

# RFID Journal Introduces Channel Education

As part of RFID Journal LIVE! 2006, RFID Journal will offer an RFID Channel Seminar for VARs, systems integrators and distributors.

March 6, 2006—*RFID Journal* announced today that it has added a channel education seminar to its preconference programs at RFID Journal LIVE! 2006, being held May 1-3 at the MGM Grand in Las Vegas. The channel education seminar is designed for systems integrators, value-added resellers and distributors who want to understand how to sell RFID products and services to end users.

The RFID Channel Seminar for VARs, Systems Integrators and Distributors will provide members of the sales community with vendor-neutral content, business tools, industry updates and networking opportunities that will help grow their businesses. "We added this channel education seminar because the auto-ID channel will play an important role in the adoption of RFID technologies, and we want to support it," says Mark Roberti, founder and editor of *RFID Journal*. In addition to the channel education seminar, other preconference seminars include:

**RFID University:** Designed for those new to the field of radio frequency identification, RFID University provides an opportunity to gain a basic introduction to the fundamentals of RFID, including the physics behind RFID, the technology's business benefits and its applications in the real world.

**RFID Investor Forum:** Experts will provide an overview of the technology, the growth of the RFID industry, and metrics for evaluating possible investments.

**RFID Academic Convocation:** Hosted by the Auto-ID Labs at the Massachusetts Institute of Technology (MIT), the RFID Academic Convocation will bring together leading RFID research labs, end-user companies and technology providers to address research issues surrounding the implementation of RFID. This event is part of a series of meetings being organized around the world to build collaboration across institutions, academic disciplines and geographic boundaries. Participation by qualified academic and industry researchers and governmental agency representatives is welcomed.

The conference will feature more than 40 leading early adopters presenting case studies, best practices and lessons learned. An additional 40 researchers, consultants and other independent experts will discuss how to overcome implementation issues, and top technology providers will explain how they have helped companies put RFID to work.

On the 50,000-square-foot exhibition floor, more than 120 exhibitors will show off the latest RFID hardware, software and services. There will also be technology demonstrations on the show floor.

Discounts on hotel rooms at the MGM Grand, negotiated by *RFID Journal*, end April 2.

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