



Advancing
Identification
Matters

December 17, 2020

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Register Now – Virtual Awards Ceremony

A promotional banner for the Virtual Awards Ceremony. The top section is dark blue with the 'aim' logo and the text 'You are cordially Invited to the Virtual Awards Ceremony Celebrating Industry Leaders and Innovative Case Studies'. Below this is a collage of images: a hand holding a barcode scanner, a circuit board, and a factory floor. The bottom section is dark blue with the text 'December 18th | 2:30 PM EST'. On the left side of the banner, there is a vertical stack of text: 'Advancing Identification Matters' and the 'aim' logo.

aim You are cordially Invited to the
Virtual Awards Ceremony
Celebrating Industry Leaders and Innovative Case Studies

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December 18th | 2:30 PM EST

LEARN MORE

Executive Interview | Steve Doerfler, President, Metalcraft



INDUSTRY LEADER
PODCAS

Hear how Metalcraft has evolved over the last 70 years. Steve's thoughts on the future of the AIDC Industry

STEVE DOERFLER
President and CEO
Metalcraft

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METALCRAFT
ID MADE BET

AIM Insider spoke with Steve Doerfler, President, Metalcraft. As Metalcraft celebrates their 70th Anniversary, hear how the industry has evolved and how Metalcraft has successfully grown, changed, and adapted to change.

[LEARN MORE](#)

Industry News



Congratulations to the Case Study Competition Winners

COVISUS AIDC
A CHRONOLOGIC COMPANY

SHIPCOM WIRELESS IoT

LedgerDomain Blockchain

AVERY DENNISON RFID

AIM Announces 2020 Case Study Winners

Presented annually, the Case Study Competition recognizes those who have developed and delivered compelling solutions that contribute to the overall growth and advancement of automatic identification and data capture (AIDC). Awards are granted to companies who fall under the following categories: AIDC, IoT, Blockchain, and RFID.

[LEARN MORE](#)



A Virtual Conference presented by AIM & RAIN
9 - 10 December 2020

Thank you to our sponsors

Platinum



Gold



Silver



Engage Again a Success

The two-day event featured keynote speakers, educational tracks, an interactive exhibit hall, and more than 250 participants. We thank the sponsors, exhibitors, and presenters for sharing their expertise.



AIM Takes a Holiday

In observance of the holiday season, the AIM office will be closed December 24, 2020 - January 3, 2021. Staff will return on Monday, January 4, 2021.

Virtual Event Recordings [click on the button ad to learn more]

RFID JOURNAL

RFID in the Food Chain Virtual Event Presents
FDA Blueprint and FSMA 204:
Win-Win for Profitability, Transparency and Consumer Safety

[View the recording here](#)

Featuring AIM North America Food Supply Chain Experts:



JEANNE DUCKETT
 Transparency Initiative Development
 AVERY DENNISON



JULIE MCGILL
 VP of Supply Chain and Insights
 FOODLOGIQ

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AVERY DENNISON | **FoodLogIQ**

UNIQUE DEVICE IDENTIFICATION

WEBINAR SERIES

SHRINKING SPACE ON LABELS
 MEETS GROWING
 LABEL LANGUAGE REQUIREMENTS

[WATCH THE RECORDING HERE](#)



ARDI BATMANGHELIDJ
 President
 Innovatum



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Innov

AIM CANNABIS WEBINAR SERIES PRESENTS

GSI STANDARDS FOR CBD
 Future-Proof Your Supply Chain by
 Learning the Global Language
 of Business

[WATCH THE RECORDING HERE](#)



ELIZABETH SINCLAIR
 Director of Marketing
 BarTender®



KELLI
 Director, Compliance

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AIM is the trusted worldwide industry association for the automatic identification industry. For nearly half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies.

AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry. AIM member benefits include education, advocacy and community, as well as a role in creating industry standards through collaboration.

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