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## **CDM Media to Partner with MESA International at Upcoming CIO Manufacturing Summit**

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**CHICAGO, June 25, 2014** – CDM Media today announced a partnership with the Manufacturing Enterprise Solutions Association (MESA) International for the CIO Manufacturing Summit which is taking place August 26-27, 2014 at the Ritz Carlton Phoenix, AZ.

MESA International is a worldwide not-for-profit community of manufacturing companies, information technology hardware and software suppliers, system integrators, consulting service providers, analysts, editors, academics and students. The association's efforts are focused on helping the manufacturing community to use information technology to provide real-time visibility into the production process.

“We’re thrilled to announce our partnership with MESA International,” said **Ross Abbott, VP Sales Operations for CDM Media**. “MESA International is a leading authority within the Manufacturing industry, and rightfully so with an impressive membership base and engagement within all areas of the industry. We look forward to the value their participation will bring to the summit, as delegates seek to gain more insight on the future of the Manufacturing industry.”

Michael Yost, President at MESA International, will be moderating a panel on the convergence of Manufacturing and IT. This session shall include C-suite panelists from fortune 1000 manufacturing organizations, and will aim to educate IT leaders on the realities of where and why Manufacturing and Corporate IT organizations and solutions are converging to drive value for the business.

“The CIO Manufacturing Summit is an excellent opportunity for CIOs from the Manufacturing industry to get together in one location to discuss the trends, technology issues and best practices which are impacting their businesses every day,” says **Michael Yost, President at MESA International**. “This is the second consecutive year we’ve taken part in the CIO Manufacturing Summit, and we’re looking forward to another productive event.”

For more information about the CIO Manufacturing Summit visit <http://www.ciomanufacturingsummit.com/>. If you are interesting in participation in the event, please contact Rachel Tait [rachel.tait@cdmmedia.com](mailto:rachel.tait@cdmmedia.com), or by phone on 312.374.0800.

### **About CDM Media**

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with a second office in Cardiff, U.K. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com).

### **About MESA International**

MESA International (Manufacturing Enterprise Solutions Association) is a global not-for-profit industry association dedicated to improving outcomes for businesses and their people through the use of manufacturing information.

MESA International is comprised of manufacturers, producers, solution providers, and industry thought leaders collaborating to formulate practical strategies to turn plant-floor data into valuable knowledge for enterprise success.

We help educate manufacturers by:

- Collecting, sharing, and publishing best practices to help drive greater productivity and the overall profitability of the manufacturing enterprise. Over 800 webcasts, guidebooks, whitepapers, studies, and surveys are available for download in our [Resource Library](#).
- Offering IACET-accredited [MESA Global Education Program \(GEP\)](#) courses and certificates. These courses are available online or onsite, and students can earn CEUs.
- Facilitating collaboration among members in over 40 countries who connect, contribute, cultivate understanding, and exchange strategies to drive business results through real-time enterprise and [Plant to Enterprise \(P2E\)](#) integration.
- Creating partnerships with other industry associations and experts like the World Batch Forum (WBF). Our 2012 merger broadens our knowledge of ISA-95 related standards like B2MML, and ISA-88 related standards like BatchML.

The bottom line? Members benefit from knowing what MESA*knows*. [www.MESA.org](http://www.MESA.org)