

RFID Journal's sixth annual conference and exhibition will feature addresses by Procter & Gamble COO Bob McDonald, Sam's Club executive VP Greg Johnston, and Motorola Enterprise Mobility CTO Ray Martino.

Dec. 13, 2007—RFID Journal has announced that Bob McDonald, COO of [Procter & Gamble](#); Greg Johnston, executive VP of [Sam's Club](#); and Ray Martino, CTO of [Motorola Enterprise Mobility](#) will deliver keynote addresses at [RFID Journal LIVE! 2008](#), RFID Journal's sixth annual conference and exhibition. This event—the world's largest RFID conference and exhibition—will be held April 16-18, 2008, at the Venetian Hotel in Las Vegas.

The [conference program](#) will feature more than 50 end-user case studies and how-to sessions led by experts with real-world RFID experience. And more than 200 [speakers](#) will present objective information about where RFID can benefit businesses—and where it cannot. Among the speakers already confirmed for the conference program are:

- Ken Mangold, J.B. Hunt Transport Services
- Mark Moran, John Deere
- Steve Lederer, Goodyear Tire and Rubber Co.
- Ann Ferriter, U.S. Food and Drug Administration
- Zachary Thom, Unilever
- Brian Chisholm, Rexam
- David Richards, ASD Healthcare
- John Ryan, Hawaii Department of Agriculture
- Debbie Fogg, Spirit AeroSystems
- Ed Benincasa, FN Manufacturing
- Max Tejada, Tejas Tubular
- Larry Pietrowski, Costa View Farms
- Yoshibumi Kotsuka, Mitsui & Co.
- Nicolas Bondarenco, IATA
- Drew Nathanson, Venture Development Corp.
- Sue Hutchison, EPCglobal
- Marc-Anthony Signorino, National Association of Manufacturers

The program is divided into eight tracks. Five focus on industries benefiting from RFID: Retail/Consumer Packaged Goods; Aerospace/Defense; Pharmaceuticals; Supply Chain/Logistics; and Manufacturing. Three more are designed to help attendees at every level capitalize on the benefits of RFID: Getting Started; How to Deploy RFID; and Executive Strategy.

The event will also feature 10 preconferences that will address the educational needs of specific audiences within the broader RFID community:

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What's more, RFID Journal LIVE! 2008 will feature more than 200 leading technology providers exhibiting on a 100,000-square-foot trade show floor. The exhibit hall will showcase live demonstrations and, for the first time, technology companies will compete for the new [Best in Show product award](#), to be determined by attendees.

In addition, EPCglobal will conduct a Joint Action Group meeting prior to RFID Journal LIVE! 2008, and the [Institute of Electrical and Electronics Engineers](#) will hold its [IEEE RFID 2008](#) conference in conjunction with the event. The EPCglobal meeting is a gathering of members from all action groups that contribute to the development of EPCglobal standards. The IEEE event is the second in a series of annual conferences dedicated to addressing technical and policy challenges in the areas of RFID technologies, as well as the support of large-scale distributed information systems and applications.