Welcome to Smart Labels USA 2006, informing and delivering the many applications of RFID smart labels.
Now in its 5th Year Smart Labels USA - the must-attend RFID event of the year - is back in Boston, bigger and better than ever before.

The Smart Labels world-series of events by IDTechEx provides renowned, independent, global-reach RFID information and solutions through conferences, masterclasses, seminars and trade expositions.

The Smart Labels series address how RFID and allied technologies are developing and being used in the U.S and around the World. Smart Labels USA is the biggest global event uniquely drawing Executive Level Representatives from the LABEL, PRINTING, PACKAGING, CONVERTING and USER market, teaching;

- RFID impact on businesses across a wide range of applications such as retail, manufacturing, healthcare, airlines and airports, passenger transport, archiving…
- RFID implementation – experience from the experts
- Manufacturing RFID smart labels
- Cutting edge RFID smart label technologies

RFID Market growth – what's in it for you?

In 2006, almost three times the volume of RFID tags will be sold than over the previous 60 years since their invention. Primarily this will be because retailers and military forces are demanding that suppliers fit tags to pallets and cases to save cost and improve service but many other applications will be growing very rapidly.

This exponential growth will continue and by 2015, the value of sales of RFID tags will have increased by thirteen times over the figure for 2005. The value of the total market, including systems and service, will rocket to $24.5 billion in 2015. Primarily, this will be driven by another new and dramatic development-the tagging of high volume items - notably consumer goods, drugs and postal package. In these cases, the primary benefits sought will be broader and include cost, increased sales, improved safety, reduced crime and improved customer service.

Most of these will be in the form of labels – applied at high speed into cases and products, or even RFID tags created directly on packaging. There is increasing need for additional functionality such as sensing for diagnostics, feedback from simple displays for new merchandising propositions and much more. SmartLables USA 2006 covers the applicational needs, technologies and how you can be involved.
SMARTLABELS USA = UNIQUE EXPOSURE TO SENIOR DECISION-MAKERS:

Conference delegates and exhibition visitors include senior decision makers and influencers. At Smart Labels USA 2005, delegates included:

![Smart Labels USA - Breakdown by Job Title](image)

### Total delegates for the IDTechEx Smart Labels USA event over the previous 3 years

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>350</td>
</tr>
<tr>
<td>2004</td>
<td>400</td>
</tr>
<tr>
<td>2005</td>
<td>418</td>
</tr>
</tbody>
</table>

### DELEGATES JOB TITLES: CHAIRMAN, CEO, CIO, CTO, VICE PRESIDENT, DIRECTOR, SENIOR MANAGER, SENIOR LEVEL EXECUTIVE, BRAND MANAGER.

<table>
<thead>
<tr>
<th>Retailers and consumer good companies</th>
<th>Label converters</th>
<th>RFID tag and smart label stock producers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmaceutical and medical device companies</td>
<td>Packagers</td>
<td>Electronics companies</td>
</tr>
<tr>
<td>Government Dept/Planners</td>
<td>Production Machinery – Labels,</td>
<td>Ink, substrate and adhesive suppliers</td>
</tr>
<tr>
<td>Food &amp; Livestock</td>
<td>Printing and Packaging</td>
<td>Resellers and Integrators</td>
</tr>
<tr>
<td>Security</td>
<td>Supply Chain Operations</td>
<td>Tag and reader manufacturers</td>
</tr>
<tr>
<td>Transport</td>
<td>Security Organizations</td>
<td>Paper, packaging and printing companies</td>
</tr>
<tr>
<td>Pharmaceuticals and Healthcare Manufacturing</td>
<td>System integrators</td>
<td>IT &amp; System Integrators</td>
</tr>
<tr>
<td>Archiving</td>
<td>Manufacturers</td>
<td>Venture Capitalists</td>
</tr>
<tr>
<td>Finance/payments</td>
<td>Logistcs/shipping/distribution and materials handling providers</td>
<td>Product development</td>
</tr>
<tr>
<td>New Markets</td>
<td>Warehousing</td>
<td>Strategic planning</td>
</tr>
<tr>
<td>Marketing</td>
<td>Corporate Purchasing</td>
<td>Plant Management</td>
</tr>
</tbody>
</table>

### Previous delegates have included:

- 3M
- Accenture Technology Labs
- Airbus GmbH
- Alien Technology Corporation
- Arla Foods
- Australian Sheep Industries
- CRC
- Auto-ID Labs
- Aventura Hospital & Medical Center
- Avery Dennison
- AWID - Applied Wireless ID
- BASF
- Bayer BE Semiconductor Industries
- Belmark
- Boeing
- Boots Healthcare International
- Bosch
- Brady Corporation
- Bristol-Myers Squibb
- British Airways
- British Civil Service
- British Telecom
- Brooks Automation Germany GmbH
- Brother Industries Ltd
- Cabot Corporation
- Cadbury Schweppes
- Canon CCL Label
- Chevron China EPC Working Group
- Cisco Systems
- Creo CVS Pharmacy Datacon Technology
- DCC Japan De La Rue Group
- Delo Industrial Adhesives
- Deloitte Consulting
- Delta Air Lines
- DePuy Inc
- DHL
- Domino Dow Coming DuPont EAN Korea
- Electrolux
- Emerson & Cuming
- EPCGlobal
- Hong Kong / HKANA FDA - Center for Drug Evaluation and Research
- FEC (Malaysia) Sdn Bhd
- France Telecom
- Fuji Xerox Co Ltd
- Fujitsu Ltd
- GE Global Research Center
- General Motors Corporation
- Genzyme Corporation
- Gillette
- GlaxoSmithKline Government of Canada
- HANA Semiconductor
- BKK Co Ltd
- Hanse Telecom
- Harvard Business School
- Henkel Japan Co Ltd
- Hewlett Packard Hitachi America, Ltd.
- HP
- Hyundai Autonet
- IBM
- IKEA
- Svenska AB
- Initial Packaging Solutions Ltd
- Intel Corporation
- International Paper
- Kester Kimberly-Clark Corporation
- Korea Airport Corporation
- Kraft Foods
- La Poste
- Lexmark International Inc
- LG Electronics, Inc.
- Lintec Corporation
- Lockheed Martin/KAPL, Inc.
- Lucent Technologies Inc
- Marks & Spencer plc
- Michelin
- Microsoft
- Ministry of Defence MIT
- Morgan Stanley
- NEC Corporation
- Nikkei Business Publications, Inc.
- Nippon Kayaku America, Inc.
- Nokia Nomura
- Océ Technologies
- Oracle Corporation
- PA Consulting Group
- Packaging Corporation of America (PCA)
- Panduit Corp
- Pfizer
- Philips
- Polaroid Corporation
- Primark America
- Corporation Procter & Gamble
- RFID TAG (Thailand) Co., Ltd.
- Rockwell Automation
- Samsung Schick & Wilkinson Sword
- Sextant Technologies
- Shanghai Komark Labels Limited
- Shell
- Siemens Silicon Valley Journal
- Sony Chemicals Corp.
- SpecialChem
- Spryalat Corporation
- Stanford University
- Stellars Health Network
- Stora Enso
- Sun Microsystems
- Tetra Pak
- Carton
- Ambient
- Texas Instruments Inc
- The Dow Chemical Co.
- Tyco Fire & Security
- Unilever
- United Parcel Service (UPS)
- United States Postal Service
- US Military
- Department of Defense
- Vanguard ID Systems
- Wal-Mart

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WHY SPONSOR OR EXHIBIT AT SMARTLABELS USA 2006?

MEET, DEMONSTRATE, NETWORK, EDUCATE and SELL to KEY BUYERS and INFLUENCERS of RFID at the WORLD’s LARGEST RFID SMART LABELS EVENT. We draw executive level representatives from the label, packaging, converting and user market.

Established in 2002, Smart Labels USA is THE industry focal point. With over 1,300 attendees and 100 sponsors since its launch, Smart Labels USA has consistently delivered RFID education and solutions to thousands of senior level decision makers from some of the world’s leading brands by partnering with top industry names from across the globe.

Now you too can benefit from meeting top influencers and decision-makers who attend the annual Smart Labels conference each year.

NEW FOR 2006!

- Increased qualified visitors to the exhibit hall through a free entry all day trade fair expo pass to technology teams
- Dedicated vendor track.
- RFID case studies and exposition vendor show guide
- 50+ exhibitors

Spotlight on Asia Pavilion. Brought to you by Presentations and showcases from the Powerhouses in the East, Including China, India and Japan.

Visions of the Future Pavilion. Brought to you by Printed Electronics - The future of RFID? From Smart Packaging to Super Smart

* Sell to Prospective Buyers * Generate New Sales Leads * Court New Prospects * Build New Prospects Databases * Build Relationships with Existing Customers * Gain Exposure * Promote Your Brand * Establish and Demonstrate Your Products and Services * Generate Media Exposure * Launch New Products and Services * Position Your Company as Market Leader * Host Clients * *Build Partnerships * Network * Market Research * Educate the market * Learn *

For details of how you can be involved please contact Nicola Bateman, IDTechEx, at n.bateman@idtechex.com or call + 44 (0) 1223 813703

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