

ISCEA and Conquest Business Media entered in to a Strategic Partnership to Promote The Manufacturer LIVE 2007.

Cleveland, Ohio, USA -- Jan 29, 2007. ISCEA announced today that it has entered in to strategic partnership with Conquest Business Media to promote **The Manufacturer LIVE 2007** Conference. This event will take place at the Sheraton Chicago Hotel & Towers in Chicago, IL on May 30th and 31st, 2007.

Conquest Business Media publishes The Manufacturer and describes its The Manufacturer LIVE event as a unique interactive experience where an exclusive group of manufacturing professionals meets leading experts in all aspects of the business. From sessions on Leadership & Strategy, Design & Innovation to Logistics & Supply Chain and IT in Manufacturing, **The Manufacturer LIVE 2007** will arm the attendees with the right information they need to reach the "next phase" of Excellence in Manufacturing. www.themanufacturer.com/us/live/index.html

"We are delighted at the opportunity to join Conquest Business Media in promoting the Manufacturer LIVE 2007. ISCEA members are encouraged to participate at this event. The conference participation will count towards ISCEA certification maintenance requirements. Our members will be able to schedule their itinerary specific to their areas of interest, attend over 40 workshops and seminars, and network with their manufacturing peers." stated Dr. Charles A. Watts, Executive Director of Education at ISCEA.

Said The Manufacturer editor Dann Anthony Mauro, "It's an honor to have ISCEA involved—they're more than a member organization, they're a think-tank. And frankly, global competition going the way it is, US industry can't know enough about mastering the supply chain, and I'm grateful that ISCEA helps industry do that."

ISCEA Ptak Prize will hold an Award Reception at The Manufacturer LIVE 2007 as part of the extensive partnership agreement. The Manufacturer LIVE 2007 Award category finalists will be automatically entered for Ptak Prize Award. Ptak Prize is given to Organizations that have made significant improvements through Vision, Business Rules, and Technology.

ISCEA will make CSCM (Certified Supply Chain Manager) and CLM (Certified LEAN Master) workshops and exams available to The Manufacturer LIVE 2007 event attendees at a 10% discount. The Manufacturer LIVE 2007 attendees will have the opportunity purchasing vouchers for ISCEA CSCM and CLM programs before the end of the Conference and will be able to participate in the ISCEA CSCM or CLM programs prior to The Manufacturer LIVE 2008.

About ISCEA (International Supply Chain Education Alliance)

ISCEA, The International Supply Chain Education Alliance, conducts many workshops to improve the knowledge of Manufacturing and Service industry professionals worldwide. ISCEA's mission is to be a single source for Total Supply Chain Knowledge through Education, Certification, and Recognition. ISCEA is the developer of internationally recognized certification programs of Certified Supply Chain Manager (CSCM), Certified Supply Chain Analyst (CSCA), Certified Lean Master (CLM), and Certified RFID Supply Chain Manager (RFIDSCM). ISCEA is the governing body for the Ptak Prize. 46,000 plus ISCEA members hold mid to upper supply chain management positions in Global 2000 companies. For more information, visit www.iscea.com

About Conquest Business Media

Conquest Business Media is the publisher of five business titles in the UK and United States, including UK and US versions of **The Manufacturer**. CBM's charter for all its publications is to promote best practices, by providing knowledge and practical help to its executive readership. For more information, visit www.themanufacturer.com.

For more information about ISCEA or Ptak Prize, please contact:

Anna Tanczos
Director - Member Services
Tel : 800.817.9083
E-mail: anna@iscea.com
Web: www.iscea.com

For more information about The Manufacturer LIVE 2007 or Conquest Business Media, please contact:

Joan Beeson
Conquest Business Media
jbeeson@usa.conquestbm.com
978-375-2127
www.themanufacturer.com/us/live
www.conquestbm.com