



News Release

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Auto ID & Mobile IT Event Attracting Major Support from Leading Associations and Media Outlets

The Hunger for Auto ID and Mobile IT Solutions is Present in all Industries

Warrendale, PA -- June 10, 2010 -- The Association for Automatic Identification and Mobility (AIM) is pleased to announce the partnership, support and involvement of leading industry associations, research firms, and authoritative publications for the [AIM Expo](#), November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA.

"We are pleased with the enthusiastic response we've received from our industry partners. The level of engagement and interest we're seeing speaks directly to the ongoing need for education and knowledge-building when it comes to auto ID and mobile IT solutions," said Chuck Evanhoe, president, Evanhoe & Associates and AIM Expo chairman.

The 2010 AIM Expo conference program features how-to educational tracks for the **manufacturing, government, retail, healthcare, and reseller** industries. Leading trade associations for each of these vertical markets are engaged with the planning and support of the AIM Expo and include: Automotive Industry Action Group (AIAG), AIDC 100, Government Technology Research Alliance, GS1 US and Retail Solutions Providers Association (RSPA).

Other event partners include media and research organizations responsible for guiding the knowledge path of their readers and clients to stay abreast of the latest information. They have partnered with AIM as the authority on auto ID & mobile IT to provide an opportunity to their respective communities to understand how state-of-the-art auto ID and mobile IT applications and solutions improve operations, streamline production, reduce costs and enhance overall business processes.

"We have long been involved and have been a very supportive partner with AIM on many programs and projects over the years. We are especially excited about the AIM Expo as we know this is a tremendous need and an ongoing request of our readership, both from our end-user and reseller publications," stated Sarah Howland, Editor, Integrated Solutions Magazine (a Jameson Publishing product).

Baird and IDC Manufacturing Insights represent the Research partners for the AIM Expo. The media partners represent the full spectrum of the key vertical markets for the AIM Expo: manufacturing, government, healthcare, retail and reseller. Media partners include: *AIM Connections, Business Solutions, DC Velocity, Field Technology Online, Healthcare Technology Online, Integrated Solutions, Integrated Solutions for Retailers, Life Science Leader, Pharmaceutical & Medical Packaging News, RFID Connections, The RFID Network, SCAN: The Data Capture Report, Tracking & Tracing Pharmaceutical Products, Vertical Systems Reseller, and VertMarkets.*

The exhibit hall provides a solutions showcase representing the leading auto ID and mobile IT providers. Event sponsors include BlueStar, Datalogic, Datamax-O'Neil, REA Elektronik GmbH, and Savi Technology.

To learn more about the supporting partners, the conference agenda and how to register, visit [the event website](#). Make plans now to be in Chicago, November 1-3, 2010 for the auto ID and mobile IT industry event!

About AIM

For 35 years, AIM has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are manufacturers, distributors, resellers and end-users in the auto ID & mobile IT industry. Serving members in 43 countries, AIM is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

For more information about the AIM organization, its technologies and its members, please visit www.aimglobal.org or www.rfid.org.