



## News Release

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### **All "Pillars" in Place for the AIM Expo**

*Major Companies Supporting Annual Auto ID and Mobile IT Industry Event*

**Warrendale, PA -- August 24, 2010 --** The Association for Automatic Identification and Mobility (AIM) is pleased to announce that Motorola and ScanSource have joined Datalogic and BlueStar as major sponsors for the 2010 [AIM Expo](#). The AIM Expo will be held November 1-3 at the Hyatt Regency O'Hare, Chicago, IL, USA.

In addition to prominent support of the overall event, and committed involvement on many levels, each of the major sponsors will host key functions of the AIM Expo to deliver unique networking and educational opportunities.

**Datalogic** will host the *Auto ID Leadership Breakfast* on November 2. "The Auto ID Leadership Breakfast is a perfect match for Datalogic because it aligns directly with our commitment to guiding the industry forward," states Bill Parnell, president and CEO, Datalogic Scanning. "The Leadership Breakfast provides an opportunity for senior-level management to take part in a high-level, strategic conversation on the intrinsic value of auto ID and mobile IT in businesses today."

**BlueStar** has engaged with AIM to host a *Reseller Brunch* in the Exhibit Hall on November 3, as well as the annual *AIM Awards Dinner* the evening of November 3. "BlueStar is pleased to sponsor both the reseller brunch and the annual AIM Awards Dinner. These offerings at the AIM Expo allow us to not only provide ongoing sales enhancement opportunities for our resellers, but allow us to connect with the annual 'spotlight' event recognizing the auto ID industry's finest," says Steve Cuntz, president, BlueStar.

**Motorola** will serve as the host for the *Opening Reception in the Exhibit Hall* on November 2. "Motorola sees the AIM Expo as an opportunity for the industry to engage customers in a showcase of innovative solutions that are available today to solve many of their toughest business problems," adds Bob Sanders, senior vice president and general manager for Motorola Enterprise Solutions and Wireless Network Solutions. "We are looking forward to the event as it fits nicely with our strategic goals for 2010."

**ScanSource** has accepted the host role for the *Reseller Track* in the conference program (November 3), as well as the *AIM Member Reception* (November 1). "The future of the industry is dependent on a successful reseller business model," said Jeff Yelton, president, ScanSource POS & Barcoding. "In support of that, we see the AIM Expo as an opportunity to continue to educate the reseller community about trends and opportunities, while reinforcing our commitment to the AIM organization."

Other sponsors of the AIM Expo include Datamax-O'Neil, Lockheed Martin's Savi Technology, and REA Elektronik GmbH.

"AIM appreciates the tremendous support of our members for the inaugural AIM Expo," states Chuck Evanhoe, president, Evanhoe & Associates and AIM Expo chairman. "Their industry leadership roles and AIM Expo positioning reinforce the health of the auto ID and mobile IT industry and ensures a top-notch showcase of current business solutions."

The full [AIM Expo conference program](#) includes case studies and how-to educational tracks on **manufacturing, government, retail and healthcare** that identify state-of-the-art auto ID and mobile IT applications and solutions to improve operations, streamline production, reduce costs and enhance overall business processes. In addition, a **Reseller Track** on November 3 will guide the channel market in identifying and securing new auto ID and mobile IT business opportunities.

The exhibit hall, open November 2-3, provides a solutions showcase representing the leading auto ID and mobile IT providers.

To learn more about the AIM Expo 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](http://www.aimglobal.org/) 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 it & 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 <http://www.aimglobal.org/> or <http://www.rfid.org/>.