

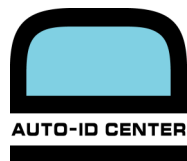
# **EPC SYMPOSIUM**

**AILEEN DULLAGHAN**

**FOOD MARKETING INSTITUTE**

**JUNE 5, 2002**

Confidential - for Auto-ID Center sponsors only



## DATE AND LOCATION

Date:

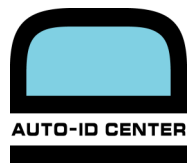
October 8-10, 2003

Location:

Hyatt Regency

Chicago, Illinois, USA

Confidential - for Auto-ID Center sponsors only



## PLANNED EVENTS

- CEO Program
- CIO Program
- Symposium

Confidential - for Auto-ID Center sponsors only



## CEO PROGRAM – OBJECTIVES

- Provide compelling business case for adoption by focusing on the ROI
- Encourage participation of cross-functional teams in Symposium

Confidential - for Auto-ID Center sponsors only



## **CEO PROGRAM – WHO SHOULD ATTEND?**

- All industries
- All countries
- Trading partner invitations

Confidential - for Auto-ID Center sponsors only



## **CEO PROGRAM – DRAFT AGENDA**

- Keynote Presentation
- EPC 101 – Setting the Stage
- Working luncheon/facilitated discussion of impact on various industries
- CEO Panel
- Case studies

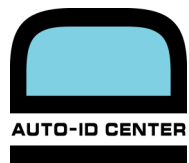
Confidential - for Auto-ID Center sponsors only



## **CIO PROGRAM – OBJECTIVES**

- Provide detailed information about implementation and the impact on current systems and databases
- Provide direction regarding future technology investments
- Provide a detailed overview of the specifications of the technology for both users and solution providers

Confidential - for Auto-ID Center sponsors only

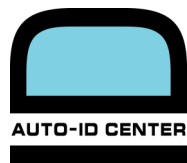


## **CIO PROGRAM – WHO SHOULD ATTEND?**

- All industries
- Users
- Vendors

Confidential - for Auto-ID Center sponsors only





## CIO PROGRAM – DRAFT AGENDA

- Keynote presentation by project champion or visionary/evangelist
- Project overview: current state of technology and how the technology will evolve
- Global standards for chips, readers, PML, etc.
- Detailed technology specs
- CIO/user panel: benefits, lessons learned, challenges, changes required etc.

Confidential - for Auto-ID Center sponsors only



## **SYMPOSIUM – OBJECTIVES**

- Inspire support of Auto ID
- Disseminate results of Field Tests and Business Cases
- Bring together users and technology vendors
- Encourage immediate adoption
- Gain support for standards
- Build public awareness of technology and applications

Confidential - for Auto-ID Center sponsors only



## **SYMPOSIUM – WHO SHOULD ATTEND?**

- C-level and senior executives
- All functions
- All industries

Confidential - for Auto-ID Center sponsors only

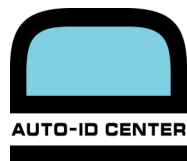


## **SYMPOSIUM – DRAFT AGENDA**

October 9 2003

- EPC 101 – Setting the Stage
- CEO Panel – Why Do It
- Technology Demonstrations
- Functional Breakouts
- Functional Breakouts (repeat)
- Cocktail reception
- Meal functions in exhibit area

Confidential - for Auto-ID Center sponsors only



## **SYMPOSIUM – DRAFT AGENDA**

October 10, 2003

- Visionary Keynote
- Privacy Issues
- Industry Breakouts

Confidential - for Auto-ID Center sponsors only



## EPC PLANNING COMMITTEE

- AdvanStar
- American Trucking Association (ATA)
- Association of Automatic Identification & Data Capture Technology (AIM)
- Auto-ID Center (AIDC)
- Canadian Council of Grocery Distributors (CCGD)
- Defense Logistics Agency (DLA)
- Electronic Commerce Council of Canada (ECCC)
- Food Marketing Institute (FMI)
- Fleishman Hillard
- Grocery Manufacturers of America (GMA)
- International Mass Retail Association (IMRA)
- National Association of Chain Drug Stores (NACDS)
- National Association of Convenience Stores (NACS)
- Point of Purchase Advertising International (POPAI)
- Uniform & Textile Service Association (UTSA)
- Uniform Code of Council (UCC) - other sponsors only



## NEXT STEPS

- Board commitment to support CEO program
- Board commitment to assist with high-level speaker recruitment
- Board commitment to support CIO program and Symposium through company participation in events
- Letter signed by Board members encouraging participation in events

Confidential - for Auto-ID Center sponsors only