



2014 ALIEN GLOBAL CONFERENCE AND EXHIBITION

OCTOBER 14 - 15, DAYTON, OH, USA

Alien Evolution

BE PART OF THE TRANSFORMATION

This is not just another year in RFID and not just another year with Alien! Come and experience why!

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**

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



Downtown Dayton after Dark





Format

Designed to bring you the information you need to get up to date on a variety of RFID technologies, the latest in RFID business challenges, solutions and Alien specific products. The Fourth Alien Global Conference and Exhibition combines:

- Industry recognized keynote speakers
- Four parallel sessions with speakers presenting on a variety of business topics, technologies and products
- User and Partner Exhibitions
- A superb opportunity to mix and mingle with key RFID industry people

Where and When?

The Marriott, Dayton, OH, **October 14-15, 2014** with an evening reception on the evening of the 13th. The Marriott is located just south of Dayton’s center at 1414 South Patterson Boulevard, Dayton, Ohio 45409 which is a 23 minute drive from Dayton International Airport.

Two days of sessions and key notes start the morning of Tuesday 14th October and finish Wednesday 15th after lunch. Meals provided throughout the event. Monday evening is a complimentary cocktail reception and Tuesday evening a casual dinner event to allow the opportunity to mingle. Check www.alientechnology.com/userconf for detailed agenda (coming shortly).

How Do I Participate?

Participate as:

- Attendee - Attend all the keynote sessions, break-out sessions and exhibits
- Exhibitor - An opportunity to show and prove your technology and products to users and partners
- End-User (New this year) - Discounted end-user option

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	Contact us	

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

** No other discounts



Participant Benefits

- 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.
- Tuesday evening dinner - an opportunity to network with new and long time acquaintances.

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
- Attendee package price: \$699 (\$599 until Aug 31)
 - » *Subsequent attendees \$399 when ordered at the same time.*
- End-User package price: \$399

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 until Aug 31)
 - » *Subsequent attendees \$399 when ordered at the same time.*

Interested?

To find out more, go to www.alientechnology.com/userconf. The full agenda will be published here shortly. **Also you will find an online sign-up and a pdf form here** (use which ever you prefer). Simply complete this and an Alien representative will be in touch with you to finalize your registration.

Air Force Museum in Dayton, Ohio



About the Hotel

Situated in a tranquil suburban setting, the Marriott hotel in Dayton, Ohio is moments from downtown and major corporate and government facilities. A favorite among University of Dayton visitors, this convenient Dayton, Ohio hotel is ideally located near campus. All 399 Dayton hotel rooms, including 120 Concierge level and 9 suites, are stylishly decorated and feature luxurious bedding and high-speed Internet access. Discover upscale Dayton, OH hotel amenities such as free wifi access in public areas, a relaxing indoor/outdoor pool and an on-site fitness center. Dine at Parmizzano's Restaurant, offering fine Tuscan cuisine, enjoy a beverage at Gambit's Bar & Grill, or visit the seasonal Sharkey's Poolside Lounge, with the best in live music on Friday & Saturday evenings. A spacious choice for meetings and conferences, this hotel in Dayton, OH has state-of-the-art facilities, high-speed Internet access and a professional dedicated staff.

Only 16 miles from Dayton International Airport (DAY) or 65 miles from Cincinnati/Northern Kentucky International Airport - CVG.

Hotel Reservations

Special room rates have been negotiated with the hotel. To take advantage of this, please book through this link: <http://tinyurl.com/AlienHotel2014>



Directions:

The Dayton Marriott is located 16 miles/20 minutes south from Dayton International Airport (DAY).

1414 South Patterson Boulevard
Dayton, Ohio 45409 USA
Phone: 1 937 223 1000

From DAY

- Depart from James M Cox Dayton International Airport, OH
- Take ramp left for I-70 East toward Columbus
- At exit 33A, take ramp right for I-75 South toward Dayton
- At exit 52B, take ramp right for US-35 East toward Xenia
- Take ramp right for Perry St toward Ludlow St
- Bear left onto Zeigler St
- Turn right onto OH-48 S / S Ludlow St
- Bear right onto S Patterson Blvd
- Turn left onto River Park Dr and the Marriott is on the corner
- The last intersection is S Patterson Blvd. If you reach OH-48 / S Main St, you've gone too far

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

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HANDLING PRECAUTIONS Observe standard handling practices to minimize ESD.
DISCLAIMER Application recommendations are guidelines only - actual results may vary and should be confirmed. This is a general purpose product not designed or intended for any specific application.

This product is covered by one or more of the following U.S. patents: 7967204, 7931063, 7868766, 7737825, 7716208, 7716160, 7688206, 7659822, 7619531, 7615479, 7598867, 7580378, 7576656, 7562083, 7561221, 7559486, 7559131, 7554451, 7551141, 7542301, 7542008, 7538218, 7526055, 7506610, 7480248, 7453705, 7425467, 7417306, 7411503, 7385284, 7377445, 7364084, 7353598, 7342490, 7324061, 7321159, 7301458, 7295114, 7288432, 7265675, 7262686, 7260882, 7255735, 7244326, 7218527, 7214569, 7199527, 7193504, 7173528, 7172910, 7172789, 7141176, 7113250, 7101502, 7080444, 7070851, 7068224, 7046328, 6998644, 6988667, 6985361, 6980184, 6970219, 6952157, 6942155, 6933848, 6927085, 6816380, 6780696, 6731353, 6693384, 6683663, 6665044, 6657289, 6623579, 6606247, 6606079, 6590346, 6586338, 6566744, 6555408, 6527064, 6479395, 6468638, 6420266, 6316278, 6291896, 6281038. Other patents pending.

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