

**RFID Journal's fifth annual conference and exhibition, to be held Apr. 30 to May 2, 2007, will feature addresses by Wal-Mart CIO Rollin Ford and Sara Lee CIO George Chappelle.**

Nov. 20, 2006—RFID Journal, the world's leading media and events company covering radio frequency identification (RFID) technology, announced today that [Wal-Mart CIO Rollin Ford](#) and [Sara Lee CIO George Chappelle](#) will be among the keynote speakers at [RFID Journal LIVE! 2007](#), RFID Journal's fifth annual conference and exhibition. This event, the world's largest RFID conference and exhibition, will be held Apr. 30 to May 2, 2007, at [Disney's Coronado Springs Resort](#) in Orlando, Fla.

The conference program will feature more than 50 objective end-user case studies and how-to sessions led by RFID experts with real-world RFID experience. More than 200 speakers will present objective information regarding where the technology can benefit businesses today—and where it cannot.

The program is divided into eight tracks. Five focus on industries benefiting from RFID today: [retail/consumer goods](#), [health care/pharmaceutical](#), [manufacturing](#), [defense/aerospace](#) and [transportation/logistics](#). Three more tracks—"Getting Started," "How to Deploy RFID" and "Executive Strategy"—are designed to help attendees at every level capitalize on the benefits of RFID.

The event will also feature eight preconference seminars conceived to address the educational needs of specific audiences within the broader RFID community:

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"This year's program is the most comprehensive ever," says Mark Roberti, founder and editor of *RFID Journal*. "RFID end users have come a long way in terms of quantifying the technology's benefits, and our 2007 event will feature more end users than ever, detailing which applications are delivering value today."