

Thinking Beyond Tomorrow

April 20-22, 2009
Chicago IL, USA

PLATINUM SPONSOR



SILVER SPONSORS

FEIG
ELECTRONICS

TAGSYS RFID
e-connecting goods

BRONZE SPONSOR

Honeywell

AIM | Technology Leadership Summit
CHICAGO, IL

SPEAKERS

Nikki Baird, Retail Systems Research (RSR)
Dr. Sergey Dudnikov, Systematica
Paul Gillin, Social Media expert
Scott Gray, GS1 Global Office
Craig Harmon, QED Systems
Clive Hohberger, Zebra Technologies,
AIM Global Board Chairman
Kenneth Kleinberg, Health Language, Inc.
Stephen Lambright, Apprion
Rob Leibrandt, Office of the Under
Secretary of Defense (OSD)
Alastair McArthur, TAGSYS
Gerald Mc Nerney, Motorola Inc.
Chris Quilty, Raymond James
Sean Ryan, IDC Mobile Enterprise
Rick Schuessler, Motorola Inc.
Jan Svoboda, UPM Raflatac

MODERATORS

Mike Liard, ABI Research
Dan Mullen, AIM Global
Reik Read, R.W. Baird

CHAIRMAN'S CIRCLE

FLEXcon
Motorola
SAIC

Syscan Technology
Zebra Technologies



MONDAY, April 20, 2009

Noon–7:00 pm Registration Desk Open
Sienna Foyer

11:00 am–5:00 pm AIM North American Board Meeting
Sienna IV

4:30–5:30 pm Summit Kickoff and Orientation
Sienna I & II

5:30–7:00 pm Welcome Reception and Business ‘Speed Dating’
Ivory Terrace

TUESDAY, April 21, 2009

7:30 am–4:00 pm Registration Desk Open
Sienna Foyer

8:00–8:45 am Ask the Analyst – Breakfast Sessions
Slate

8:45–9:00 am Welcome Remarks
Sienna I & II

9:00–9:30 am Mobile Computing – Beyond Tomorrow
Sienna I & II

9:30–10:15 am Trends & Analysis – The Analysts’ View
Sienna I & II

10:15–10:45 am Networking Break
Sienna Foyer

10:45–Noon New Market Opportunities – The Standards Connection
Sienna I & II

Noon–1:00 pm Networking Lunch
Slate

1:00–2:00 pm Automatic Identification Around the Globe – An Insider Look
Sienna I & II

1:00–2:00 pm Defining the AIM North America Value Proposition
Maize

2:00–3:00 pm How Social Media is Transforming Business
Sienna I & II

3:00–3:45 pm Networking Break
Sienna Foyer

3:45–5:15 pm Hidden GEMs: How Automatic Identification Solutions are Impacting Key Markets
Sienna I & II

6:30–9:00 pm AIM Industry Awards Gala Reception and Dinner
Sapphire Pavilion

WEDNESDAY, April 22, 2009

8:00–9:00 am Networking Breakfast
Cyan Foyer

9:00 am–Noon International Forum
Slate

9:00 am–Noon ADC–1 Meeting
Maize

Noon–1:00 pm Networking Box Lunch
Cyan Foyer

Noon–5:00 pm AIM Global Board Meeting
Slate

MONDAY April 20, 2009

Arrival Day and Orientation

Noon–7:00 pm Registration Desk Open
Sienna Foyer

11:00 am–5:00 pm AIM North American Board Meeting
Board Only
Sienna IV

4:30–5:30 pm Summit Kickoff and Orientation
Sienna I & II

Join the AIM staff and board for a casual orientation about how to make the most of the unique educational opportunity provided by the Summit. Join in a lively discussion, led by AIM board members, about new Association opportunities. This is must-attend session for first-time attendees and the perfect opportunity to meet one-to-one with International visitors and fellow executives.

5:30–7:00 pm Welcome Reception and Business ‘Speed Dating’
Open Air
Reception
Ivory Terrace

Sponsored by:

 TAGSYS RFID™
e-connecting goods

Back by popular demand, *Business ‘Speed Dating’* takes executive networking to another level. Reacquaint yourself with fellow industry executives during a fun, fast-paced exercise guaranteed to introduce you to future partners and leaders in auto ID. Be sure to bring extra business cards! Cocktails and light appetizers will be served.

TUESDAY April 21, 2009

General Sessions

7:30 am–4:00 pm Registration Desk Open
Sienna Foyer

8:00–8:45 am Ask the Analyst – Breakfast Sessions
Continental
Breakfast
Slate

8:45–9:00 am Welcome Remarks
Sienna I & II

9:00–9:30 am Mobile Computing – Beyond Tomorrow
Sienna I & II

Hear how Motorola’s Enterprise Mobility’s business is adapting its automatic identification solutions strategy to address the ever-changing technology issues facing the global economy. Gain from an expert in our industry what the key business drivers are and ways to promote your business solutions during this time of economic challenge.

Speaker: Gerald McNerney, *Motorola*

 TAGSYS RFID™
e-connecting goods

TAGSYS designs and manufactures comprehensive HF and UHF RFID infrastructure systems for item-level tracking, all designed to work together seamlessly in the most demanding environments.

Contact us at
contact@tagsysrfid.com

www.tagsysrfid.com

9:30–10:15 am Trends & Analysis – The Analysts’ View
Members Only
Sienna I & II

Top analysts, familiar with data collection technology and their application, will share their insights and observations on the evolution of bar code, RFID and mobile technologies given today’s challenging economy. Gain valuable insight into the effect of macro economic events and how AIM technologies are viewed in the rapidly changing retail sector. Registered attendees will receive a pre-event briefing document.

Speaker Panel: Nikki Baird, *RSR*, Chris Quilty, *Raymond James*, Sean Ryan, *IDC*
Moderator: Reik Read, *RW Baird*

10:15–10:45 am Networking Break
Sienna Foyer

Sponsored by:
 Honeywell

Take this opportunity to continue discussions, grab a cup of coffee, and network with the analysts and your industry peers.

10:45 am–Noon **New Market Opportunities – The Standards Connection**
Sienna I & II

Hear directly from the leaders and participants in the most active standards bodies (international, national and application level) affecting bar code, RFID, RTLS, data structure, and conformance/performance standards. Understanding the progress in these areas is a strategic advantage as you position your company for further success during today's challenging economy.

Speaker Panel: Scott Gray, *GS1*, Craig Harmon, *QED Systems*, Rick Schuessler, *Motorola*

Moderator: Dan Mullen, *AIM Global*

Noon–1:00 pm **Networking Lunch**
Slate

Enjoy executive networking at its best while celebrating our International attendees in an intimate lunch setting. Continue the morning conversations and rekindle friendships while fortifying for an afternoon of strategic business information.

1:00–2:00 pm **Automatic Identification Around the Globe – An Insider Look**
Sienna I & II

Recognizing the importance of the growth of automatic identification around the world, executives from Australia, Russia and Western Europe will present updates on business opportunities and competitive challenges they are facing. This session is a must for those companies looking to expand their operations.

Speaker Panel: Jan Svoboda, *UPM Raflatac*, Dr. Sergey Dudnikov, *Systematica*

Moderator: Alastair McArthur, *TAGSYS*

1:00–2:00 pm **Defining the AIM North America Value Proposition**
Maize

In this session we will learn, question, debate, deliberate, and decide what it takes for AIM North America to build an effective value proposition for YOU. Participants will be actively engaged in building and solidifying a clear vision of the value of building their future with AIM North America.

Speaker Panel: Steve Doerfler, *Metalcraft*, Chuck Evanhoe, *Evanhoe & Associates*

2:00–3:00 pm **How Social Media is Transforming Business**
Sienna I & II

Speaker: Paul Gillin
Blogs, podcasts, social networks and online videos are creating new centers of influence. The emerging world of social media presents exciting new opportunities for businesses to communicate directly with key constituents in ways that were unimaginable just a few years ago. Business executives and marketers who can successfully reinvent themselves as content providers can bond with their customers in ways they could never before imagine.

Sponsored by:
Paul Gillin, an authority on the use of social media for marketing and customer relations, will speak about how businesses of all sizes can leverage new digital channels to create customer relationships built on trust and conversation.

3:00–3:45 pm **Networking Break**
Sienna Foyer

Sponsored by: **Honeywell**
Recharge with a cup of coffee or a cool beverage and continue the networking that began earlier in the day. Don't miss the final educational session, followed by the Industry Gala Reception and Dinner—the best is yet to come!

3:45–5:15 pm **Hidden GEMs: How Automatic Identification Solutions are Impacting Key Markets**
Sienna I & II

Now more than ever it is important to understand how automatic identification is being implemented in real time to solve real business problems. Join three end users from three key markets for an interactive presentation about how their market segments are being impacted by technology and what challenges (our business opportunities) lie ahead.

Speaker Panel: Rob Leibbrandt, *Office of Undersecretary for Defense (G)*, Stephen Lambright, *Apprion (E)*, Kenneth Kleinberg, *Health Language, Inc. (M)*

Moderator: Michael Liard, *ABI Research*

6:30–9:00 pm **AIM Industry Awards Gala Reception and Dinner**
Sapphire Pavilion

Join the entire AIM organization for an evening experience honoring you—the leaders and innovators of the Automatic Identification and Mobility industry. Join your peers as we celebrate an exciting year of accomplishments; honor the recipients of the *AIM Industry Awards*, and look ahead to great achievements throughout 2009.

FEIG
ELECTRONICS



RFID FOR PROFESSIONALS



The new UHF Long Range Reader ID ISC.LRU3000

The most respected RFID Readers in the industry
Providing products and services exclusively through resellers, system integrators and OEM's

www.feig-electronics.com

WEDNESDAY International Forum and Committee Meetings
April 22, 2009

8:00–9:00 am **Networking Breakfast**
Cyan Foyer

Before you embark on your return home or stay to attend the International presentations, join your colleagues for a hearty breakfast and one last cup of coffee.

Speaker: Dan Mullen

9:00 am–Noon **International Forum**
Slate

Sponsored by:



Listen as representatives from the AIM chapters from around the world present an overview of the business climate for the region and how the chapter is providing value to its member companies. If you are thinking of expanding your business globally, this session will provide valuable insights into the most active sales regions within the automatic identification industry and a chance to meet chapter executives.

9:00 am–Noon **ADC-1 Meeting**
Committee Members Only
Maize

Noon–1:00 pm **Networking Box Lunch**
RSVP Requested Cyan Foyer

Before you return home or continue with committee meetings, grab a quick lunch and beverage and a final chance to network with the International attendees.

Noon–5:00 pm **AIM Global Board Meeting**
Board Only
Slate

THURSDAY, April 23, 2009

9:00 am–6:00 pm **TSC Meeting – Day 1** Sienna I

The Technical Symbolologies Committee (TSC) will host a two-day working meeting following the Leadership Summit. If your company has an interest in getting involved in the technical work of this committee, please contact the AIM office for an introduction to the chairperson.

think global.

think BlueStar.

One of the world's fastest growing technology distributors, BlueStar has in-country personnel and warehouse facilities in the following global regions: **U.S., Canada, Latin America, and Europe.**

BlueStar can assist resellers who wish to do more profitable business internationally by offering the following advantages and benefits:

- ▶ *Reduced or Eliminated Customs, Duties, and Tariffs*
- ▶ *Quicker Delivery*
- ▶ *Stock Requests & Forecasts*
- ▶ *Communicating in Your Language*
- ▶ *One System, One Account Executive*



For more information: www.bluestarinc.com | 866-830-0140

BlueStar
Your Solutions Distributor

Please **contact us** to **learn more** about how BlueStar can help you on global basis, and which product lines are distributed by our respective regions.

