

CLOUDY WITH
A CHANCE
FOR PROFITS.
CUT THE CLUTTER.
ACHIEVE REAL-TIME
OPERATIONS EXCELLENCE.



2011 NORTH AMERICAN
CONFERENCE
ORLANDO, FLORIDA

SEPTEMBER 19-21, 2011

What Does Your Investment Get You?

If your company is interested in the MES/MOM space, the MESA Conference is the singular North American event that provides actual return on your investment.

In 3 days, your company will gain the practical education, vendor assessment, and real-life experience -- as told by manufacturers themselves -- to round out your perspective on MES/MOM. How?

1) **Training/Education: \$10,000 in training available at the conference**

- a. Receive training on:
 - i. Cost justification of Manufacturing Enterprise Systems implementation
 - ii. Linking Operational and Financial KPIs
 - iii. Aligning Supply Chain and Manufacturing Performance
 - iv. Risk and Reliability Assessments for Improvement of Process Safety
- b. Meet face-to-face with the MESA education committee and share your vision, concerns and gaps with MES/MOM. Get advice on how to move forward from the individuals that specialize in exactly this space and have the track records to prove it. The analyst community will also be in attendance; get their perspective on what this all means for manufacturing in general and the outlook for the near future.

- 2) **Real Manufacturers, Real Stories, Real Answers:** only at the MESA conference will manufacturers like you share their MES/MOM stories (the good, the bad and the ugly) in a setting that encourages dialogue and sharing of best-practices/lessons learned. Talk to your peers face-to-face and have meaningful exchanges that will help frame your path forward. Avoid the time and money organizing costly site-trips around the world to talk to Fortune 500 companies about their journeys.
- 3) **Major MES Vendors All Under One Roof:** this venue is the most efficient, cost-effective way to meet all the major software vendors in the space – talk to them, review their solutions, understand their product roadmap and compare it against your needs. The MESA conference is a one-stop-shop for kicking the tires of MES/MOM. The savings – time/cost associated with finding the ‘right’ person from the vendor community, setting up site-visits, scheduling product walk-thrus, etc. -- is in the tens of thousands! And the efficiency of having it all under one roof is what makes MESA the value-added successful organization it is today.
- 4) **Workshops:** what typically ranges in cost from \$5,000-\$10,000 in technical workshops around Cloud Computing and related technologies is included in the registration fees. This tangible ROI is unprecedented in this space.

Maximize your time and money, and avoid the non-value-added fluff that comes with other events.