

# RFID JOURNAL LIVE!

EVERYTHING TAGGED  
– The Value of Visibility



# EVENT GUIDE

MAY 9-11 | Orange County Convention Center, Orlando FL

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### Stay Connected at RFID with Complimentary Wi-Fi!



Network name: OCCC Free Wifi

Complimentary Internet is a free service and is available for use in all public spaces and meeting rooms. First-time users will be asked to create an account and verify their email address to get connected.

### REGISTRATION HOURS

Tuesday, May 9 | 7:00 AM - 7:00 PM

Wednesday, May 10 | 8:00 AM - 5:00 PM

Thursday, May 11 | 8:00 AM - 2:30 PM

### CONFERENCE HOURS

Tuesday, May 9 | 9:45 AM - 6:30 PM

Wednesday, May 10 | 8:45 AM - 12:50 PM

Thursday, May 11 | 9:00 AM - 12:15 PM

### PLEASE NOTE:

**Fast-track training** takes place Tuesday, May 9, 7:30 AM - 4:00 PM. Concurrent tracks, general sessions, keynotes and awards take place May 9 - 11.

### EXPO HALL HOURS

Tuesday, May 9 | 6:30 PM - 8:00 PM

(Opening Reception)

Wednesday, May 10 | 10:00 AM - 5:30 PM

Thursday, May 11 | 10:00 AM - 3:00 PM

# WELCOME TO RFID JOURNAL LIVE! 2023



Dear Colleague,

Radio frequency identification is delivering remarkable benefits for companies in retail and apparel, manufacturing, food and agriculture, government, health care and other sectors. Whether you are deploying the technology or are just starting to learn how it can help your company, we are so glad you've joined us at RFID Journal LIVE! 2023.

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](http://www.rfidjournallive.com), and click on Exhibitor List.

This year's conference features:

- **Nine industry-specific and technical, how-to conference tracks**
- **Fast-track RFID Professional Institute certification training presented by RFID4U**
- **The RFID Journal Awards**

Our exhibition hall offers the industry's largest showcase of more than 150 top technology providers demonstrating the latest RFID products that could benefit your business.

I look forward to welcoming you.

Best Regards,

**Debbie Hughes**

Senior Editorial Director of Events | **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.



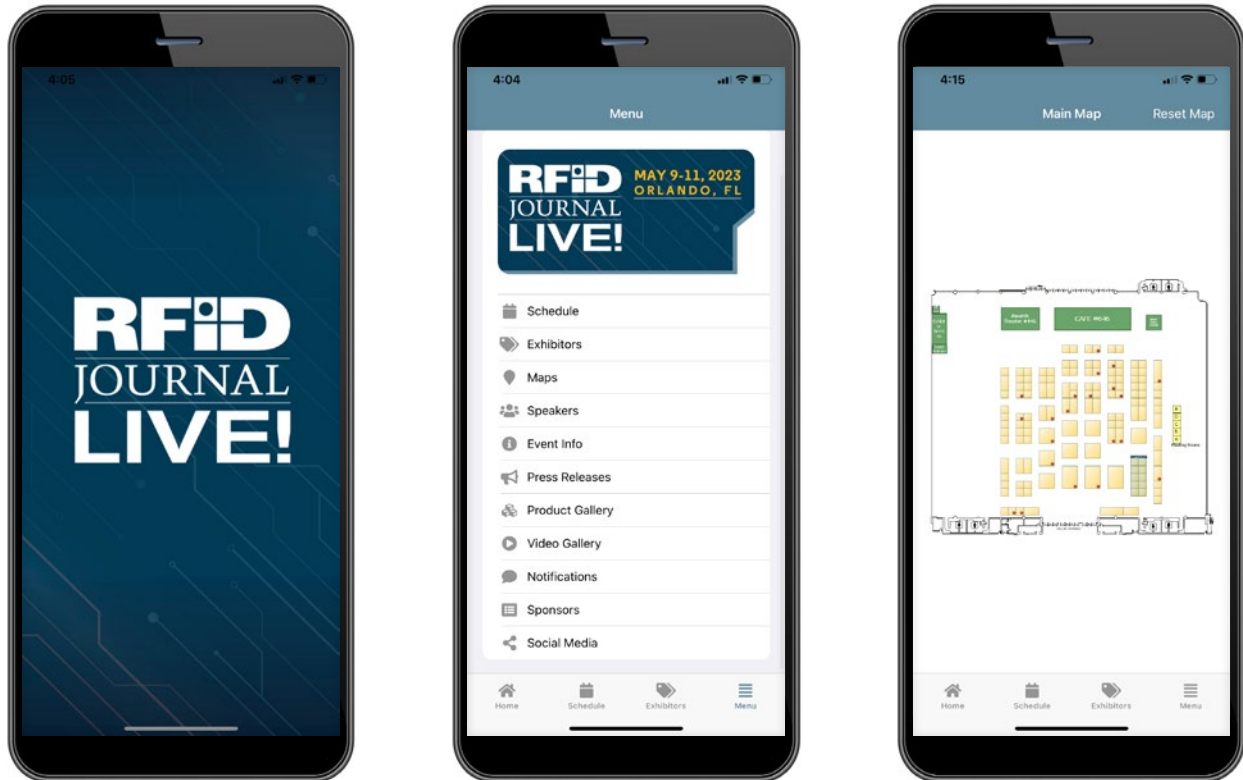


# See Our Members' RFID Solutions That Link Physical, Digital and Regulatory Worlds!



Register For Our Complimentary Partnership Breakfast:  
<https://www.aimglobal.org/partnershipbreakfasttrjl.html>

## DOWNLOAD THE APP!



**Use our mobile app to help you navigate the show!**

Download the **Emerald Experiences app** in the app store or Google Play and choose **RFID Journal LIVE! as your event.**



scan the QR code to find the app



# CONFERENCE DETAILS

## INDUSTRY TRACKS

### Retail and Apparel

Wednesday, May 10 and  
Thursday, May 11

Retail and apparel companies are employing RFID/IoT to improve in-store inventory visibility and accuracy. Many have moved on to enabling buy online, pickup in store (BOPIS), ship from store, automated checkout and other customer-facing applications. This track will focus on highlighting companies in the retail and apparel sector sharing their case studies of successful deployments.

### Manufacturing

Wednesday May 10 and  
Thursday, May 11

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 real-world case studies by companies that have used RFID and IoT to cut costs and boost efficiencies by tracking tools, material, work-in-process, finished inventory and more.

### Supply Chain and Logistics

Wednesday May 10 and  
Thursday, May 11

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 Food Chain

Wednesday, May 10

From sensors that measure and report on soil conditions to unique identifiers of harvests and meat products, RFID and IoT technologies have the potential to dramatically improve the way we produce, ship and store food products. This track will focus on case studies by companies across the food chain that are using RFID and IoT technology to cut costs, improve safety and enhance efficiencies.

### Health Care/ Pharmaceuticals

Wednesday, May 10 and  
Thursday, May 11

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 the incidence of medical errors using track-and-match applications. In this track, learn how RFID and the Internet of Things are enabling health care providers to track assets, perform contact tracing, manage drugs, manage inventory of implantables and consumables and much more.



## TRAINING PROGRAM

### Fast-Track RFID Institute Certified Associate Training

Tuesday, May 9

PRESENTED IN PARTNERSHIP WITH

**RFID4u®**

This RFID certification training program is not included with your conference pass. It requires a separate pass. Register at [rfidjournallive.com/conference/fast-track-rfid-training/](https://rfidjournallive.com/conference/fast-track-rfid-training/)



# CONFERENCE DETAILS

## TECHNICAL AND HOW-TO TRACKS

### RFID in Retail – What Are the Next Business Drivers for RFID Beyond Inventory Accuracy?

**Tuesday, May 9**

This in-depth, one-day track will help suppliers choose a tag provider and ensure that their tags meet retailer performance requirements, are encoded properly, and have the proper information printed on the tag or label. Topics will include future business-driving RFID applications, as well as RFID for omnichannel, asset protection, claims elimination, upstream supply chain, data capture, customer-facing applications and much more.

### RFID and IoT for Inventory and Warehouse Management

**Tuesday, May 9**

In this track, learn how to benefit from deploying radio frequency identification

within your warehouse by managing your inventory and coordinating your supply chain. Hear real-world case studies explaining the tangible business benefits of how RFID and IoT can help your organization improve visibility regarding product movements and related transactions, as well as increase efficiencies, lower labor costs, optimize inventory levels, track assets and differentiate your logistic service, in order to gain a competitive advantage.

### Technical Workshop: How to Integrate RFID into a Manufacturing Line

**Tuesday, May 9**

By integrating RFID technology into a new or existing manufacturing or packaging line, companies can better track work-in-process, meet customer tagging requirements and help improve visibility and traceability of finished goods. This technical track addresses the critical issues that manufacturers need to be aware of as they deploy RFID on their production lines.

### Fundamentals of RFID: Basics and More

**Tuesday, May 9**

This track is designed to provide those new to radio frequency identification 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.



## EVENT HIGHLIGHTS

**RFID JOURNAL AWARDS**



**Thursday, May 11 -  
1 pm in the Expo Hall C,  
Awards Theater**

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 service.

Each year, RFID Journal selects an independent panel of judges to evaluate entries and choose the winners. The goal of these awards is to recognize the leaders in RFID and to foster adoption of these technologies by highlighting the best deployments and product offerings. Awards will be given out in eight categories.







# SupplyChainPoint™

## An Exclusive Event for Top Industry Leaders



Discover new solutions for your distribution, fulfillment, or warehouse centers while sharing insights and ideas with top industry peers at SupplyChainPoint an exclusive and fully-hosted event you don't want to miss!

Join companies like Ahold Delhaize Company, Macy's, Northern Tool & Equipment, Sprouts Farmers Market, The Kroger Company, US Cellular, and other decision-making professionals at this must-attend event.

-  Email [nstevenson@emeraldexpo.net](mailto:nstevenson@emeraldexpo.net) to get our invite list. But hurry, space is limited to 50 decision-making professionals.
-  Email [mdouglas@emeraldexpo.net](mailto:mdouglas@emeraldexpo.net) If you're a service, solution, or technology provider for distribution, fulfillment, or warehouse centers and want to participate in the event.



# CONFERENCE AGENDA

**TUESDAY, MAY 9**

## TRAINING

7:30 AM - 4:00 PM	<b>Fast-Track RFID Professional Institute Certified Associate Training Room: W312C</b> Speakers: Sanjiv Dua, CEO, RFID4U; Archit Dua, Project Manager, RFID4U
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## CONFERENCE TRACKS

	<b><u>RFID AND IOT IN WAREHOUSE AND INVENTORY MANAGEMENT Room: W315B</u></b>	<b><u>THE FUNDAMENTALS OF RFID: BASICS AND MORE Room: W314B</u></b>
9:45 AM -10:30 AM	<b><u>RFID in Warehouse &amp; Inventory Management Basics</u></b> Dr. Samad Rostampour, Professor, Vanier College and IT Director at IoT Lab, Université du Québec à Montréal	<b><u>RFID Basics</u></b> Ultan McCarthy, Lecturer, South East Technical University
10:40 AM-11:20 AM	<b><u>Linking RFID to Inventory-Management Best Practices</u></b> Dr. Samad Rostampour, Professor, Vanier College and IT Director at IoT Lab, Université du Québec à Montréal	<b><u>The Physics Behind RFID</u></b> Ultan McCarthy, Lecturer, South East Technical University
11:30 AM -12:15 PM	<b><u>Targeting the Correct RFID Technology for the Right Project</u></b> Dr. Samad Rostampour, Professor, Vanier College and IT Director at IoT Lab, Université du Québec à Montréal	<b><u>Legislation and Standardization</u></b> Ultan McCarthy, Lecturer, South East Technical University
1:00 PM -1:40 PM	<b><u>Key Steps in Building an Inventory- Management RFID Solution: Build Your Own RFID Portal</u></b> Dr. Samad Rostampour, Professor, Vanier College and IT Director at IoT Lab, Université du Québec à Montréal	<b><u>Live Demo: RFID in the Real World</u></b> Ultan McCarthy, Lecturer, South East Technical University
1:50 PM -2:30 PM	<b><u>Designing Your RFID Solution</u></b> Dr. Samad Rostampour, Professor, Vanier College and IT Director at IoT Lab, Université du Québec à Montréal	<b><u>Real-World Considerations</u></b> Ultan McCarthy, Lecturer, South East Technical University
2:50 PM -3:30 PM	<b><u>Building an RFID Business Case</u></b> Dr. Samad Rostampour, Professor, Vanier College and IT Director at IoT Lab, Université du Québec à Montréal	<b><u>Building an RFID Business Case</u></b> Ultan McCarthy, Lecturer, South East Technical University

# CONFERENCE AGENDA

**TUESDAY, MAY 9**

## CONFERENCE TRACKS

	<b><u>RFID in Retail: What Are the Next Business Drivers?</u> Room: W315A</b>	<b><u>How to Integrate RFID into a Manufacturing Line</u> Room W314A</b>
9:45 AM -10:30 AM	<b><u>Overview of RFID Future Business Driving Applications</u></b> Michael Graen, Owner, Collaboration, LLC	<b><u>Planning Your Manufacturing Line Deployment</u></b> Bart Ivy, Director, AIDC/RFID/BLE Solutions, Aware Innovations
10:40 AM-11:20 AM	<b><u>Can Retailers Be Omnichannel Ready Without RFID?</u></b> Dr. Bill Hardgrave, President, University of Memphis	<b><u>Integrating RFID into Manufacturing Processes and Systems</u></b> Jim Barlow, RFID/NFC Technical Marketing, STMicroelectronics
11:30 AM -12:15 PM	<b><u>RFID for Asset Protection</u></b> Brand Elverston, Founder/Principal, Elverston Consulting	<b><u>Choosing the Right RFID Equipment</u></b> Kevin Berisso Ph.D., Director, AutoID Lab, University of Memphis
1:00 PM -1:40 PM	<b><u>RFID in the Food Industry</u></b> Jonathan Gregory, Director of Community Engagement, Apparel and General Merchandise, GS1US; Justin Patton, Director, RFID Lab, Auburn University	<b><u>Creating the Proper IT Infrastructure for Serialization</u></b> Jeanne Duckett, Sr. Manager, Food Technology Solutions, Avery Dennison
1:50 PM -2:30 PM	<b><u>Solve the Pain of Claims Compliance with RFID</u></b> Jonathan Gregory, Director of Community Engagement, Apparel and General Merchandise, GS1 US; Justin Patton, Director, RFID Lab, Auburn University	<b><u>Testing and Quality Control</u></b> Peter Collins, President & CEO, A2B Tracking
2:50 PM -3:30 PM	<b><u>Thank You. Next?</u></b> JP Kamel, Managing Director, RFID Sherpas	<b><u>RFID Journal 2023 Awards Finalist Session: SEKISUI Aerospace Uses RFID to Power Smart Factory</u></b> Matea Osojnik, Senior Director of Technology, SEKISUI Aerospace

## CONFERENCE KEYNOTES (Open to all passholders) Room: W311-EFGH

4:00 PM -4:15 PM	<b><u>Opening Remarks</u></b> Debbie Hughes, Senior Editorial Director, Events, RFID Journal
4:15 PM -5:00 PM	<b><u>McDonald's Uses RFID to Improve Visibility and Operational Efficiency</u></b> Dr. Bill Hardgrave, President, University of Memphis; Bob Vasilisin Jr., Director Field Supply Chain, McDonald's Corporation; Sue Fangmann, Director, US Supply Chain, McDonald's Corporation; Guilda Javaheri, Chief Technology Officer, Golden State Foods; Justin Patton, Director, RFID Lab, Auburn University
5:00 PM -5:45 PM	<b><u>RFID Journal 2023 Awards Finalist Session: UPS Improves Productivity with RFID</u></b> Jon Gurney Bell, Strategic Innovation, Advanced Technology Group (ATG), UPS; Jeff Radaker, IOT Programming, UPS Advanced Technology Group, UPS; Jeff Walp, Director of IOT R&D, UPS Advanced Technology Group, UPS
5:45 PM - 6:30 PM	<b><u>RFID Journal 2023 Awards Finalist Session: Digital Transformation Revolution: Lockheed Martin Leads the Way</u></b> Corey Cook, Chief of Lockheed Martin Advanced Technologies Concepts for Logistics and Sustainment, RMS Orlando, Lockheed Martin

# CONFERENCE AGENDA

**WEDNESDAY, MAY 10**

## CONFERENCE TRACKS

	<b>RETAIL AND APPAREL Room: W314B</b>	<b>HEALTH CARE / PHARMA Room: W312B</b>
8:30 AM - 8:45 AM	<b><u>Realizing the Vision</u></b> Randy Dunn, Director, Customer Success, Zebra	Please enjoy another industry track session during this time
8:45 AM - 9:25 AM	<b><u>RFID Journal 2023 Awards Finalist Session: Lojas Renner Uses RFID to Enable Omnichannel Experience</u></b> Alexandre Ribeiro, Risk Director, Lojas Renner	<b><u>Countdown to DSCSA 2023</u></b> John DiPalo, Chief Strategy Officer, ACSIS; John Wirthlin, Industry Principal - Manufacturing, Transportation and Logistics, Zebra; Dr. Bahar Aliakbarian, Director of Research and Development, Axia Institute, Michigan State University
9:35 AM - 10:15 AM	<b><u>Beyond Apparel and Footwear: RFID's Rapid Expansion Across Retail</u></b> Kris Barton, Senior Market Development Manager, Avery Dennison and Kristen Munroe, RFID Market Development Manager, Avery Dennison	<b><u>Leveraging RFID for Patient Safety Panel Discussion</u></b> Moderator: Peter Bloch, Business Development Manager-Healthcare, Avery Dennison; Christa Miller, AdventHealth Orlando Senior Pharmacy Manager, AdventHealth; Lori Murphy, Bluesight Portfolio Director, Bluesight; Sarah Helbig, Technical Operations Supervisor, SCA Pharma
10:25 AM - 11:10 AM	<b><u>The Walmart RFID Program</u></b> Matt Alexander, Senior Director II Operations Acceleration & Support, Walmart	<b><u>RFID Journal 2023 Awards Finalist Session: Hospital Israelita Albert Einstein Uses RFID to Track Assets and Improve Efficiency</u></b> Rafael Vitolo, Project Leader, Systems Analyst, Hospital Israelita Albert Einstein
11:20 AM - 12:00 PM	<b><u>RFID Strategies and Best Practices in Retail and Apparel</u></b> Mark Roberti, Principal, RFID Strategies	<b><u>RFID Journal 2023 Awards Finalist Session: IoT/NFC Safeguards People Living with Dementia</u></b> Stuart King, Temporary Inspector, Avon and Somerset Police
12:10 PM - 12:50 PM	<b><u>RFID Increases Sales and Improves Inventory Accuracy at Sports Chain</u></b> Johan Stenstrom, Supply Chain Developer, Stadium	<b><u>RFID Labels Track Single Doses of Propofol</u></b> Seth Coombs, Co-Founder & Chief Commercial Officer, Genixus; Ramsey Doany, Corporate Development Strategy Manager, KitCheck

	<b>MANUFACTURING Room: W314A</b>	<b>RFID IN THE FOOD CHAIN Room: W315B</b>	<b>SUPPLY CHAIN / LOGISTICS Room: W315A</b>
8:45 AM - 9:25 AM	<b><u>Artificial Intelligence and Machine Learning: Putting the "Smart" in RFID and Sensor Applications</u></b> Dr. Ismail Uysal, Associate Professor, University of South Florida	<b><u>Tosca Implements RFID-based Traceability for Reusable Containers</u></b> Speakers: Raf Fonteyn, Technology Director, Europe, Tosca; Kevin Boone, Project Manager, Traceability, Tosca	<b><u>RFID Journal 2023 Awards Finalist Session: Marine Corps Swaps Manual System for RFID to Improve Inventory Management</u></b> Lt. Col. Jesse Johnson, United States Marine Corps Logistics Command and Scott Prouse, Action Officer, United States Marine Corps Logistics Command
9:35 AM - 10:15 AM	<b><u>Integrating Physical Access, Time and Attendance, and Machine Authentication in the Smart Factory</u></b> Wolfgang Krazenberg, Regional Sales Manager, ELATEC; Rob Canon, President & CEO, Caron Engineering; Ben Trace, Senior Sales Consultant - Digital Factory, Polaris Automation	Please enjoy another industry track session during this time	<b><u>Beontag Drives Digital Transformation: Introducing the Latest Link-Less Tire Tag Concept</u></b> Marcio Muniz, Digital Transformation Vice President, Beontag, Beontag; Paul Broekhuizen, Global Director Smart Industries, Beontag



# CONFERENCE AGENDA

**WEDNESDAY, MAY 10**

## CONFERENCE TRACKS

10:25 AM - 11:10 AM	<b>Digital Product Passport Reinforces the Power of Smart Packaging</b> Edson Perin, Founder and Editor, IoP Journal	<b>GS1 US Provides RFID Guidelines for Food Services</b> Jonathan Gregory, Director of Community Engagement, Apparel and General Merchandise GS1 US; Guilda Javaheri, Chief Technology Officer, Golden State Foods	<b>RFID Journal 2023 Awards Finalist Session: Waste Collection 4.0: Using RFID and IoT to Improve Sustainability Performance</b> Kåre Edvardsen, Head of Department, Halden Kommune
11:20 AM - 12:00 PM	<b>RFID Improves Asset Tracking at BAE Systems in U.K.</b> Thomas Copeland, Data Analyst & System Administrator, BAE Systems; Tony Wilson, Head of Asset Management, BAE Systems	<b>Using Standards for Identification and Data Capture</b> Patti Blessing, Director Sales, North America, Mojix; Lucelena Angarita, Director, Community Engagement, GS1 US; Michael Fein, Sr. Manager, Product Management, Zebra	<b>RFID Journal 2023 Awards Finalist Session: Brazilian Postal Operator Uses RFID to Improve Visibility</b> Odarci Maia Jr., Sr. Postal Analyst, Correios Brazil
12:10 PM - 12:50 PM	<b>Michelin Develops RFID Tag to Identify Tires for a Lifetime</b> Julien Destraves, RFID System Designer, Michelin	<b>Deploying RFID in the Food Supply Chain – The Bigger Picture</b> Jeanne Duckett, Sr. Manager, Food Technology Solutions, Avery Dennison; Chris Brown, RFID Subject Matter Expert, TSC Printronix; Elizabeth Sinclair, Director, Strategic Alliances, Seagull Scientific; Guilda Javaheri, Chief Technology Officer, Golden State Foods	<b>Authenticated Supply Chains and Brand Value Through NFT's, DID's and Web3 Standards</b> Amir Khoshnuyati, General Manager and Vice President, Transponder Business (and Healthcare Task Force Chair, NFC Forum), Identiv; Scott Austin, Director, Zugang Technology Connections; Mark Manning, Founder & CEO, iTRACE Technologies

**THURSDAY, MAY 11**

	<b>RETAIL AND APPAREL</b>	<b>MANUFACTURING</b>
9:00 AM - 9:40 AM	<b>Why RFID Is a 'Must-Have' Technology for Today's Retailer</b> Senthilkumar CP PH.D., Director of Research and Technology, RFID Lab, Auburn University Bob Hoheisal, Senior Manager, Merchandise Transformation, Walmart	<b>RFID Journal 2023 Awards Finalist Session: Energy Company Tracks Metal Drums via RFID, LoRa</b> JK Wu, RFID Project manager, CPC Corp.; Chien Liu, Software Engineer, EPC Solutions Taiwan
9:50 AM - 10:30 AM	<b>RFID Journal 2023 Awards Finalist Session: C&amp;A Uses RFID to Improve End-to-End Supply Chain Performance</b> Hans Peter Scheidt, Delivery Lead TECH - Merchandise Visibility / RFID / EPCIS, C&A	<b>RFID Journal 2023 Awards Finalist Session: Appliance Manufacturer Improves Efficiencies with RFID</b> Damla Toros Çağlar, Product Manager, Wipelot
10:40 AM - 11:20 AM	<b>Panel Discussion: How RFID Technology Is Transforming Retail Operations</b> Johan Stenstrom, Supply Chain Developer, Stadium; Juan José Simán, Project Engineer, Simán; Dean Frew, Chief Technology Officer and Sr. VP RFID Solutions, SML Group	<b>RFID Journal 2023 Awards Finalist Session: Car Glass Manufacturer Deploys RFID to Increase Visibility and Performance</b> Carlos Ribeiro, CEO & Co-founder, SmartxHub and Sergio Lima, Director, SmartxHUB
11:30 AM - 12:15 PM	<b>RFID Journal Award Finalists Session: Best New Product Session Group 2 (Bluebird, HerdX &amp; InPlay)</b>	<b>RFID Journal Award Finalist Session: Best New Product Group 3 (RF Controls, Reliance RFID, Powercast)</b>

## CONFERENCE AGENDA

THURSDAY, MAY 11

## CONFERENCE TRACKS

	SUPPLY CHAIN / LOGISTICS	HEALTH CARE / PHARMA
9:00 AM - 9:40 AM	<b><u>Driving Enhanced Sustainability of Supply Chains with RFID</u></b> Steve Statler, Author of Beacon Technologies (Apress) and Senior VP of Marketing, Wiliot; Jeff Martin, Head of North American Commercial Sales, GlobeRanger; Jeffrey Wells, Chief Visionary Officer, Metrc; Julie Vargas, Vice President and General Manager, Identification Solutions, North Americas, Avery Dennison	<b><u>UDI Around the World</u></b> Dennis Black, UDI Program Director, Central Regulatory Affairs, BD
9:50 AM - 10:30 AM	<b><u>Smartphones as Secure RFID Tools in Free-Flow Tolling Operations</u></b> Dario Thober, President, Wernher von Braun Advanced Research Center	<b><u>Next Generation Medical and Surgical Equipment Tracking Using 99%+ Accurate Passive RFID Technology</u></b> Dr. Sabesan Sithamparamanathan, Founder & CEO, PervasID
10:40 AM - 11:20 AM	<b><u>RFID Journal 2023 Awards Finalist Session: Improving Warehouse Processes with RFID</u></b> Krzysztof Frontczak, Measuring System Coordinator, Enea Operator and Lukasz Kasperski, Measuring System Coordinator, Enea Operator	<b><u>Improving Healthcare Supply Chain Efficiency and Patient Safety with RFID</u></b> Tony Fonk, CEO, SpotSee; Brent Koeppel, Sr. Principal R&D Engineer, Cardinal Health; Peter Bloch, Business Development Manager-Healthcare, Avery Dennison; Tom Racette, RFID Business Development, North America, EM Microelectronic
11:30 AM - 12:15 PM	<b><u>RFID Journal Award Finalist Session: Best New Product Group 1 (Advanced Card Systems, Avery Dennison Smartrac, PervasID)</u></b>	<b><u>RFID Journal 2023 Awards Finalist Session: Healthcare Facility Improves Visibility and Efficiencies with Hybrid Solution</u></b> Michael Crowe, Head of Medical Engineering & Equipment Services, Gateshead Health NHS Foundation Trust
1:00 PM	The RFID Journal Awards ceremony, Expo Hall C, Awards Theater	

## ASK THE EXPERTS

## Stop by Booth #438

This year's conference and exhibition will feature a dedicated space for industry experts to answer attendees' questions about the technology. At the conference, attendees can book time with an expert and privately discuss any questions they might have related to selecting vendors, creating requests for proposals, deploying projects or anything else they might wish to know. The experts featured are typically academics, along with a handful of trusted systems integrators and consultants. "To be the top for many years, you have to bring some value added," Ernesto Castagnet – professor, Universidad Nacional del Sur and UTN-FRBB, and one of the experts – explains, "and one of the many things that are valuable to attendees is the Ask the Experts booth."

The booth, Castagnet says, is designed "to bring newbies [or veterans]

to AIDC technologies in general, and to RFID in particular, a refreshing learning moment to think about how to solve a barcode printing or reading problem, or flaws in the design of a transportation management system (TMS) that uses RFID or a mix of AIDC technologies in the food chain, retail and apparel, pharma/healthcare, oil and gas, IoT for inventory and warehouse management, military applications, aviation, production and manufacturing, or just tracking people or access control."

This year's experts include Terry Alderson (consultant, RFID Global Solution), Jon Andresen (consultant, Technology Solutions Consulting), Kevin Berisso (professor, University of Memphis), Mark Brown (consultant, RFID4U), Ernesto Castagnet (professor, Universidad Nacional del Sur and UTN-FRBB), Jason Catchings (consultant, Argo Wireless), Tali Freed (professor, Cal Poly PolyGAIT R&D Center), Mark Roberti (consultant, RFID Strategies), Fabiano Negrao (consultant, EY), Edson Perin (editor, IoP Journal) and Josef Preishuber-Pflugl (consultant, Innobir).

# EXHIBITOR LIST

Exhibiting As	Booth Number	Exhibiting As	Booth Number	Exhibiting As	Booth Number
Accu-Traq.....	801	HANGZHOU ONTIME I.T.CO.,LTD .....	940	Shenzhen Chainway Information Technology Co., LTD.....	719
ADVANCED CARD SYSTEMS LTD. ....	435	HerdX.....	1011	SHENZHEN E CLOUD IOT CO.,LTD.....	828
AIM.....	1004	HID .....	713	SHENZHEN HOPELAND TECHNOLOGIES CO.,LTD.....	508
Anantics .....	1002	Identiv .....	511	Shenzhen Jietong Technology .....	406
APMOR RFID TECHNOLOGY CO.,LTD... 431		IDRO Co., Ltd.....	423	SHENZHEN RICH RFID TECHNOLOGY CO.,LTD.....	1003
Apulsetechnology Co., Ltd.....	736	InPlay Inc.....	837	SHENZHEN YUANMINGJIE TECHNOLOGY CO.,LTD.....	404
AsReader, Inc.....	517	Invengo .....	613	SICK, Inc .....	923
ASYGN.....	905	ITEC Equipment and Automation Technologies ....	927	SILICON CRAFT TECHNOLOGY CO.,LTD ...	424
Avery Dennison .....	605	JIANGSU HY-LINK SCIENCE & TECHNOLOGY CO.,LTD. ....	409	SILION TECHNOLOGY CORP.,LTD .....	931
B&G International .....	741	Juniper Systems .....	821	SIVA IoT .....	520
BarTender® by Seagull Scientific .....	1006	Kathrein Solutions GMBH .....	929	SPOTAG ELECTRONICS (JIANGSU) CO.,LTD.....	635
BBT ANTENNAS INC .....	823	Kirk-Rudy .....	1015	SpotSee.....	729
Beijing Keyu Jinpeng Automation Equipment Co., Ltd. ....	530	Laxcen Technology Inc.....	907	Stargent IoT .....	929
Beontag.....	805	Lyngsoe Systems .....	916	STMicroelectronics ....	505
Bluebird.....	740	MAXIM SMART MANUFACTURING CO.,LTD. ....	1022	Tadbik.....	535
BlueStar .....	1008	Melzer-Matik .....	817	TAGEOS .....	705
BRADY CORP. ....	629	Metralabs GMBH.....	730	TAIBAO INFORMATION SCIENCE & TECHNOLOGY GROUP CO.,LTD.....	416
Bristol ID Technologies.....	1025	MTI Wireless Edge. ....	934	Tamarack Products, Inc .....	622
BW Bielomatik .....	927	Muhlbauer, Inc.....	1033	Times-7 .....	428
Caen RFID Srl.....	516	OPPIOT TECHNOLOGIES CO.,LTD.....	504	Trackvy LLC .....	731
CARD CUBE.....	836	PerfectID .....	929	TSC Printronix Auto ID .....	903
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CHENGDU MIND IOT TECHNOLOGY CO.,LTD.....	402	PHYCHIPS, Inc .....	922	UBIQUE. TECH. CO.,LTD.....	830
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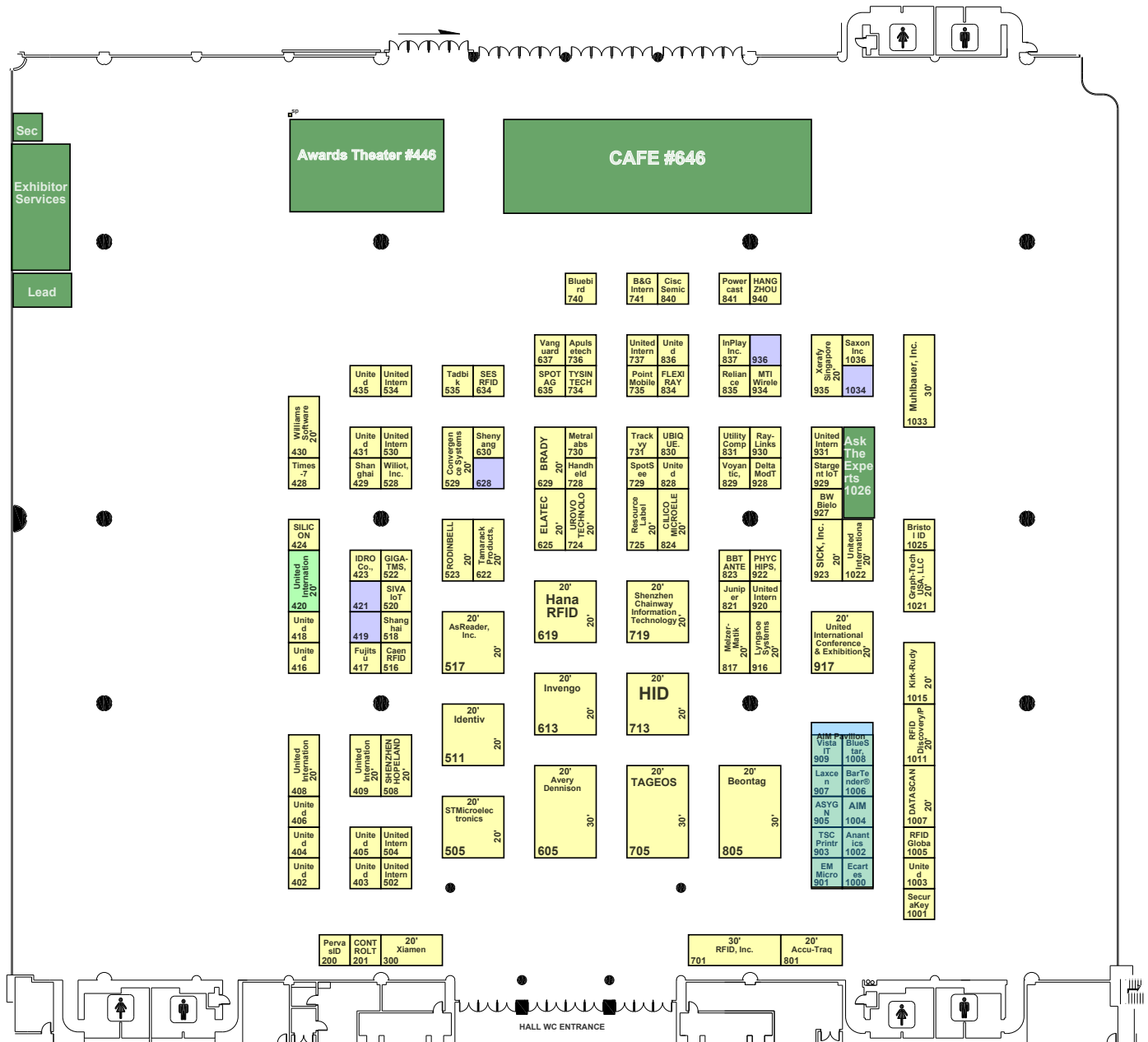
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