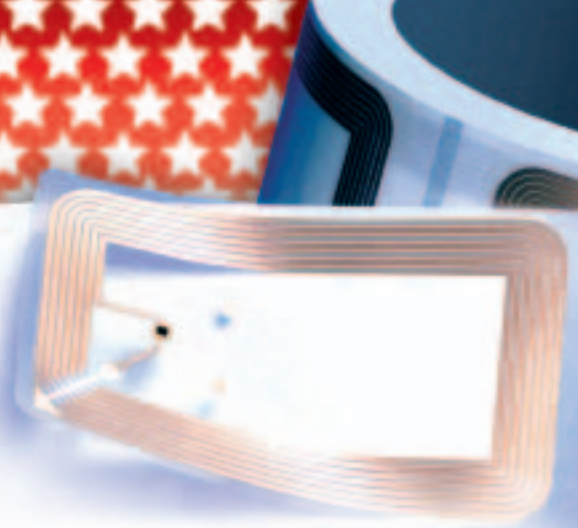


“Attendance from just about every industry...A great conference!”

3M Company

Smart Labels

USA 2005



SMART LABELS USA 2005 | JUNE 28-29, 2005

WYNDHAM HARBOR HOTEL, BALTIMORE, MARYLAND, USA

THE WORLD'S *DEFINITIVE* RFID SMART LABELS EVENT!

From pallet to item level: How to manufacture, implement and use RFID Smart Labels

- **RFID adopters** - hear early adopters of RFID discussing their experiences and needs
- **How to meet the users' demands** - discover how you, the converter, can add value to your business and routes to manufacturing RFID Smart Labels
- **Emerging technologies & systems** - from tags to middleware, understand all the RFID building blocks and emerging technologies, some announced for the first time at this event!

Sponsored by:

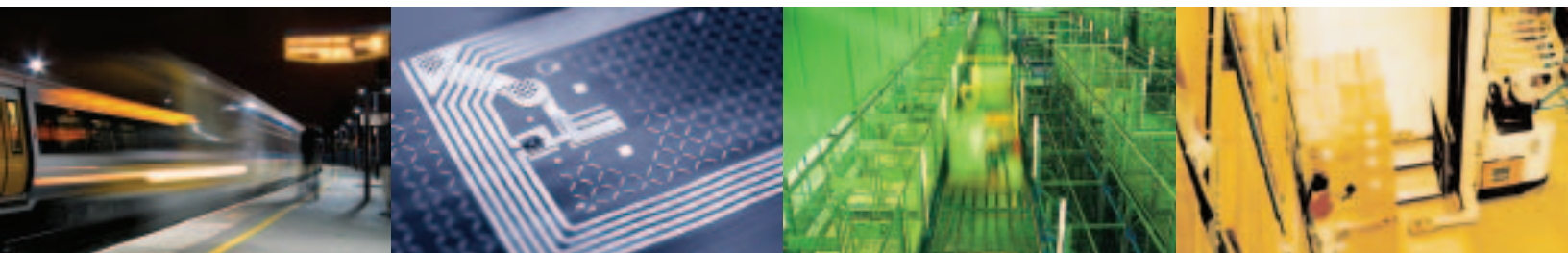


Smart Labels USA 2005

Leading speakers include:

Purdue Pharma, USA
US Army, USA
United Parcel Service (UPS), USA
EPCglobal, USA
Dai Nippon Printing, Japan
Nokia, USA
Food and Drug Administration (FDA), USA
McCarran International Airport Las Vegas, USA
Mark Andy, USA
HP Indigo, USA
Hitachi Mu Solutions, Japan
Samsung Techwin, Korea
UPM Rafsec, Finland

Organized by:



SEE WWW.SMARTLABELSUSA.COM FOR THE LATEST PROGRAM DETAILS

“Excellent overview of up-to-date status on RFID” *Samsung*

BENEFITS OF ATTENDING WHAT YOU WILL LEARN

- ★ Real life case studies from early adopters in your industry and related industries
- ★ Your opportunity in the biggest RFID market: Item level tagging!
- ★ How you, the converter, can manufacture RFID Smart Labels to meet user demands
- ★ Routes to manufacture, integrate and implement RFID Smart Labels
- ★ Emerging technologies that will impact your business
- ★ Get the big accurate picture on RFID from global analysts and experts
- ★ Free Smart Label sample for every delegate - A premium finished tag from Rafsec and HP Indigo
- ★ Share views with industry experts through interactive discussions
- ★ Your FREE copy of the IDTechEx RFID Smart Labels Encyclopedia (worth \$500)
- ★ Stay updated with the latest RFID Smart Labels information – all delegates receive six months’ free access to the IDTechEx Smart Labels Analyst journal (worth \$250)
- ★ Free subscription to the Labels & Labeling magazine
- ★ Network with other delegates prior to the event at www.smartlabelsusa.com (for registered delegates only)

NETWORKING OPPORTUNITIES

Network with over 35 exhibitors and 500 delegates at the exhibition and numerous networking events.

Meet with industry peers from the entire value chain that are facing the same complex challenges as you. This is the ideal event to establish and forge new relationships that are essential to the success of your business.

Exhibitors include

AWID	Information Mediary Corporation
Brady Corporation	Labels & Labeling
Brooks Automation	Melzer
Creo	Innovative Equipment
Delo	Mühlbauer
Domino Printing Services	Omron
Dow Corning	Parelec
Emerson & Cuming	Printronix
IDTechEx	Schober
HP Indigo	Spraylat
Infratab	UPM Rafsec

Plus Gala Dinner

Join us at this optional dinner – a unique chance to network with users, solution providers, consultants and academics – aboard the USS Constellation.



SEE WWW.SMARTLABELSUSA.COM FOR THE LATEST PROGRAM DETAILS

Actual users and issues | Tuesday June 28

Actual users | Applications | Case studies | World of RFID

07:00 Exhibition & Registration open, coffee & refreshments

08:30 RFID Smart Labels 2005-2015

Dr Peter Harrop, Chairman, IDTechEx, UK

- Market Forecasts 2005-2015
- Hot applications and opportunities in the RFID value chain
- Comparisons between USA, Europe and Asia
- Lessons from over 1,500 RFID case studies

09:00 RFID in the Military: Our packaging is smarter than yours!

Gerald Darsch, Director of Combat Feeding, US Army, USA

- Packaging for combat rations
- RFID, Iraq and back
- Capability enabled packaging

09:30 UPS: RFID solutions and initiatives

Bob Nonneman, Strategic Process Management, United Parcel Service (UPS), USA

- RFID pilots and initiatives at UPS - asset management and Reusable container sortation
- RFID in the supply chain - distribution and fulfillment
- RFID enabled UPS shipping tools

10:00 RFID Compliance And Beyond...

Tony Hollis, Manager, RFID Strategy & Execution Information Technology, Consumer Retail, Exel, USA

- A brief overview of compliance strategies, challenges and opportunities
- Working with RFID beyond simple compliance, in pursuit of a Return on Investment

10:30 Networking coffee break in exhibition area

11:00 The FDA and RFID: Our policy and roadmap

Eric Henrikson, DMPQ, Office of Compliance, Center for Drug Evaluation and Research, Food and Drug Administration (FDA), USA

- Issues regarding a layered approach to thwart counterfeit drugs which includes RFID technology
- Current Compliance Policy Guide issues from a representative of the Center for Drug Evaluation and Research representative to the FDA RFID Work Group

11:30 Tracking drugs: Item Level RFID today

Aaron Graham, VP Global Security, Purdue Pharma, USA

- The added value it brings to patients, wholesalers, regulatory and law enforcement officials
- Brand integrity and consumer confidence
- RFID as a consumer safety initiative
- Our progress with item level tracking

12:00 Recent RFID experiences in hospitals

Dr In K Mun, Director, Aventura Hospital and Medical Center, USA

- RFID applications are taken seriously by hospital managers as a way to reduce cost and increase efficiencies. Understanding workflow is essential for a successful RFID project
- RFID asset tracking has shown positive ROI at many sites
- For electronic pedigree information for pharmaceuticals, RFID technology may play an important role
- Case studies of RFID in hospitals

12:30 Networking lunch in the exhibition area

14:00 Implementing RFID at McCarran Airport

Dave Bourgon, Airline Systems Manager, McCarran International Airport, Las Vegas, USA

- McCarran International Airport has installed an airport-wide RFID system, with chips incorporated into each and every one of the bag tags produced for all of the airlines
- Return on investment analysis, what we learned and what to do next

14:30 Practical issues for Item Level Tagging - Michelin RFID for tires

Dr Patrick King, Global Electronics Strategies, Michelin, USA

- A single RFID solution for RFID within the tire industry
- Experience and case studies from Michelin
- The practical aspects, challenges and opportunities for item level tagging
- Relationship among the various standards as well as business issues

15:00 Creating new applications and benefits for our customers using RFID

Tom Zalewski, Director New Business, Nokia, USA

- Nokia cellphone with an RFID tag reader based on Near Field Communication (NFC)
- Example applications
- Response to the new services

15:30 Networking coffee break in exhibition area

16:00 Experience and lessons from a Consumer Packaged Goods company

- RFID mandates and their implications for us
- What needs to be done, and progress so far
- Our Return on Investment (ROI)
- What's next

16:30 The latest developments for the Electronic Product Code system

John Seaner, Director, Industry Development, EPCglobal, USA

- Where we are with EPC and ISO standardization
- IP issues and the road forward
- The future of EPC

17:00 Implementations and approach to RFID in Japan

Hiroaki Kabamoto, Assistant General Manager of RFID Technology, Dai Nippon Printing, Japan

- Taking RFID in the wide sense, smart cards and IC tags
- Review of actual issue: technology and business issues
- Cost reduction strategy of RFID
- Some incarnation of RFID project in Japan

17:30 Ubiquitous computing cities: A new RFID business opportunity in Korea

Dr Geunho Lee, Senior Research Fellow, Korea u-City Forum, Korea

- Korea's vision for new information society
- Status and trends of u-City project
- RFID applications for u-City
- New RFID business opportunity

18:00 Optional drinks reception & "Meet the Experts" gala networking dinner



Manufacturing Smart Labels | Wednesday June 29 | Track one

Manufacturing RFID | Processes | Materials | Online and offline integration | Verification

08:30 Exhibition & Registration open, coffee & refreshments

09:00 The role for the label, printing and converting industry in Smart Labels

Mike Fairley, Director, Strategic Development, Labels Group, Tarsus Exhibitions & Publishing, UK

- The opportunity for the labeling industry
- Needs and demands through the value chain
- Emerging technologies
- Why make labels smarter?
- What are the options for adding intelligence?

09:30 The demand for RFID Smart Labels

Mike Liard, Senior Analyst, Venture Development Corporation (VDC), USA

- RFID deployment in the supply chain - 3 key areas of payback
- Demand by vertical industry and year

10:00 Components for lowest systemic cost for RFID tagging

Timo Lindström, President, Marketing and Sales, Rafsec, Finland

- Components of an RFID tag
- High speed, volume production techniques for lowest cost tags

10:30 Achieving cost efficiencies through the automation of RFID

Simon King, Business Development, Domino, UK

- How to successfully integrate RFID as an extension of existing track & trace operations whilst ensuring that all product identification technologies and controls are complementary
- Reducing cost through automated RFID and the pros & cons of available technologies - choosing the right approach for your business
- Improved product traceability today, cost advantage today and scaleable solutions for RFID - future proofing the investment
- The benefits of commonality and global scale - technology, integration, communications and service

11:00 Networking coffee break in exhibition area

11:30 High quality digital and security printing of RFID Smart Labels

Christian Menegon, Category Management, Industrial Printing Presses, HP Indigo, USA

- Find out how to use digital when printing RFID Smart Labels
- What lessons have been learnt when using digital printing
- Discover if the time is right to invest in digital printing for RFID

12:00 Integrating tags into flexo-printed webs

Ken Daming, Manager, Product Marketing, Mark Andy, USA

- Learn how to print RFID tags straight onto a flexo press
- What are the lessons learnt?
- When will you see a Return on Investment printing RFID tags on a flexo press

12:30 Paper and plastic substrate choices for RFID Smart Labels – not as simple as you think!

13:00 Networking lunch in the exhibition area

14:30 Process advancements in printing high performance RFID Labels: Manufacturing UHF RFID tag antennas at 30 meters per minute

John Yundt, Global Market Development Manager, PTF Products, Spraylat Corp, USA

- Properties and characteristics of a new high speed rotary screen printable silver ink
- Production data on rotary screen printed antennas, produced at speeds greater than 30 meters per minute
- Properties and characteristics for electroplated copper antennas
- Advancements in the manufacture of plated copper antennas for RFID applications

15:00 The performance of new conductive inks for RFID Smart Labels

Marjorie Dwane, Global Market Manager, and Paul Berry, Technical Manager, Electronics, Dow Corning, USA

- The new generation of highly conductive silver inks for RFID tag antennas
- Thinner films, longer read distances and improved cost-of-ownership in high-frequency and UHF applications
- Consideration of physical, mechanical and electrical properties and environmental aspects, dry time and manufacturing techniques

15:30 Conductive adhesives for high speed assembly: low temperature, spot cure technology

Wanda O'Hara, Emerson & Cuming, USA

- Low cost substrates have limited temperature conditions to bond electronics to low temperature, fast cure adhesives for RFID Smart Labels

16:00 Networking coffee break in exhibition area

16:30 New and innovative possibilities for flip – chip bonding

Stefan Mieslinger, Application Engineer, DELO Industrial Adhesives, USA

- High reliable connections
- Fast curing bonding solutions for RFID

17:00 Options for conductive inks

Tom Hammer, ANI & Greg Gaitons, Acheson, USA

- Conductive ink options
- Ink and substrate choices
- Performance of conductive inks

17:30 Conference ends

Technologies and solutions | Wednesday June 29 | Track two

Chip & Chipless RFID tags | Interrogators | Middleware & Software | Systems Integration

08:30 Exhibition & Registration open, coffee & refreshments

09:00 Technology on the horizon: the future of RFID

Dr Steve Smith, Chief Technology Officer, Alien Technology

- Future trends and developments in RFID tags

09:30 The importance of ultra small silicon chips and their application for item level tagging

Dr Ryo Imura, President, Mu-Solutions, Hitachi, Japan

- Hitachi's technology
- Case Study: RFID deployment in the supply chain - three key areas of payback

10:00 Samsung's manufacturing method for low cost UHF tags

Chang Gyoo Kim, Manager, RFID Part Technical Sales Team, Samsung Techwin, Korea

- Reducing tag cost is key to RFID push through
- Samsung Techwin's manufacturing method for low cost UHF tags
- Samsung Techwin's antenna manufacturing method using gravure printing and etching
- Samsung Techwin's move to reel-to-reel manufacture of UHF tags

10:30 Generation 2 EPC tags

Impinj, USA

- The importance of Gen 2 EPC
- Performance results
- Our technology

11:00 Networking coffee break in exhibition area

11:30 Printed electronics for polymer RFID applications

Wolfgang Clemens, Head of Applications, PolyIC, Germany

- Polymer electronics
- Printing technology for simple, low-cost, high-volume electronics
- Polymer RFID tags
- Roadmap and cost estimations

12:00 Chipless technologies for item-level tagging: technology options for sub 1-cent tags

Dr Richard Fletcher, CEO, TagSense and Visiting Scientist, MIT, USA

- Performance trade-offs: UHF, HF, chipless vs chip
- Technology options for sub 1-cent tags
- Chipless tagging application for smart shelves
- Chipless for anti-counterfeiting and tamper-detection
- Integrating printed sensors into RFID tags

12:30 SAW tags - getting accurate reads and long range in challenging environments

Clinton Hartmann, President, RFSAW, USA

- Tagging metal & liquid items
- Long range, rapid reading with anticollision
- Full intensity 5 megarad (50 kilograys) gamma sterilization
- Entire pallet reading for difficult materials
- Worldwide legal, low-power operation
- EPC compliant capacity

13:00 Networking lunch in the exhibition area

14:30 The emergence of generation 2 EPC compatible readers

Donny Lee, President, AWID, USA

- A reader for all seasons - multi-protocol and adjustable frequency
- The need for upgradeable and diverse RFID readers
- How much intelligence in the reader
- Performance and standardization

15:00 RFID - the integration challenge

- Making RFID work for your enterprise
- Managing the global wave of RFID data
- Tips for a successful RFID installation

15:30 Moving beyond the mandates: Turning costs into benefits and value

Chris Hook, Wireless Technologies Leader, Deloitte Consulting, USA

- Evaluating the landscape ahead, now that the first wave of deployments has commenced
- Looking at how early adopters, in the areas of finished goods passive tagging, business operations active tagging, and next generation payment systems and identity management, are seeking business value from the introduction of RFID systems into their operations
- Assessing your operations with a view to achieving an ROI in a compliance-centric environment
- Seeking new business value through changes in operating procedures, enabled by the introduction of RFID systems

16:00 Networking coffee break in exhibition area

16:30 Capturing and managing RFID data - how to benefit from the data

- How to manage the terabytes of data that will be generated to drive cost savings, increase sales and marketing value

17:00 Symbol's RFID roadmap to the manufacturing and assembly of RFID inlays

Joe White, Vice President of PICA Engineering, Symbol, USA

- The PICA assembly process
- Meeting market demand for volume and price

17:30 Conference ends

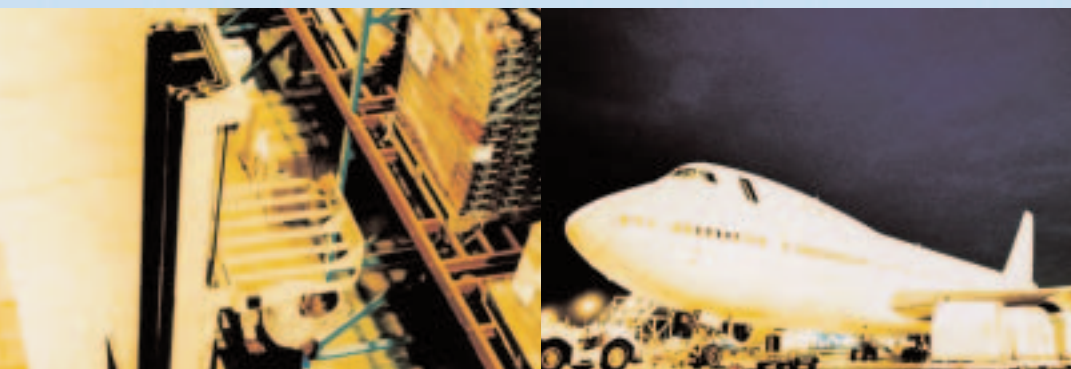
“An eye opening wide range view of the RFID world”

Boots Healthcare International

WHY BE THERE **WHO** SHOULD BE THERE

- ★ Actual and potential users
- ★ Brand managers
- ★ RFID tag and Smart Label stock producers
- ★ Electronics companies
- ★ Ink, substrate and adhesives suppliers
- ★ Tag and reader manufacturers
- ★ Paper, packaging and printing companies
- ★ Pharmaceutical and medical device companies
- ★ Printing equipment and materials companies
- ★ Retailers and consumer goods companies
- ★ Security organizations
- ★ Software and middleware suppliers
- ★ Venture capitalists
- ★ System integrators

HEAR FROM OVER 40 **RFID** SPECIALISTS INCLUDING



“Fantastic conference. Covers the RFID topic very well, especially the large number of speakers who are willing to share their experiences.”

Infocomm Development Authority of Singapore

OPTIONAL MASTERCLASSES*

The five optional expert-led masterclasses are intended for audience participation and discussion.

1 RFID Masterclass

08:30 – 12:30 Monday June 27 2005

- RFID systems and components
- The benefits and payback of RFID
- Examples of RFID being used, how many have been sold and into which markets
- New applications and advice on entry to market
- Chip and chipless tag technology evaluations, performance comparisons and their applications
- RFID frequencies
- Hardware costs
- The RFID value chain
- Oversupply and undersupply in RFID - opportunities and players
- The Electronic Product Code (EPC) and other global initiatives
- Companies driving RFID adoption – the major and small players
- RFID forecasts and trends 2005-2015

2 Smart Packaging Masterclass

13:30 – 17:30 Monday June 27 2005

Sponsored by: **creo**

- Mechanical, chemical, electrical and electronic smart materials
- Organic and printed electronics – technologies and their impact
- Non-electronic & electronic laminates for brand enhancement & diagnostics
- The exploding market for smart medicine and food condition monitoring
- Opportunities for packaging - combining electronics with packaging
- Packaging becoming part of the product, combining technologies

3/6 Smart Labels “How To” Masterclass

**13:30 – 17:30 Monday June 27 2005 or
13:30 – 17:30 Thursday June 30 2005**

Sponsored by: **OMRON**

Intended for label converters, label industry suppliers, label specifiers and buyers, label designers, label and packaging technologists/technicians, brand owners and equipment/software suppliers.

The aim is to inform and educate all those in the smart label manufacturing and supply chain on the requirements, standards, procedures, manufacturing methods (RFID smart labelstocks, tag insertion technologies, chip placement, lamination, checking), software and systems, write and read units, data collection requirements.

Topics to be covered to include:

- Should the label converter buy in smart labels on roll, print the antenna and add chips, or make the labels in line with tag inserting technology in house?
- Methods of manufacturing smart labels;
 - *Smart labelstock production*
 - *Antenna printing inks and printing methods and solutions*
 - *Tag and chip insertion equipment*
 - *Printing and overprinting of smart labelstocks*
 - *Web handling and web management requirements*
 - *Reading and checking data in line or on press*
- In house procedures and systems
- Inks and materials for printing RFID tag antennas
- Smart label application systems and requirements
- Performance demands of smart labels
- Investment to become a smart label producer

4 Implementing RFID Masterclass

08:30 – 12:30 Thursday June 30 2005

- Determining the paybacks of RFID and how to begin your project
- Evaluating systems and the Return on Investment (ROI)
- How to configure an RFID system for your needs
- Step by step walk through of actual implementations
- RFID implementation challenges – technical issues and standards
- Lessons from over 1,500 RFID case studies
- Learn lessons from experts to save you time and money

5 Printed Electronics Masterclass

13:30 – 17:30 Thursday June 30 2005

- Applications of printed electronics – now and in the future
- The value chain
- Market forecasts
- The need for printed electronics
 - *Key markets that need printed electronics – reasons why and their technology requirements*
 - *Creating new markets versus competing with conventional electronics in existing ones*
- Assessment of technologies, companies, strategies and progress so far, including
 - *Thin film transistor circuits (organic, inorganic semiconductors, thin film silicon)*
 - *Displays (OLEDs, electrophoretic, electroluminescence, electrochromic and others)*
 - *Sensors and conductive inks*
- Batteries and actuators
- A discussion of printing techniques, their relevancy and challenges
- Challenges and the roadmap to the full printed electronics toolkit

***Masterclasses are effectively interactive consultancy sessions.** At each masterclass you will have the chance to handle many samples, see demonstrations, and take away printed copies of presentations. They will ensure you get the most from the conference and leave understanding the issues with answers to your questions.

Lunch for all masterclass delegates 12.30-13.30

REGISTRATION FORM

Please complete and return the form

 Online> www.smartlabelsUSA.com

 Fax> +44 (0)1223 812 400 or +44 (0)1223 810 280

 Post> **IDTechEx Ltd** Far Field House, Albert Road,
Stow-cum-Quy, Cambridge CB5 9AR, UK

Description	Price
EXTRA VALUE CONFERENCE PACKAGES - SAVE UP TO A FURTHER 15%	
2 day conference, Meet the Experts gala dinner, audio and electronic copies of proceedings	<input type="checkbox"/> \$1699
2 day conference, Meet the Experts gala dinner, audio and electronic copies of the proceedings plus TWO masterclasses of your choice <i>Please tick the appropriate masterclasses you wish to attend</i> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	<input type="checkbox"/> \$2999
2 day conference, Meet the Experts gala dinner, audio and electronic copies of the proceedings plus FOUR masterclasses of your choice <i>Please tick the appropriate masterclasses you wish to attend</i> <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	<input type="checkbox"/> \$3999
Conference fees	
2 day conference and exhibition, electronic proceedings	<input type="checkbox"/> \$1450
Audio copies of presentations (only if attending conference)	<input type="checkbox"/> \$249
Meet the Experts gala dinner	<input type="checkbox"/> \$95
Masterclass 1: RFID	<input type="checkbox"/> \$699
Masterclass 2: Smart Packaging	<input type="checkbox"/> \$699
Masterclass 3/6: Smart Labels "How to..." <i>Please tick the appropriate masterclasses you wish to attend</i> <input type="checkbox"/> 3 or <input type="checkbox"/> 6	<input type="checkbox"/> \$699
Masterclass 4: Implementing RFID	<input type="checkbox"/> \$699
Masterclass 5: Printed Electronics	<input type="checkbox"/> \$699
I cannot attend, please send me access to the conference proceedings and audio of the presentations	<input type="checkbox"/> \$999
Total	

Payment method

- International Money Order
- UK Check, made payable to IDTechEx Ltd
- Direct bank transfer free of all charges to: HSBC, International Branch, PO Box 181, 27-32 Poultry Lane, London EC2P 2BX, UK.
Sort code: 40-05-15; Account number: 58860628
IBAN: GB82 MIDL 4005 1558 8606 28; Bank BIC code: MIDLGB22
- VISA MasterCard AMEX

Card number

Name of card holder

Expiry date

Address of card holder

Country

Post|zip code

Signature of card holder

Date

Contact details

First name

Last name

Position

Company name

Address

Town

State|zip code

Country

Tel no

Fax no

email

Type of business

1 What is your job title? (tick one only)

- Chairman/CEO/President/Owner
- Managing Director
- Director/Vice President
- Executive Product Development Manager
- Brand Manager/Product Manager
- Consultant
- Journalist
- Other Management
- Other (please specify)

2 What is your primary job? (tick one only)

- Design/research/development
- Manufacturing/production
- Technical/engineering
- IT/Computers/software
- Distribution/Supply chain
- Purchasing/Buying
- Sales/Marketing
- Brand/product security
- Other (please specify)

3 What is your involvement in RFID Smart Labels (tick one only)

- Brand/product owner
- Packaging producer

- Tag Supplier
- Label converter
- Technology supplier
- Reader supplier
- Label substrates
- Systems integrator
- Consultancy
- IT/software/systems provider
- Other (please specify)

4 What is your involvement in purchasing decisions? (tick one only)

- Final decision maker
- Major influence
- Specify for purchase
- Influence only
- Other (please specify)

5 Which products are you interested in/responsible for purchasing or supplying? (tick one only)

- Security/brand protection labels
- Tag/converting equipment
- Readers
- IT/Software
- Inks, coating, foils

- Digital printing equipment/software
- Label substrates
- RFID/smart labels
- Bar codes
- Manufacturing equipment
- RFID label overprinting/application equipment
- Other (please specify)

6 Which end user sectors are you involved in? (tick one only)

- HPC
- Retail
- Transportation (Auto)
- Military
- Manufacturing
- Asset tracking
- Documents/archiving
- Brand/products enhancements
- Postal
- Apparel
- Label/tag manufacturing
- Materials
- Other (please specify)

7 Which process in label tag manufacturing are you involved in? (tick one only)

- Supplier of materials
- Label/tag manufacturer
- Press/converting equipment
- Application equipment
- Finishing equipment
- Systems suppliers
- Other (please specify)

Please indicate your choice here:

- I am interested in a tabletop/sponsorship at a future Smart Label, Smart Packaging or Smart Logistics Event
- I am interested in speaking at a future Smart Label, Smart Packaging or Smart Logistics Event
- I would like to subscribe to Labels and Labeling

Options

- Please tick if you DO wish to be kept informed of future Smart Labels events
- Please tick if you wish to receive more information about Smart Label, Smart Packaging or Smart Logistics
- Please tick if you wish to receive information from relevant 3rd party organizations

Terms & Conditions: Hotel and travel costs are not included in the price. Substitutions may be allowed at any time, but please let us know. Cancellations must be made in writing 28 days before the event with a 15% cancellation fee. Unfortunately after that date the full registration fee applies. IDTechEx Ltd and Tarsus reserves the right to alter the location or content of the event.