

IDEAS IN ACTION:

Designing Event Materials for EPCglobal Fall, 2006

Client: The Clarion Group

Project Overview:

EPCglobal, a subscriber-driven organization focuses on creating global industry standard for technology applications, including Radio Frequency Identification (RFID). XIO, in partnership with The Clarion Group, developed and delivered event marketing materials, including online and print collateral development resulting in over 1,000 attendees.

