

2015 Alien Global Conference & Exhibition

October 20-21*, 2015 Hilton Lake Las Vegas Resort and Spa

*And an optional, free ALR-F800 training session on Oct 19th

RFID - IT'S ALL ABOUT THE DATA

Big Data. Cloud. The Internet of Things. But where does this data come from to power these new paradigms? We believe it is RFID!

Alien's success is built on our partner network, so this is the time of year when we can all get together and further our relationships to strengthen our mutual businesses. Here's where strategies, innovation & experience are shared amongst end-users, developers, VARs and converters alike. The forum includes general sessions and numerous breakout options, as well as an opportunity to network with end-users, Alien technical staff, industry partners & suppliers.

- The best way to **network** inside of the RFID industry
- Over 100 **partners and end-users**
- ~20 **exhibitors**
- 4 parallel speaker sessions – all **100% RFID relevant**
- Industry relevant **keynote** speakers
- Optional ALR-F800 Technical Reader Training

Network with:

- New technology innovators
- Old and new customers
- New potential partners
- Alien Engineering, Sales and Marketing

Sessions designed to:

- Introduce new technologies and innovations
- Discuss RFID market needs
- Identify new technologies and innovations
- Find out what is going on in adjacent markets
- Experience Alien Technical Product Training
- Learn how new Alien products may benefit your application

Other Benefits:

- An opportunity to discuss RFID disciplines with Alien experts
- Exhibition

Who's invited:

- End Users
- Converter Partners
- VAR / VASP Partners

Who should attend:

- Executive : President, C - Level, EVP & VP's
- Management : Directors, Managers
- Developers and Engineers
- Sales & Marketing





Alien F800 Reader Training

At the Users' Conference, Alien will be offering a comprehensive training session on its' newly-released F800 fixed reader. The goals of this session will be to educate attendees on the vast improvements and multi-functional additions that have been incorporated into this reader, and to also provide hands-on technical demonstrations as to how these improvements and added functions contribute to the readers' industry-leading usability and robustness.

Preliminary Agenda

Monday, October 19, 2015				
1:00 - 5:00 PM	*FREE* Technical ALR-F800 Pre-Training (limited seating)			
3:00 - 6:00 PM				
REGISTRATION - Hilton Lake Las Vegas				
6:30 - 8:00 PM	ALIEN RECEPTION			
Tuesday, October 20, 2015				
7:15-8:00 AM	BREAKFAST: MONTELAGO BALLROOM			
8:00 - 8:35	KEYNOTE: ALIEN EXECUTIVE PANEL - Hosted by Chris Chang, CEO, Alien Technology			
8:40 - 9:20 AM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
9:25 - 10:05 AM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
10:05 - 11:05 AM	VENDOR EXHIBITS: LAGO and TUSCANY			
11:05 - 11:45 AM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
11:45 - 12:45 PM	LUNCH: MONTELAGO BALLROOM KEYNOTE			
12:50 - 1:30 PM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
1:35-2:15 PM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
2:15-3:15 PM	VENDOR EXHIBITS: LAGO and TUSCANY			
3:20-4:00 PM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
4:05-4:50 PM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
6:00 PM	RECEPTION FLORENTINE GARDEN			

Wednesday, October 21, 2015				
7:15-7:50 AM	BREAKFAST MONTELAGO BALLROOM			
7:50 - 8:00 AM	Conference Notes			
8:00-8:40 AM	KEYNOTE: TBA			
8:45 - 9:20 AM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
9:20-10:00 AM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
10:00-11:00 AM	VENDOR EXHIBITS LAGO and TUSCANY			
11:05-11:45 AM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
11:45-12:25 PM	Breakout Session	Breakout Session	Breakout Session	Alien Breakout
12:30-1:30 PM	LUNCH MONTELAGO BALLROOM			





Where and When?

October 20-21 (*cocktail reception the evening of Oct 19th*) Hilton Lake Las Vegas Resort & Spa, Lake Las-Vegas, NV, USA. Lake Las Vegas is 25 minute drive from Las Vegas McCarran International Airport, close enough to visit the famous Las Vegas sites while enjoying the serenity of scenic Lake Las Vegas.

Two days of sessions and keynotes start the morning of Tuesday 20th October and finish Wednesday 21st after lunch. Meals provided throughout the event. On Monday, October 19th there is an optional Alien F800 training session offered at no additional cost, followed by **a complimentary cocktail reception for all participants on Monday Evening. A similar casual dinner event on Tuesday will also allow the opportunity to mingle.**

Check alientechnology.com/2015-conference for detailed agenda.

How Do I Participate?

- **Attendee:** Attend all the keynote sessions, break-out sessions and exhibits
- **Exhibitor:** An opportunity to show and prove your products to users and partners
- **End-User:** Discounted participation for end-user
- **Sponsor:** We have a limited number of sponsorship opportunities
- **ALR-F800 Training:** FREE for any paid attendee (Limited to seat availability)

Fee Schedule:

	Early Bird Registration (Until Aug 31)	Normal Registration (Sept 1 onwards)
Attendee	\$599 (\$399 subsequent attendees) *	\$699 (\$399 subsequent attendees) *
Exhibitor (\$200 less than last year)	\$999 (\$399 subsequent attendees) *	\$1099 (\$399 subsequent attendees) *
End User	\$399**	
Speaker / Sponsors	Contact us	
ALR-F800 Training	Free to any paid Attendee or Exhibitor	



* Prices for first attendee. \$399 for subsequent attendees from the same company when purchased together.

** No other discounts

Participant Benefits:

- Keynotes from industry leaders and influencers.
- 2 days packed with mind-sharing experiences in a variety of industries to help trigger new implementation ideas for quicker derivation of ROI.
- Select from a wide variety of concurrent sessions to fine tune your interests.
- Spend time with Alien technical staff to learn more about the latest developments and to help crack your toughest issues.
- Opportunity to meet with vendors and suppliers in a vendor fair to see their latest offerings.
- Cocktail reception Monday 19th for those arriving the day before (and a further networking opportunity).
- Tuesday evening dinner - an opportunity to network with new and long time acquaintances.

Interested?

To find out more, go to alientechnology.com/2015-conference.

Simply complete the online registration and an Alien representative will be in touch with you.



Participant Package includes:

- One registration pass.
- Access to general and breakout sessions.
- Access to Alien technical discussion sessions and support team.
- Vendor exhibits.
- Tuesday night dinner, Conference breakfasts & lunches.
- Package price: \$699 (**\$599 prior to 9/1/2015**).

Exhibitor Package includes:

- Exhibitor table (skirted 6' table with company name placard and power).
- One registration pass.
- Access to general and breakout sessions.
- Access to Alien technical discussion sessions and support team.
- Vendor exhibits.
- Tuesday night dinner, Conference breakfasts & lunches.
- Package price: \$1099 (**\$999 prior to 9/1/2015**).



About the Hotel

Only 17 miles from the Las Vegas Strip, but worlds away from an ordinary experience, the Hilton Lake Las Vegas Resort & Spa attracts celebrities, thrill seekers, or those seeking a peaceful retreat with easy access to the bright lights of the city. From boating under the deep blue desert sky to sipping cocktails next to a lagoon, Hilton Lake Las Vegas Resort & Spa lets guests revel in a series of magical moments.

The Mediterranean-inspired architecture of the adjacent village and its picturesque marina invokes the feel of the Old World, with upscale shops, fine dining, and championship golf all just steps away. The day spa with its full-service salon is staffed by a team of professionals waiting to soothe your tired muscles or give you a new cut and color so you can arrive at dinner fully refreshed. Enjoy a casual meal on the terrace as you look out over landscaped gardens or let room service deliver a snack or a beverage straight to your poolside lounge chair.

Hotel Reservations

A special room rate of \$139+tax has been negotiated with the hotel. To take advantage of this, **please book through this link before September 18th:** tinyurl.com/AlienHotel2015

Things to do (Before and After)

This location and the schedule allows for plenty of activities before and/or after the conference. Golf before - sure. We have arrangements with several nearby golf courses. Want to visit "The Strip"...of course...the hotel even runs a complimentary shuttle for exactly that. Want some quiet family time, bring the family for a long weekend and explore the Hoover Dam, Lake Mead, Valley of Fire State Park as well as the sites and sounds of Las Vegas.

Directions:

The Hilton Lake Las Vegas Resort & Spa is located 17 miles from the Las Vegas Strip and McCarran International Airport.

1610 Lake Las Vegas Parkway
Henderson, NV 89011
Phone: (702) 567-4700

From Las Vegas

- Take I-215 E towards Henderson.
- Continue on I-215 towards Henderson/Lake Mead.
- Continue onto NV-564 E/W Lake Mead Dr.
- Turn left onto Lake Las Vegas Pkwy.
- Continue through the traffic circle.
- The resort will be on your right.

From McCarran International Airport

- Take I-15/I-215 towards Las Vegas/Henderson.
- Then, continue on I-215 towards Henderson/Lake Mead.
- Continue onto NV-564 E/W Lake Mead Dr.
- Turn left onto Lake Las Vegas Pkwy.
- Continue through the traffic circle.
- The resort will be on your right.

Alien Technology is the industry's most experienced, quality supplier of RFID innovations, technologies and products.

TRUSTED PERFORMANCE™

