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### **Dietze's RFBADGE Wins Honors in EIBTM Technology Watch Competition**

CHICAGO (September 9, 2004) — The RFBADGE™, a lead retrieval and exhibition management product developed by Dietze Enterprises, Inc., received one of two honorable mentions presented in this year's Exhibition for the Incentive, Business, Travel and Meetings Industry (EIBTM) 2004 WorldWide Technology Watch competition.

The RFBADGE won the recognition from a field of 30 entries of innovative new technology products from around the world that are designed for show management.

The annual international EIBTM competition recognizes industry leaders and showcases highly innovative new technology products or services that will revolutionize the meeting, incentive, conference, and exhibition industries.

With its RFBADGE, Dietze is the first company to offer a low cost radio frequency identification (RFID)-based turn-key solution to the tradeshow and conference industry.

"We are pleased with the recognition EIBTM has given the RFBADGE," said Vaughn Dietze, president and founder of Dietze Enterprises. "We are constantly developing new products to help the trade show industry evolve technologically to make lead retrieval a much more efficient process."

The RFBADGE, designed specifically to meet the needs of tradeshow managers and exhibitors, is changing the way lead retrieval information is gathered. RFBADGE is embedded with RFID, the latest technology used for lead retrieval at meetings, tradeshows and conventions. The patent-pending badge has an antenna-equipped electronic storage device that contains encrypted attendee registration information. It is paired with an RFBADGE reader that's used to scan the badge from a distance of 2 to 6 inches, to collect via radio frequency the information about show attendees that the badge contains. The badges can be printed and encoded with attendee information in one efficient step (versus the multi-step process required by some other systems), easing the registration process.

Dietze Enterprises, Inc., is a leading provider of registration and exhibitor lead retrieval products and services to the tradeshow and conference industry since 1989, focusing on supplying affordable lead collection systems and support for its products and services. For information, contact Vaughn Dietze, 312.329.9073, or [info@Dietze-inc.com](mailto:info@Dietze-inc.com).

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