

**Track and trace to successfully manage today's supply chain****Call for Speakers  
RFID Journal LIVE! Canada 2009**

RFID Journal and GS1 Canada are looking for speakers for RFID Journal LIVE! Canada 2009 to take place on October 5-6, 2009 at the Toronto Congress Centre in Toronto, Ontario.

Expanding on previous years' RFID Journal LIVE! Canada events, this year's agenda with the overarching theme of tracking and tracing, including tracks dedicated to healthcare, supply chain management and logistics, traceability, and retailers and manufacturers.

We are looking for speakers who have up-to-date, relevant and stimulating information that will strengthen previous years' events and help make the successful leap from an Radio Frequency Identification (RFID)-focused event to traceability.

**WHY YOU SHOULD SPEAK AT RFID JOURNAL LIVE! CANADA 2009:**

- Participate in a key role in Canada's ONLY traceability-focused event
- Showcase your organization as a leader in its industry with your most successful case studies
- Contribute to Canadian organizations' success
- Gain high-level visibility and national exposure

**If your organization has a story that illustrates traceability solutions and/or standards successes in healthcare, supply chain management and logistics, or retail and manufacturing, share your experience and case studies at RFID Journal LIVE! Canada 2009.**

**Please note:** Solution providers are encouraged to submit proposals on behalf of their end users.

RFID Journal LIVE! Canada 2009 is Canada's premier event where industry experts collaborate to educate on the benefits of successfully maintaining visibility, quality and safety in the supply chain.

**Submit your speaker proposal by May 22, 2009**

To submit a proposal, complete the attached speaker proposal form and send it to Aliko Zacharia, Manager, Events, GS1 Canada via fax at 416-510-1916 or [aliko.zacharia@gs1ca.org](mailto:aliko.zacharia@gs1ca.org)

**Speakers are needed to present on the following topics:****Healthcare:**

- Hospitals and pharmacies that have benefitted from traceability solutions in their supply chains
- Value of data integrity and bar coding in the healthcare industry
- Medical-surgical devices asset tracking
- Combating Counterfeiting in the pharmaceutical industry
- Patient safety – getting the right medication to the right patient at the right time
- Bar coding of medical instruments to support sterilization initiatives

Don't delay! Speaker selecting is already in process. For additional information, contact [Aliko Zacharia](#), Manager, Events, GS1 Canada at 1-800-567-7084 ext. 2220.



Fourth Annual  
**RFID Journal LIVE! Canada**

IN PARTNERSHIP WITH GS1 CANADA

October 5-6, 2009 - Toronto Congress Centre - Toronto, Ontario



**Track and trace to successfully manage today's supply chain**

**Traceability:**

- Agri-business case studies
- Food traceability case studies
- Public sector case studies

**Retail and Manufacturing**

- Reducing costs in transportation with EDI
- Early RFID adopters case studies
- RFID in the public sector

**Supply Chain Management and Logistics**

- Sustainability
- Achieving visibility and traceability in the supply chain
- Achieving ROI in demanding times
- Bar coding and data synchronization
- Supply chain best practices

Don't delay! Speaker selecting is already in process. For additional information, contact [Alik Zacharia](#), Manager, Events, GS1 Canada at 1-800-567-7084 ext. 2220.

**RFID**  
JOURNAL  
**LIVE!**  
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**RFID Journal LIVE! Canada 2009  
Speaker Proposal**

GS1 Canada and RFID Journal would like to thank you for your interest in speaking at RFID Journal LIVE! Canada 2009, set to take place on October 5-6, 2009 at the Toronto Congress Centre in Toronto, Ontario.

In order to ensure that this year's agenda represents an appropriate depth and spans across industry sectors, an outline of your proposed presentation is required, which will be reviewed by GS1 Canada and RFID Journal.

Please note that sessions are not to be used to promote companies and/or their services.

Please return this form to Aliko Zacharia, Manager, Events, GS1 Canada via fax at 416-510-1916 or email [Aliko.Zacharia@gs1ca.org](mailto:Aliko.Zacharia@gs1ca.org) by **May 22, 2009**.

For any questions, contact Aliko Zacharia at 1-800-567-7084 ext. 2220.

**REQUIREMENTS**

Sessions should feature one or two speakers, or a speaker to be featured on a panel.

All speakers are expected to:

- Share information in an educational manner – not in a commercial or self-promotional way. Solution providers wishing to present must share a case study with an appropriate speaker to highlight their service/products' application.
- Use audio-visual support. The use of Microsoft PowerPoint is strongly recommended.

All speakers receive a complimentary pass to RFID Journal LIVE! Canada 2009, which includes meals and all sessions. Guests from participating organizations will receive a 20% discount on passes to RFID Journal LIVE! Canada 2009. Speakers are responsible for their personal travel and accommodation costs.

**CRITERIA**

**Originality** – Delegates of RFID Journal LIVE! Canada 2009 require education on the most up-to-date information in tracking and tracing solutions and standards from the perspective of end user business cases and case studies. GS1 Canada and RFID Journal will evaluate the uniqueness of your organization's proposal and if the perspective is appropriate.

**Needs** – The final agenda is a result of the recommendations from GS1 Canada and RFID Journal. Proposals chosen will advance the educational objectives of RFID Journal LIVE! Canada events. Please note that delegates require actionable ideas to take back to their organization to maintain and grow its success.



**CONTACT INFORMATION**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ e-mail: \_\_\_\_\_

**PART 1 – SESSION CONTENT**

Please attach a brief description (2-3 paragraphs) of the subject matter you will cover in your presentation. If you wish to propose a keynote presentation, contact Alik Zacharia at 1-800-567-7084 ext. 2220 or email Alik.Zacharia@gs1ca.org

Highlight below any specific case studies/projects you would be able to include in your presentation (please note that we may request written proof of permission to use the case study).

**PART 2 – WHAT IS THE FOCUS OF THE SESSION?**

What is the focus of your session (i.e. case study)?

\_\_\_\_\_

For what audience sector(s) is your presentation is best suited (i.e. healthcare, agri-business, transportation)? \_\_\_\_\_

What topic area(s) does your session’s presentation cover?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PART 3 – SESSION TITLES**

Provide three benefits-laden title suggestions for your topic:

- 1.
- 2.
- 3.

**PART 4 – TAKE-AWAYS**

List three take-aways for session’s your audience:

- 1.
- 2.
- 3.

**PART 5 – SESSION FORMAT**

Indicate the format for your presentation:

Single speaker  Panelist  Other \_\_\_\_\_

Speaker Information (please complete for all speakers and/or panelists)

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**PART 8 – COMPANY INFORMATION**

Please provide a brief description of your company.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**PART 9 – MEMBERSHIP INFORMATION**

Is your company a member of GS1 Canada?  Yes  No

**PART 10 – OTHER SPEAKING OPPORTUNITIES**

If your session is not selected for RFID Journal LIVE! Canada 2009, would you like your proposal to be considered for other GS1 Canada and/or RFID Journal educational events (i.e. conferences, luncheons, seminars)?

Yes  No

**Please return this form to:**

**Aliki Zacharia**  
 Manager, Events, GS1 Canada  
 1500 Don Mills Road, Suite 800,  
 Toronto, Ontario, M3B 3L1  
 P 416.510.8039  
 P 1.800.567.7084  
 F 416.510.1916  
 E Aliki.Zacharia@gs1ca.org

**Thank you for taking the time to submit your detailed proposal.**