

RFID Journal Announces Dates for RFID Journal LIVE! 2008

RFID Journal's sixth annual U.S. conference and exhibition, to be held in Las Vegas in 2008, will focus on business benefits, strategy and implementation of RFID.

Sept. 27, 2006—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID), today announced the dates and location for its sixth annual RFID Journal LIVE! Conference and Exhibition in the United States. RFID Journal LIVE!, the world's largest RFID conference and exhibition for companies seeking to use RFID to improve the way they do business, will be held at the Venetian Resort Hotel Casino in Las Vegas, April 16-18, 2008.

The 2008 event will follow RFID Journal LIVE! 2007, slated to take place April 30 to May 2, 2007, in Orlando, Fla., at Disney's Coronado Springs Resort.

"We're very pleased to be able to hold our next two RFID Journal LIVE! U.S. events at premier hotels in such exciting destinations," says Kenny Nova, president of RFID Journal, LLC, which publishes *RFID Journal* magazine and produces RFID Journal LIVE! events. "This gives hard-working businesspeople a chance to get the broadest and deepest RFID education available, see the leading vendors, network and spend a little time before or after the event relaxing."

The RFID Journal LIVE! 2007 conference and exhibition will feature more than 120 speakers, including more than 50 leading early adopters from end-user companies. It will showcase more than 200 technology exhibits, as well as live demonstrations of RFID solutions for specific industries, special networking gatherings, and workshops geared for specific audiences seeking to leverage RFID technology.

RFID Journal LIVE! 2008 will be even larger, with a more expansive exhibit floor and a greater number of tracks and preconference workshops. With 1.9 million square feet of meeting space, including 298 flexible function rooms and the 85,000-square-foot Venetian Ballroom, the all-suite Venetian Hotel is large enough to accommodate this gathering of the worldwide RFID community.

Copyright ©2005 RFID Journal, Inc. All Rights Reserved