE/ STUDENT/ RETIRED	BEFORE 3/1/19	AFTER 3/2/19	NON- MEMBER	BEFORE 3/1/19	AFTER 3/2/19
	\$565	\$745		\$395	\$495		\$755	\$995

ALL PASS OPTIONS INCLUDE ACCESS TO THE EXHIBIT HALL FOR ALL THREE DAYS

FOR ADDITIONAL ADD-ONS AT SPECIAL RATES,
please visit www.rfidjournallive.com/attend/reg-pricing

TEAM DISCOUNTS

Team discounts of 20% off each registration are available to groups of 3+ registrants from the same company staying at one of the official conference hotels. Discounts are available on the CONFERENCE PASS and TRAINING PASS categories only. Discounts cannot be combined with any other offer. To register a group, use the code GRP when registering three or more people from the same company at one time.

QUESTIONS

Contact registration customer service at +1 800-465-5514 (+1 847-996-5814, if you are calling internationally) or send e-mail to LiveReg@rfidjournal.com.

ACCOMMODATION



RFID Journal has arranged special discounted rates for our attendees, exhibitors and speakers at area hotels. Most attendees stay at these hotels, so they can network in the evenings. Rooms will likely sell out, so book early to make sure you are within a short walk of the convention center.

EXHIBITORS AND SPONSORS

EXHIBITORS

AS OF JANUARY 17

AB&R (American Barcode and RFID)

ABR Industries

AIM

Alien Technology

Applied Wireless Identification Group
(AWID)

Apulsetech Co.

AsReader

ASYGN

ATID

Auxn Technology Co.

Avery Dennison

Aware Innovations

Barco, s.r.o.

Beijing Keyu Jinpeng Automation
Equipment Co.

Bluebird

BlueCats

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BoingTech

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BW Bielomatik

Caen RFID

CDO Technologies

Changzhou Yufeng Electrical Co.

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Technology Co.

Guard RFID Solutions Inc.

Harting, Inc. of North America

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ID4us GmbH

Identiv

Impinj

Invengo Technology Pte.

Jepower Technology

Jiangsu HY-Link Science & Technology Co.

Juniper Systems

Kaisere Tech

Keonn Technologies, S.L.

Kirk-Rudy

KOAMTAC

Kyocera International

Litum RTLS

LUX-IDent s.r.o.

Lyngsoe Systems

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Melzer-Matik

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Muhlbauer

Murata Electronics

MWT Materials

Nanning Xingeshan Electronic
Technology Co.

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| RFID

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RTV Engineering

Sandbloom

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SATO America

SecuraKey

Securitag Assembly Group Co.

SenseStone Technologies Co.

SensThys

SES RFID Solutions Asia Co.

Shandong Taibao Anti-Counterfeiting Technology Products Co.

Shanghai Fudan Microelectronics Group Company

Shanghai Huayuan Electronic

Shanghai Quanray Electronics Co.

Shanghai RealSmart Technologies

Shenyang Shining Fortune Container Seal Co.

Shenzhen Alttag IOT Technology Co.

Shenzhen Chafon Technology Co.

Shenzhen DTB RFID Co.

Shenzhen Hopeland Technologies Co.

Shenzhen Jietong Technology Co.

Shenzhen R&X Technical

Shenzhen RICH RFID Technology Co.

Shenzhen Rodinbell Technology Co.

Shenzhen Sunlanrfid Technology Co.

Shenzhen Vanch Intelligent Technology Co.

Shenzhen Xinye Intelligence Card Co.

Shenzhen YuanMingjie Technology Co.

Shenzhen ZDCARD Tech Co.

SICK

Simply RFID

SK-Electronics Co.

Smart Label Solutions

Smart Technology Group

Smartrac Technology Group

SML RFID

Starport Technologies

STMicronics

Syndicate RFID

SYRMA Technology

Tadbik

TAGEOS

Tamarack Products

Technologies ROI, LLC / TROI

Teslonix

The Tag Factory

ThingMagic, a JADAK brand

Times Microwave Systems

Times-7

Turck

Tysin Technology Kunshan Co.

United International Conference & Exhibition Co.

Utility Composites

Vanguard ID Systems

Videx Inc.

Vista IT Systems

Vizinex RFID

Voyantic

Wenzhou RFITRFID Technology Co.

Wuxi Grandtag Electronics Co.

Xiamen Innov InformaHon & Technology Co.

Xiamen Xindeco Iot Technology

Zebra Technologies

For the most up-to-date list, visit the event website, www.rfidjournallive.com, and click on Exhibitor List

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