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A New LIVE! Site for a New RFID Era

RFID Journal is now into its second decade covering radio frequency identification, and I firmly believe the second will be nothing like the first. For the past 10 years, RFID solution providers have been enhancing their products to meet customers' needs. Early adopters have done the painstaking

work of figuring out how the technology can deliver value, as well as working with solution providers to ensure their products are mature enough for use in mission-critical applications. The hard work is complete, and businesses worldwide can now take advantage of RFID technologies to improve the way they do business.



Adoption will ramp up significantly during the coming decade. *RFID Journal* has been preparing to handle a massive increase in traffic that will occur as companies turn to our website for information about products and vendors, as well as how firms in their industry are employing the technology to improve the way they do business. Last year, we entirely revamped our website's underlying infrastructure, moving it to the cloud. The site is now faster and more secure as a result.

After completing the work on the *RFID Journal* website, we applied the same infrastructure upgrades to our events site, so that it, too, can handle the many companies that will want to attend our LIVE! events to learn how RFID can help them improve their businesses. We also completely redesigned the site's navigation and organization to make it easier for first-time attendees to find the speakers, sessions, products and exhibitors of interest to them.

Taking a page from Microsoft's tile approach to Windows 8, we created tiles to show the major aspects of the event: Agenda, Exhibition, Awards, Hotel Information and so forth. Under each, we created tiles showing many of the available features. For example, if you click on the Agenda tile on the homepage, you will see eight additional tiles: Agenda at a Glance,

Keynotes, Tracks, Preconferences, Post-conferences, Training, Co-Located Events and Speakers.

The screenshot shows the homepage for the RFID Journal Live! 2014 conference. At the top, a blue banner features the event title "RFID JOURNAL LIVE!" in white and yellow, followed by the tagline "track and manage everything" in yellow. Below this, the dates "APR. 8-10 2014" and the location "12TH ANNUAL CONFERENCE AND EXHIBITION ORANGE COUNTY CONVENTION CENTER ORLANDO, FLA." are displayed. The main content area is a grid of eight blue-bordered boxes: "Agenda" (with a speaker photo), "Exhibition" (with a photo of the event floor), "Sponsors" (with the Motorola logo and "Comestone and Registration Sponsor" text), "Awards" (with a photo of an award presentation), "Event News" (with a "More than you think" sign), "Hotels" (with a photo of a hotel building), and "Register" (with a "APR. 8-10 2014" badge). Below the grid, a white bar contains the text "84 DAYS TO EVENT ▶ REGISTER NOW AND SAVE" and social media icons for Facebook, LinkedIn, Twitter, and Instagram. A search bar with "enter your e-mail for event updates" and "notify me" options is positioned below. A navigation bar with six tabs: "FOR ATTENDEES", "FOR EXHIBITORS", "BROCHURE", "RFID CONNECT", "RECEIVE INFO", and "PRESS" is next. The bottom section, titled "FEATURED SPEAKERS INCLUDE:", lists four speakers with their photos and titles: Mark Roberti (Founder and Editor, RFID Journal), Dr. Bill Hardgrave (Dean and Wells Fargo Professor, Auburn University), Dr. Ravi Margasahayam (Aerospace Engineer, Safety, International Space Station (ISS), NASA), and Kim Phillips (Head of Packaging, Marks & Spencer).

To make it easy for potential attendees to find what they are looking for, we have added several tools that make it intuitive and easy to navigate the site, so all the information you need is at your fingertips. When potential attendees click on pages in the For Attendees area, for instance, the right-hand column will display tabs with all the items that might be of interest to them, such as the agenda, brochure, hotel information, concierge service, speed networking and so on.

RFID JOURNAL LIVE! track and manage everything

APR. 8-10 2014 | 12TH ANNUAL CONFERENCE AND EXHIBITION
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLA.

RFID Journal LIVE! 2014 | For Attendees | RFID Connect REGISTER NOW

enter your e-mail for event updates notify me search f in t w

Plan Your Event on RFID Connect

RFID Connect is RFID Journal's event-planning and online community site. All RFID Journal LIVE! attendees are given a user name and password, after registering to attend the event, if they don't already have one. As an attendee you can:

- Search the sessions and add the ones you want to attend to a daily planner
- Search the exhibitor list and add exhibitors to your to-do list
- E-mail speakers and other attendees to request meetings during LIVE!
- Request meetings with specific exhibitors

EVENT AGENDA

PLEASE NOTE: All items listed below are subject to change without notice. Consult the program guide when you arrive at the event for the latest and most complete information available. It is your responsibility to purchase the correct Conference Package to gain access to some sessions. Clicking on a checkbox will help you build your custom Daily Planner.

DATE	SESSIONS	EXHIBITOR EVENTS	START - STOP	
Wednesday, April 09	Preconference			
	Breakfast			
	Solution Provider Sessions		8:30 AM - 9:15 AM	<input type="checkbox"/>
	Awards Finalist Sessions		9:15 AM - 10:00 AM	<input type="checkbox"/>
	Post-Conference		10:00 AM - 10:45 AM	<input type="checkbox"/>
	Applying RFID Along the Entire Retail Value Chain		10:45 AM - 12:00 PM	<input type="checkbox"/>
	Solution Provider Sessions		1:00 PM - 2:00 PM	<input type="checkbox"/>
	A Comprehensive Roadmap for Launching an RFID Project			<input type="checkbox"/>

All content on RFID Connect is fully searchable from the event dashboard, so you can type in a term, such as "durable tags," or "work-in-process" and find all sessions involving these and all exhibitors offering related products.

Current and potential exhibitors visiting the site's For Exhibitors area would see an entirely different navigation—they would see links to Marketing Resources, Get More Leads, information about how to enter the *RFID Journal* Awards and the Coolest Demo contests, and so on. There is a lot of information here about the tools we have created to help exhibitors, so I hope they will take the time to explore this section of the site.

We have seen an increase in traffic across *RFID Journal's* news, events and awards sites, as well as at RFID Connect. In addition, we've also noticed an increase in registrations for our newsletters. This tells me a growing number of companies are realizing that RFID has matured and can now meet their needs at a price they can afford.

RFID JOURNAL LIVE! track and manage everything

APR. 8-10 2014 12TH ANNUAL CONFERENCE AND EXHIBITION
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FLA.

RFID Journal LIVE! 2014 · For Exhibitors · Marketing Services REGISTER NOW

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Home RFID Journal Marketing Services Become an Exhibitor

Register RFID Journal offers solutions providers, consultants, associations and other industry organizations with the highest-level marketing services, that have been proven during our 10 successful years of marketing in the radio frequency identification industry. Exhibitor Resources

Agenda Our knowledge of the market, data about market trends, and expertise in developing marketing materials means we can help clients get real results while remaining focused on their ROI. Marketing Resources

Exhibition Marketing Specialties: Speed Networking

For Attendees

- Logo development and product launch campaign
- Brand and marketing strategy
- Copy writing and creative development
- Integrated marketing campaigns
- Strategic partnership development and introductions
- Search-engine marketing and landing pages
- Custom events
- Telemarketing script writing
- Direct-mail, product or company brochures
- Video services, blog and social media strategy
- Sales training and trade-show promotion strategies
- Market research and surveys
- White papers and reports
- Webinar presentation development and promotion

 PR Services

For Exhibitors View samples of our work. Get More Leads

Event News Product Showcase

Hotels Enter the Awards

Brochure Enter Coolest Demo Contest

RFID Connect See Who's Coming

I've written in the past that RFID deployments need to become easier, and that if vendors want to see adoption increase, they need to offer products that do not require a Ph.D. in physics to deploy. I believe in practicing what I preach, so our aim is to make the LIVE! website easy to navigate, so that visitors need not spend a week figuring out whether the conference has what they seek. I would love to hear your feedback or suggestions for the site, so please feel free to