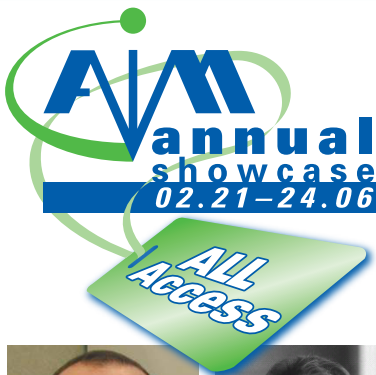
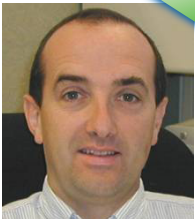


Connect with the Stars



February 21-24, 2006 | Hyatt Regency Newport Beach | Newport Beach, CA, USA



Chenneveau



Stuart



Thomas



Schwartz

Featured Speakers

Keynote

Didier Chenneveau, VP, Operations,
Imaging and Printing Americas
Hewlett-Packard

Speakers

Bruce Stuart, President & CEO
ChannelCorp Management Consultants

Julie Thomas, President & CEO
ValueVision Associates

David Schwartz, Principal
Jacquard Associates Inc.

Panel Moderators

Chuck Biss, VP Verification Products
Hand Held Products

Mark Roberti, Editor
RFID Journal

Dann Murno, Sr. Executive Editor
The Manufacturer

Ross Stapleton-Gray, President,
Stapleton-Gray & Associates

Platinum



Gold



Bronze



Media and Association



Program at a Glance

Tuesday, February 21, 2006

12:00 – 7:00 pm	Registration Open
1:00 – 4:00 pm	Committee Meetings
5:00 – 6:30 pm	Welcome Reception

Wednesday, February 22, 2006

General Sessions & Networking

7:30 am – 5:00 pm	Registration Open
8:00 am – 5:00 pm	Cyber Café Open
8:00 am – 8:30 am	Caffeinate and Prepare to Collaborate! - Continental Breakfast
8:30 am – 9:30 am	Standards That Will Impact Your Business
10:45 am – 11:00 am	Morning Break
3:00 pm – 3:30 pm	Afternoon Break
3:30 pm – 4:30 pm	Compliance Underway...What Comes Next?
6:00 pm – 9:30 pm	AIM Industry Awards Dinner

Track One – AIM Global Program

9:45 am – 10:45 am	Global Annual Meeting/Rap Session with the Board
11:00 am – 11:30 am	Lessons Learned - The Work Ahead
11:30 am – 1:00 pm	Networking Lunch with AIM Global Board
1:00 pm – 3:00 pm	Fire Tests, Iceburgs, and Ecosystems

Track Two – Channel Development Forum

9:30 am – 12:30 pm	Invest to Grow
12:30 pm – 2:00 pm	Channel Networking Lunch with Roundtable Discussions
2:00 pm – 3:00 pm	Identifying and Integrating Vertical Market Opportunities

Thursday, February 23, 2006

General Sessions & Networking

7:30 am – 5:00 pm	Registration Open
8:00 am – 5:00 pm	Cyber Café Open
8:00 am – 8:30 am	Get Interactive! - Continental Breakfast
8:30 am – 9:30 am	Keynote – Using RFID Today and Tomorrow
9:30 am – 10:30 am	Analysts' Insight: Connecting Market Trends to Your Business Plan
10:30 am – 10:45 am	Morning Break
11:30 am – 1:00 pm	Lunch with Morning Case Studies and Sponsor Displays
2:30 pm – 2:45 pm	Afternoon Break
3:30 pm – 4:30 pm	RFID and Privacy – The REAL Story
4:30 pm – 5:30 pm	Reception with Afternoon Case Studies and Sponsor Displays

Track One – RFID Interactive

10:45 am – 11:15 am	Michelin Case Study
11:15 am – 11:45 am	McCarran Airport Case Study
1:00 pm – 1:30 pm	NYK Logistics Case Study
1:00 pm – 1:30 pm	Nancy Foods Case Study
1:30 pm – 2:00 pm	West Pharmaceutical Case Study
1:30 pm – 2:00 pm	Mitsui USA Case Study
2:00 pm – 2:30 pm	SRA International Case Study
2:00 pm – 2:30 pm	Hampton Products International Case Study
2:45 pm – 3:15 pm	The Boeing Company Case Study

Track Two – Channel Development Forum

10:45 am – 11:30 am	Steps to Success with RFID
1:00 pm – 2:30 pm	Creating the Need for Your Solution
2:45 pm – 3:30 pm	Focus on the Customer and Grow Your Sales

Friday, February 24, 2006

RFID Tour

8:00 am – 8:30 am	Continental Breakfast
9:00 am – 12:00 pm	Application Tour – Port of Long Beach

Session Descriptions

Wednesday, February 22, 2006

General Sessions

8:30 – 9:30 am

Standards That Will Impact Your Business

Gain the latest insight into Automatic Identification standards at the international, national and application level. Hear directly from the leaders and participants in the most active standards bodies affecting bar code, RFID, RTLS, data structure, and conformance/performance standards

Moderator: Chuck Biss, VP Verification Products, Hand Held Products

Panelists: Sprague Ackley, Intermecc Technologies; Michael Guillory, Phillips; Craig Harmon, QED Systems; Rick Schuessler, Symbol Technologies; Todd Humes, Impinj

3:30 – 4:30 pm

Compliance Underway...What Comes Next?

It's been nearly three years since leaders such as Wal-Mart and the DoD announced their RFID compliance initiatives. So where are we today? What has worked? What hasn't? What's on the horizon? Who will be affected? And how do YOU fit in? Key leaders driving this process from retail, industrial and government sectors share their insights in this unique panel discussion.

Moderator: Mark Roberti, RFID Journal

Panelists: Daryl Remily, The Boeing Company; Rob Liebrandt, IUID; Dan Kimball, SRA International; Mike O'Shea, Kimberly-Clark Corporation

6:00 – 9:30 pm

AIM Industry Red Carpet Gala

In the shadow of the bright lights and multitude of award shows from Southern California, we are pleased to deliver an evening experience honoring you - the leaders and innovators of Automatic Identification and Mobility technology. Join your peers as we celebrate an exciting year of accomplishments; honor the recipients of the Dilling and Percival Awards, and look forward to great things in 2006.

Track One – AIM Global Program

9:45 – 10:45 am

Global Annual Meeting/Rap Sessions with the Board

Engage the AIM Global leadership and express your opinions and interests on how the association can best serve you, your company and the industry in the coming years. The room will be set up to allow multiple conversations on the most pressing strategic issues our industry.

11:00 – 11:30 am

Lessons Learned – The Work Ahead

Following the roundtable discussions of the morning, Board members and the President will "report out" to the full membership and paint the vision for 2006 and beyond.

11:30 am – 1:00 pm

Networking Lunch with AIM Global Board

Join the Directors for lunch and follow-up conversation from the morning Rap Sessions.

1:00 – 3:00 pm

Fire Tests, Iceburgs, and Ecosystems

This is a must-attend for vendors interested in improving their channel relationships and channel productivity. Bruce Stuart presents a ruthless examination of vendors' channel strategy. What's missing? What issues need to be addressed? What do vendors need to do to survive?

Bruce Stuart, President & CEO, ChannelCorp

Track Two – Channel Development Forum

9:30 am – 12:30 pm

Invest to Grow

VARs won't want to miss this workshop. In today's business environment, selling product is not enough. To thrive, value added resellers must provide customers with solutions to their business problems. Join a key VAR profitability improvement strategist as he walks you through moving from a point product model to one that encourages providing total solutions and value-add.

Bruce Stuart, President & CEO, ChannelCorp

12:30 – 2:00 pm

Channel Lunch and Roundtable Discussions

Recharge your batteries and join key vendors for lunch to learn about their new products and partner programs, and ask any other questions that are on your mind. VARs will have the opportunity to sit with the vendors of their choice in this informal lunch setting with structured discussion topics. Reconnect with current partners and evaluate future opportunities.

Participating vendors: All Platinum and Gold Sponsors

2:00 – 3:00 pm

Identifying and Integrating Vertical Market Opportunities

Are you ready to expand your business into new vertical markets? Join ScanSource for an informative session to find out how you can build a vertical market strategy that makes sense for your business. Learn which verticals to target based on your expertise and get educated on how the newest AIDC and mobility technologies work in certain markets. You'll leave the session with a plan of action for breaking into new verticals!

Fred Dotson, Director of Merchandising, ScanSource

Thursday, February 23, 2006

General Sessions

8:30 – 9:30 am

KEYNOTE – Using RFID Today and Tomorrow

Radio Frequency Identification technology has been around for many years. Today, however, it is on the minds of executives, operations managers, and the general public. How can businesses and the consumer benefit from this wireless technology, today and tomorrow?

As a veteran of finance, information technology and operations, Didier Chenneveau, VP and General Manager of Operations for HP's Imaging and Printing Business, is a professional uniquely positioned to educate and enlighten in the area of RFID usage. Hear how HP has implemented RFID solutions to date and gain important insight on how to extract value from using RFID in order fulfillment, distribution, reverse supply chain and other supply chain processes.

9:30 – 10:30 am

Analysts' Insight: Connecting Market Trends to Your Business Plan

Top industry analysts, representing different segments of the market gather to share their insights and observations on the evolution of Automatic Identification, RFID and Mobility technologies. Get a realistic view of market data that you can apply to your company's business plan for 2006 and beyond.

Moderator: Dann Maurno, Sr. Executive Editor, The Manufacturer

Panelists: Jeff Kessler, Lehman Brothers; Reik Read, R.W. Baird & Co.

3:30 – 4:30 pm

RFID & Privacy Panel – The REAL Story

With all of the news and editorials covering RFID and privacy, it's important to be well educated on all sides of this discussion before deciding how you or your company need to address the questions. This panel of policy professionals represents the different privacy issues/non-issues related to RFID.

Moderator: Ross Stapleton-Gray, Stapleton-Gray & Associates

Panelists: Dr. Howard Beales, CAP Analysis; Lee Tien, Electronic Frontier Foundation

Featured Networking

11:30 am – 12:30 pm

Networking Lunch

Join all the AIM Annual Showcase attendees for an outstanding networking opportunity. Meet end user customers, vendors and channel partners for lunch and take some time to visit the Showcase sponsor display tables.

4:30 – 5:30 pm

Wrap-up Reception

Reflect on lessons learned throughout the Showcase with peers and case study speakers. Get a second chance to visit sponsor displays you may have missed during lunch.

Track One – RFID Interactive!

10:45 – 11:15 am

Michelin Case Study

The emergence of Gen 2/ISO 18000-6c has greatly reduced commercial barriers for RFID implementation. Michelin will identify the impact this progress is having on the tire industry.

In addition, there are challenges and barriers remaining on the global RFID landscape. Michelin will provide an update on those challenges and issues.

Patrick F. King, Global Electronics Strategist

11:15 – 11:45 am

McCarran Airport Case Study

This case study is a discussion of the practical and economic impacts of being the world's first airport to use RFID for 100% bag tracking.

McCarran International Airport (Las Vegas) has installed an airport-wide RFID system, with chips incorporated into each and every one of the bag tags produced for all of the airlines.

David Bourgon, Airline Systems Manager

12:30 – 1:00 pm

Networking with Morning Case Studies

Spend some time with fellow end users to gain insights into other uses of RFID technologies in your enterprise and visit sponsor display tables.

1:00 – 1:30 pm

NYK Logistics Case Study

When you're responsible for moving freight for Target, you better be "on target" with your operations to keep up with one of the highest-volume, demanding distribution channels in the world.

Mr. Crawford, Director of Operations for NYK Logistics, will speak about "before" and "after" scenarios of deploying wireless real-time location data and yard management software and how it has enabled NYK to save time and money, while increasing customer satisfaction.

Rick Crawford, Director of Operations



Track One – RFID Interactive! *cont.*

1:00 – 1:30 pm

Nancy Foods Case Study

RFID promises significant impact to all business areas on cost, technology direction, and delivering business value. David has recently lead Nancy's Specialty Foods through a complex RFID technology implementation which Dave will cover for our members in summary. David will be discussing the real ROI behind implementing RFID, what infrastructure is required for deployment, and what components of RFID technology are a reality if implemented in today's market.

Dave Siegfried, IS Manager

1:30 – 2:00 pm

West Pharmaceutical Case Study

As a response to a customer need to track and trace unlabelled injectable medicines, West Pharmaceutical found a way to couple RFID tags and its packaging system. Since solving that problem, they've found many new applications for this technology, in particular for use in anti-counterfeiting measures.

Eugene Polini, Customer Technical Support Representative

1:30 – 2:00 pm

Mitsui USA Case Study

Mitsui USA is proving the commercial benefits the SaviTrak™ information network brings to major consumer goods suppliers in meeting and exceeding Radio Frequency Identification (RFID) compliance mandates while improving security, logistics data accuracy, visibility, and the operating metrics of containers and their contents.

Yoshiumi Kotsuka, Director, Transportation and Logistics

2:00 – 2:30

SRA International Case Study

SRA International is the support contractor to the DOD Logistics AIT Office and in that capacity works with the military services and DLA to implement AIT technologies in support of warfighters.

The DOD utilizes the largest active RFID network in the world tracking thousands of shipments per month. In addition, the DOD has been a leading implementer of the EPC passive RFID technology, integrating passive RFID throughout the Supply Chain, from factory to foxhole, across all parts of DOD. Real Time Locating systems and Satellite Tracking Systems are used in selected applications to enhance the goal of asset visibility.

Dan Kimball, Principal

2:00 – 2:30 pm

Hampton Products International Case Study

Hampton Products RFID deployment is a success story that other consumer product goods companies can replicate. Shortly after Wal-Mart announced its RFID mandate in 2004, Hampton Products made the critical decision to implement RFID early. Although this leading manufacturer of locks, hardware and security products did not fall into the category of Wal-Mart's top 100 suppliers, Hampton Products did share Wal-Mart's vision of using RFID to achieve operational efficiency and long-term ROI. Hampton Products' Vice President and Chief Information Officer Brian Millsap will share how his company's innovative culture challenged its IT department to unlock ROI using RFID.

Brian Millsap, VP and CIO

2:45 – 3:15 pm

The Boeing Company Case Study

Mr. Daryl Remily will enlighten us about the part that automatic identification technology plays in commercial aviation today. It promises to be a winning proposition for Airbus and Boeing, as well as for their suppliers (as approximately three quarters of our supplier base is common) and airline customers alike.

Across the aviation industry, the business case for deploying RFID is perhaps more robust and clear than in any other segment of the economy, as it will accelerate the production process, improve and streamline maintenance functions, decrease aircraft downtime, produce higher spares availability while reducing spares inventory, and enhance passenger safety.

Daryl Remily, Deputy Program Manager

Track Two – Channel Development Forum

10:45 – 11:30 am

Steps to Success with RFID

RFID is the industry's biggest current buzzword. This session helps you filter through the hype to find the right RFID opportunities for your business. You'll learn about how you can get started, how to build a solutions-based approach, how to gain certification and more. Greg will also provide an overview of the scope of the RFID opportunity and where you can find success. Don't miss this instructive session to get the RFID insight you need.

Greg Dixon, CIO, ScanSource

1:00 – 2:30 pm

Creating the Need for Your Solution

When the good times roll, great products or services are in demand. When things slow down, those old cash cows may no longer be holding up your performance requirements. When new products come out, the difference between success and failure may be helping the customer figure out why they need the new solution. In either case, the key is the "Science of Creating Need". This session explores the process for creating need for either existing products or new offerings. You will walk away with a new skill to apply and a deeper understanding of your contribution to the success of your company.

Julie Thomas, President, ValueVision Associates

2:45 – 3:30 pm

Focus on the Customer and Grow Your Sales

Make no mistake about it; your market dictates all you do. Consequently, you must decide how you will relate to that market. This Customer Focus workshop demonstrates first how to segment your customers, second, how your company should intentionally relate very differently to different customer segments, and finally, why this strategy so effectively focuses your company on the customers who can move the meter, who can make a difference in your sales and success.

David Schwartz, Principal, Jacquard Associates

Sponsor Display Tables

Hand Held Products | Markem | Printronix | PSC | Psion Teklogix
ScanSource | TAGSYS RFID | Zebra Technologies

Chapter Corner

Visit the AIM Chapter corner to learn about the activities of AIM chapters around the globe.

Association Table

AIM Global | CompTIA | AIDC Technical Institute

Media Bins

Be sure to pick up copies of the latest industry pubs provided in literature bins throughout the Showcase by our media partners!