



RFID
JOURNAL
LIVE!

APRIL 28-30, 2020

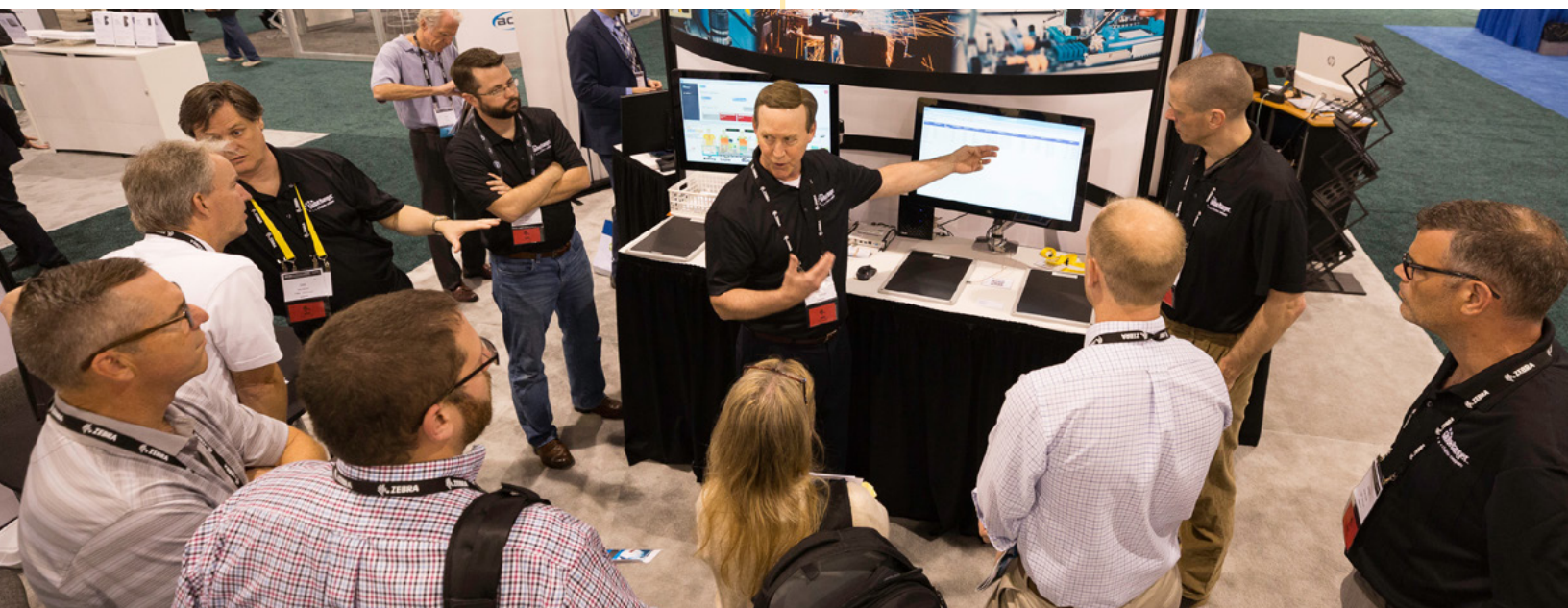
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| 🌐 LEARN HOW TO OPTIMIZE YOUR BUSINESS OPERATIONS WITH RFID | 🌐 HEAR FROM RFID JOURNAL AWARD WINNERS |
| 🌐 COMPARE PRODUCTS FROM 150+ LEADING EXHIBITORS | 🌐 VIEW DEMOS IN REAL-TIME |
| 🌐 LEARN FROM 100+ EDUCATIONAL SESSIONS | 🌐 NETWORK FACE-TO-FACE WITH RFID INDUSTRY LEADERS |
| 🌐 GET RFID PROFESSIONAL INSTITUTE CERTIFICATION TRAINING | 🌐 ATTEND THE CO-LOCATED IEEE RFID 2020 TECHNICAL CONFERENCE |



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RFID JOURNAL LIVE! 2020

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WELCOME TO RFID JOURNAL LIVE! 2020



Dear Colleague,

RFID technologies continue to deliver outstanding results for companies across many industries, including manufacturing, retail and apparel, health care, aerospace and defense, and many others.

Whether you are currently deploying the technology or simply starting to learn how it can help your company thrive, I encourage you to attend RFID Journal LIVE! 2020, taking place April 28-30 at the Orange County Convention Center in sunny Orlando, Florida.

The event will feature the world's largest RFID exhibition, with more than 150 exhibitors from 26 countries showcasing best-in-class RFID tags, readers, software and implementation services. Innovative new products are introduced at LIVE! each year, so you will be among the first to see the newest RFID products.

With attendees from all over the world, RFID Journal LIVE! unites the global RFID community with a unique educational conference. Our 2020 conference will include three days of industry-specific and how-to tracks, as well as general education for those new to the RFID market. Our educational sessions and conference offerings are specifically designed to help all attendees and exhibitors to plan strategies, network, buy and sell, and learn and share ideas. This year's conference will include:

- **9 industry-focused tracks**
- **8 technical how-to tracks**
- **Fast-Track RFID Professional Institute Certified Associate training**
- **RFID Journal Awards**
- **The co-located IEEE RFID 2020 technical conference**

Make sure you take advantage of our lowest registration prices! Register by Friday, January 31, 2020 to save up to \$700 off your registration. For the most up-to-date agenda and to register, visit rfidjournallive.com.

My team and I look forward to seeing you in Orlando from April 28-30.

Best Regards,

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 website 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.

www.rfidjournal.com



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CONFERENCE DETAILS

INDUSTRY TRACKS | **APRIL 28 - 30**

RFID FOR AIRLINE BAGGAGE TRACKING

Tuesday, April 28 - Sponsored by [RFIDglobal](https://www.rfidglobal.com)

The International Air Transport Association (IATA) has developed global standards for the use of radio frequency identification tags to track the position of baggage in real time. Learn how companies are rolling out RFID for airline baggage tracking.

RFID IN ENTERTAINMENT, HOSPITALITY AND EVENTS

Tuesday, April 28

RFID and IoT technologies are being used by multiple companies within the entertainment, hospitality and events industries to increase productivity and efficiency. By attending this track, you will hear case studies from companies who have successfully deployed RFID and IoT solutions and have seen impressive results.

RFID IN ENERGY AND CONSTRUCTION

Wednesday, April 29

RFID and IoT technologies are being used in the energy and construction industries for many purposes, such as managing the location and security of products, and improving the efficiency of inspections at construction sites. Learn how companies in these industries are using these tools to increase efficiency in their businesses.

RETAIL AND APPAREL

Wednesday, April 29 & Thursday, April 30

Retail and apparel companies are employing RFID to achieve major benefits in stock accuracy and efficiency. This track will focus on highlighting companies in the retail industry sharing their case studies of successful RFID deployments.

MANUFACTURING

Wednesday, April 29 & Thursday, April 30

Manufacturing companies are employing RFID and IoT technologies to achieve major benefits, both in their supply chains and in their factory operations. This track will focus on showing companies how they can cut costs and boost efficiencies by tracking tools, jigs, reusable containers, work-in-process, finished inventory and more.

AEROSPACE /DEFENSE/GOVERNMENT

Wednesday, April 29 & Thursday, April 30

Companies supplying aerospace and defense companies are leveraging RFID and IoT technologies to boost manufacturing efficiencies and better manage tools and inventory. Defense departments and government agencies are also leveraging RFID and IoT systems to improve their supply chains and improve asset management. In this track, you will hear case studies from leading organizations in these sectors that are benefiting from using this technologies today.

HEALTH CARE/PHARMACEUTICALS

Wednesday, April 29 & Thursday, April 30

In the health-care field, hospitals and other medical facilities are employing RFID and IoT technologies 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 and IoT are impacting ROI in the health-care environment, while also improving efficiencies.

SUPPLY CHAIN/LOGISTICS

Wednesday, April 29 & Thursday, April 30

RFID and IoT sensor technologies are improving operational efficiencies in logistics. Learn how companies are improving pick accuracy and auditing all outbound shipments to ensure the right items are delivered. Hear how firms are using RFID and IoT technologies to manage reusable containers, monitor the condition of perishables and achieve substantial cost savings.

RFID IN THE AUTOMOTIVE INDUSTRY

Thursday, April 30

RFID and IoT solutions are being deployed within the automotive industry for many outcomes such as to boost the efficiency of the assembly process, and to track and trace products. In this track, companies will share their successes with deploying RFID and IoT technologies.





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TECHNICAL & HOW-TO TRACKS | **APRIL 28 - 30**

THE FUNDAMENTALS OF RFID

Tuesday, April 28

RFID Basics will provide an introduction to the fundamentals of the technology. In other sessions, a history and education surrounding the emerging technology will be provided.

UNDERSTANDING THE VALUE OF RFID AND THE FUTURE OF INTELLIGENT LABELS

Tuesday, April 28

Learn how to partner with the right company and develop a successful RFID business strategy, as well as understand more about the RFID market. This program is designed specifically for label converters and packaging companies.

RFID/IOT IN WAREHOUSE AND INVENTORY MANAGEMENT

Tuesday, April 28 - Sponsored by 

This track will give an introduction on how to benefit from deploying RFID and IoT technologies within a warehouse, by helping to manage inventory and coordinate supply chain.

BLUETOOTH BEACONS APPLICATION

Tuesday, April 28

This track will cover bluetooth beacon standards and components, including the core of successful beacon applications.

TECHNOLOGY AND INFRASTRUCTURE

Tuesday, April 29

This conference track will take an in-depth look at the elements of an RFID infrastructure, including standards, tags and readers, as well as how they should be set up to capture useful data.

INTERNET OF THINGS

Wednesday, April 29

The Internet of Things (IoT) is a broad term used to cover technologies that give network connectivity to everyday objects, from wearable computers to common products. How will companies benefit from IoT technologies? What strategies should companies use to take advantage of the Internet of Things, and which technologies will dominate the IoT? This track will answer these and many other questions.

RFID AND BLOCKCHAIN

Thursday, April 30

The continued development of blockchain technology has enabled businesses to conduct secure transactions. Many businesses are already seeing benefits by using blockchain technology combined with RFID, and are prepared to share their insights about those benefits, as well as the implementation issues they needed to address before achieving them.

INNOVATION

Thursday, April 30

This track will feature case studies of new and innovative uses of RFID and IoT technologies in a variety of industries. Stay ahead of products and applications that are changing the way in which companies do business, and be the first to see cutting-edge research from labs around the world.





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KEYNOTES & GENERAL SESSIONS | **APRIL 28 - 29**

Hear real-life case studies and successes from leaders in various industries. Topics include:

- **RFID: The Secret to Competing with Amazon**
- **Lockheed Martin Advances the “Flightline of the Future” Through Asset Visibility**
- **Digital Transformation Starts with RFID**
- **Check out our website for the latest updates**

FAST TRACK CERTIFICATION TRAINING | **APRIL 28**

This advanced, one-day fast-track course, presented by RFID4U, covers the latest equipment and relevant RFID deployment scenarios, provides a solid foundation to design, install, configure, monitor and troubleshoot an RFID deployment and prepares participants for the RFID Institute Certified Associate exam. Each participant will receive a voucher to take the exam online, after the event.

CO-LOCATED EVENTS | **APRIL 28 - 29**

IEEE RFID 2020

The IEEE International Conference on RFID 2020 (IEEE RFID 2020) is the premier conference for exchanging the latest 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 smart cities, energy harvesting, Internet of Things (IoT), localization, and security, to name a few. The conference attendance boasts an outstanding mix of practitioners and researchers from industry and academia.



14TH
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EVENT



RFID JOURNAL AWARDS

The RFID Journal Awards recognize companies that have distinguished themselves by their successful use of radio frequency identification (RFID) or Internet of Things (IoT) technologies, or the introduction of a valuable new RFID/IoT product or services.

Each year, RFID Journal selects an independent panel of judges to evaluate entries and choose the winners. Review award categories and more information at rfidjournalawards.com.



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- › On-metal tags
- › Handheld and fixed readers



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ATTENDEE REGISTRATION OPTIONS

Registration Type	Advanced 2/1/20-3/13/20	Pre-Show 3/14/20-4/24/20	Onsite 4/25/20-4/30/20
Conference Pass	\$1,299	\$1,399	\$1,599
Exhibit Hall Pass	\$149	\$169	\$199
Fast-Track RFID Certification Training <i>* Conference included</i>	\$1,699	\$1,899	\$2,199
RFID + IEEE Conference Pass	\$1,599	\$1,699	\$1,999
IEEE RFID Conference + Exhibit Pass	\$755	\$995	\$995

TWO EASY WAYS TO PAY

TO REGISTER ONLINE:

Please visit www.rfidjournalevents.com/live.

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 "RFID Journal LIVE! Registration" on your check. If you have any questions about these alternative payment options, please e-mail LiveReg@rfidjournal.com.

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Please e-mail LiveReg@rfidjournal.com.

ACCOMODATIONS

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- › Rosen Centre Hotel

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