



# RFID IN RETAIL AND APPAREL

**OCT. 3  
2018**  
HELEN MILLS  
THEATER  
**NEW YORK**

## LEARN HOW YOU CAN:

- › increase in-store inventory accuracy to 95% or better
- › decrease the time to take inventory in stores by 90%
- › reduce the amount of time to receive goods by 85%
- › eliminate shipping errors
- › enhance the customer experience
- › and so much more!



[www.rfidjournalretail.com](http://www.rfidjournalretail.com)

► See the latest RFID technologies from the leading solution providers. The exhibit area will feature a dedicated group of RFID solution providers focused solely on the retail space.

► Network with peers and learn everything you need to know about how RFID is being used in the retail and apparel industries at this exclusive one-day event.

**FREE**  
**REGISTRATION FOR**  
**RETAILERS AND BRAND**  
**OWNERS UNTIL AUG. 31**  
**REGISTER NOW!**

\*THIS EVENT IS FREE FOR QUALIFIED RETAILERS AND SUPPLIERS ONLY. ALL REGISTRATIONS ARE SUBJECT TO APPROVAL BY RFID JOURNAL.



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## about the event

RFID technology is now being deployed at stores and warehouses around the world to improve item-level inventory management and supply chain tracking. This one-day event is designed to help retailers and suppliers learn how RFID could benefit them. Case studies presented by retailers and suppliers already using RFID technologies will help attendees determine the best approach for their needs, learn best practices from early adopters, find the right technology partners and move forward.



## CONFERENCE AGENDA HIGHLIGHTS | OCT. 3

### 08:45 Opening Remarks

*Speaker: Mark Roberti, Founder and Editor, RFID Journal*

### 09:00 Resistance is Futile: Embracing the Inevitable Use of RFID in Apparel Retail

The widespread use of RFID in apparel retail now appears inevitable. Consumer demand for a true omnichannel experience has pushed retailers and brand owners to examine their abilities to deliver on an anywhere, anytime promise. In this session, Bill Hardgrave will review the events leading up to the current utilization of RFID and discuss the path forward for those just getting started or in the early stages of adopting RFID. Drawing on several years of experience working with a variety of companies, Dr. Hardgrave will delve into best practices for deploying RFID efficiently and effectively and, conversely, the traps to avoid.

*Speaker: Dr. Bill Hardgrave, Provost and Vice President, Auburn University*

### 09:45 Using RFID to Prevent Theft and Counterfeiting

Best-selling branded memory supplement PrevaGen is using RFID technology to protect their business model, brand integrity and

consumers. Quincy Bioscience, the biotechnology company responsible for PrevaGen, has implemented a tracking system which can effectively monitor and track their goods. Learn how the firm is successfully using RFID to combat theft, as well as helping it identify and eliminate gray market sales.

*Speaker: Dakota Miller, Director of Loss Control Investigations, Quincy Bioscience*

### 10:30 Networking Break in Exhibit Room

### 11:00 EPC-enabled RFID Usage and Data Exchange: GS1 US and Auburn University Update

Brands and retailers are benefiting from accurate order shipments, better store level execution, and item level product insights, enabled by EPC Item Level RFID tagging of products. With the increased sophistication of RFID equipment, EPC-enabled items are being captured and that data is being leveraged to improve the Inbound Receipt, Pick/Pack and Outbound Accuracy of goods moving through the distribution centers in an automated manner. This session will explore the levels of RFID adoption in the supply chain today and discuss the Auburn University research paper - Project Zipper. Learn how the





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paper focused on the brand owner's return on investment and value of EPC/RFID tagged items—from point of tagging to point of receipt to point of sale—and gain an understanding of the value of data collection throughout the supply chain.

**Speakers:** *Justin Patton, Director, RFID Center, Auburn University; Patrick Javick, Sr., Director – Industry Development and Solution Partner, GS1*

### 11:45 Solution Provider Session: Avery Dennison

#### 12:00 RFID in Retail: Where the Benefits Are

RFID technology can be used for daily cycle counts, replenishment, promotions management, customer engagement and other in-store applications, while delivering value to retailers and brand owners. The panelists will address how they are using RFID to achieve operational benefits and lessons learned from their deployments.

**Moderator:** *Mark Roberti, Founder and Editor, RFID Journal*

**Panelists:** *Kevin O'Dare, Lead Business Partner, Inventory Management, Store Operations, Target; Rich Haig, CIO/CTO, Herman Kay Co.*

### 12:30 Lunch in Exhibit Room

#### 2:00 Understanding the Many Benefits of RFID—and the Human Dimension

Retailers can use RFID in many different ways – to enable omnichannel retailing, enhance the customer experience, enable visual merchandising, improve store efficiency and more. How do retailers prioritize which applications to tackle first? And how do they approach various RFID use cases to get the best results. In this interview-style session, you will hear from a store operations expert with hands-on experience about how to streamline data and standardizing operating practices to pave the way for a successful RFID rollout. Learn how RFID changes store operations and impacts employees, and get answers to your own questions about deploying RFID in stores.

**Moderator:** *Mark Roberti, Founder and Editor, RFID Journal*

**Speaker:** *Kristen Munroe, Store Operations Lead, Ralph Lauren North America, Consulting*

#### 2:45 Measuring the Impact of RFID in Retailing: Key Lessons from 10 Case-Study Companies

A recent study involving 10 retailers that launched their RFID programs to improve inventory accuracy indicated that they gained a return on their investment and that the deployment was fully justified. The study found that companies using RFID, on average, improved their inventory accuracy from between 65 and 75 percent to between 93 and 99 percent. As a result, stock availability rose to approximately 90 percent. Learn how

the study participants might use the technology in the future, including RFID for fitting rooms, broadening the technology's use in the supply chain and furthering integration with existing management software.

**Speaker:** *Adrian Beck, Emeritus Professor, University of Leicester*

### 3:30 Networking Break in Exhibit Room

#### 4:00 Herman Kay Uses RFID to Track and Improve Garment Production

Herman Kay, a manufacturer of coats and outerwear for women and men, has deployed an RFID-based tracking system that is leading to measurable improvements in its operations. The company markets its products under Michael Kors, Anne Klein and other brand names. Learn how the data characterizing each garment is associated with its electronic RFID tag, enabling the firm to make sure orders are correctly packaged and shipped to customers. Hear how the technology can be used in the future, from warehouse to shipping dock.

**Speaker:** *Rich Haig, CIO/CTO, Herman Kay Co.*

#### 4:45 RFID: The Foundation for Digital Retail Transformation

To be truly omnichannel and adaptable to rapid changes in how consumers shop, retailers must undergo a digital transformation. But what does that mean? And how do retailers go about undertaking these changes? This session will explain why retailers need to transform, which technologies they need to adopt and the steps they need to take to get there. You will learn why RFID is the foundation for this transformation and how it needs to mesh with other technologies to achieve true digital transformation.

**Speaker:** *Mark Roberti, Founder and Editor, RFID Journal*

### 5:30 Conference Concludes



See website for most up-to-date agenda information:  
[www.rfidjournalretail.com/conference/sessions](http://www.rfidjournalretail.com/conference/sessions)



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## MEET THE LEADING RFID RETAIL TECHNOLOGY PROVIDERS



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EXHIBITORS

## VENUE AND HOTEL

RFID In Retail and Apparel 2018 will be held in the Helen Mills Theater in Manhattan's Chelsea neighborhood, surrounded by tech startups, galleries, hotels, great restaurants, and more things to do before, after and during your event than you can possibly experience in one trip.

There are limitless choices for lodging within minutes of the Helen Mills Theater. For a list of the nearest hotels, visit:

[www.rfidjournalretail.com/hotel-travel/hotel-information](http://www.rfidjournalretail.com/hotel-travel/hotel-information)



## ATTENDEE REGISTRATION

RFID in Retail and Apparel 2018 is an invitation-only event focused on the value of RFID in the retail and apparel sectors. The event is free to qualified retailers and brand owners who register before Sept. 30. To register online, go to [www.rfidjournalretail.com/attend/registration-pricing](http://www.rfidjournalretail.com/attend/registration-pricing)

### RFID IN RETAIL AND APPAREL 2018

This pass includes access to:

- › All conference sessions
- › Exhibit area
- › All meal and networking functions
- › Access to all PowerPoint presentations and recordings of presentations, after the event
- › 1-Year RFID Journal Premium Membership
- › RFID Journal Apparel Retail ROI Calculator
- › RFID Journal Best RFID Deployment Practices
- › RFID in Retail & Apparel Recorded Case Studies DVD

<b>ADVANCED REGISTRATION</b>	<b>THRU 08/31/18</b>	<b>FREE*</b>
<b>REGULAR REGISTRATION</b>	<b>9/1/18 – 9/28/18</b>	<b>\$299*</b>
<b>ON-SITE REGISTRATION</b>	<b>AFTER 09/28/18</b>	<b>\$349*</b>

\*Must be a qualified retailer or brand owner and complete the registration form.  
You will be informed within 48 hours whether your registration has been approved.

## REGISTRATION & PAYMENT INFORMATION

### TO REGISTER ONLINE

Please click on the Register Now button above to start the registration process. If you have a promo code, you can enter it in the promo code box at the end of the registration process. Payment for online registration can be made by credit card (MasterCard, Visa, American Express or Discover). If you wish to pay by company check or bank wire transfer please email [customerservice@rfidjournal.com](mailto:customerservice@rfidjournal.com).

Payments by company check must be received by Sept. 26, 2018. Checks should be made payable to: RFID Journal. If you have any questions about these alternative payment options, please e-mail [customerservice@rfidjournal.com](mailto:customerservice@rfidjournal.com).

### OUR MAILING ADDRESS IS:

RFID in Retail and Apparel  
c/o Emerald Expositions/Cammie Suttile  
31910 Del Obispo, Suite 200, San Juan Capistrano, CA 92675, USA

### TEAM DISCOUNTS

For registrations after Aug. 31, a team discount of 20% off each registration are available to groups of three or more registrants from the same company. Discounts cannot be combined with any other offer. To secure the team discount, please email our customer service department at [customerservice@rfidjournal.com](mailto:customerservice@rfidjournal.com).