

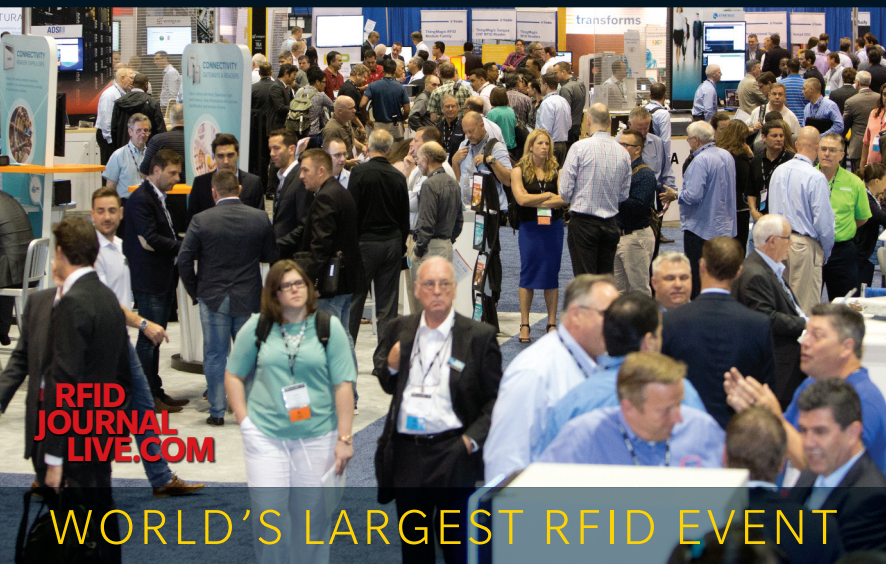
# RFID JOURNAL LIVE!

APRIL 2-4  
2019

PHOENIX CONVENTION CENTER  
PHOENIX, ARIZONA

17TH ANNUAL CONFERENCE AND EXHIBITION

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# 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](http://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](http://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](http://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/](http://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.



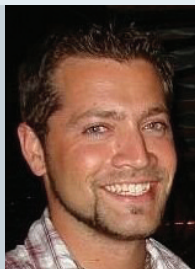
## DEFENSE/AEROSPACE

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



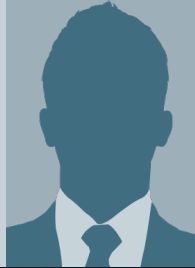
## HEALTH CARE/ PHARMACEUTICAL

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!.



## **13<sup>TH</sup> 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	<b>Regular</b> UNTIL 3/29/19	<b>Onsite</b> AFTER 3/30/19
<b>CONFERENCE PASS</b>	<b>\$1399</b>	\$1599
<b>TRAINING PASS</b>	<b>\$1899</b>	\$2199
<b>EXHIBIT HALL PASS</b>	<b>\$219</b>	\$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
	<b>\$565</b>	<b>\$745</b>		<b>\$395</b>	<b>\$495</b>		<b>\$755</b>	<b>\$995</b>

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

FOR ADDITIONAL ADD-ONS AT SPECIAL RATES, please visit [www.rfidjournal.com/attend/reg-pricing](http://www.rfidjournal.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](mailto: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

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ABR Industries

AIM

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Applied Wireless Identification Group (AWID)

Apulsetech Co.

AsReader

ASYGN

ATID

Auxn Technology Co.

Avery Dennison

Aware Innovations

Barco, s.r.o.

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Bluebird

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Brady Corp.

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BW Bielomatik

Caen RFID

CDO Technologies

Changzhou Yufeng Electrical Co.

Charming Trim & Packaging

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CipherLab

CISC Semiconductor Corp.

Cloudlander Corporation

Convergence Systems

Denso

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Harting, Inc. of North America

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Jiangsu HY-Link Science & Technology Co.

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Kaisere Tech

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Shenzhen YuanMingjie Technology Co.  
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Simply RFID  
SK-Electronics Co.  
Smart Label Solutions  
Smart Technology Group  
Smartrac Technology Group  
SML RFID  
Starport Technologies  
STMicroelectronics  
Syndicate RFID  
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Wenzhou RFI/RFID Technology Co.  
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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](http://www.rfidjournallive.com), and click on Exhibitor List

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