

## Media Advisory

### For Immediate Release:

SIIA Communications Contact: John Crosby, 202.789.4469, [jcrosby@siiia.net](mailto:jcrosby@siiia.net)

PR Contact: Sandy Fash, C. Blohm & Associates, 608.839.9800, [sandy@cblohm.com](mailto:sandy@cblohm.com)

## SIIA Ed Tech Industry Summit to Explore “Going Mobile and Global”

*Conference attendees to celebrate 25th anniversary of SIIA in San Francisco, May 23-25*

**Washington, D.C.** – Feb. 25, 2010 – The seventh annual Ed Tech Industry Summit (ETIS), hosted by the Education Division of the Software & Information Industry Association (SIIA), will connect industry executives, highlight trends in mobile and global learning, promote the Division’s *Vision K-20* initiative, all while celebrating the organization’s much-anticipated 25th anniversary.

### 2010 Program Content

During the conference, industry leaders will provide strategies, case studies and success stories that exemplify best business practices on topics within the following tracks:

- **Mobile Learning:** Trends, Platform Convergence, Revenue Models, Device Demos, and Education Uses
- **Global Opportunities:** Increasing Sales, Global Trends, Developing Partnerships, UK Market Opportunities, and Australia Market Opportunities
- **Hot Topics:** Open Education Resources, Online Learning and Learning Management Systems, The Business of Learning Management Systems, Digital Rights Management, and Market Data

Speakers who can share opinions, insights and strategies on the topics listed above are encouraged to apply. **The application deadline for panel positions is March 18.** For more information, visit <http://www.siiia.net/etis/2010/speakers.asp>.

### 2010 Innovation Incubator Program

The Innovation Incubator Program connects the developers of promising, new technologies with industry leaders, potential investors and established companies seeking partnerships or prospects for acquisition. The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, and long-standing companies with newly developed technologies. **The deadline for applications is March 22.** The selected Innovation Incubator winners will be featured in the conference Business Profiles session and the *Innovation Showcase & Networking Reception*. For more information, visit <http://www.siiia.net/etis/2010/incubator.asp>.

### 2010 CODiE Awards Program

Join members of the education technology industry during SIIA’s 25th Annual CODiE Awards during the evening of Monday, May 24, when the premier products and services for the industry will be announced and celebrated during the *CODiE Awards Reception and Gala*. To review the finalists for the CODiE Awards, visit <http://www.siiia.net/codies>.

## **Conference Details**

What: The SIIA Ed Tech Industry Summit

When: May 23-25, 2010

Where: The Palace Hotel, San Francisco

To register for the conference, visit: [www.edtechindustriysummit.net](http://www.edtechindustriysummit.net).

Media representatives can apply for a complimentary press pass at [http://www.siiia.net/etis/2010/press\\_apply.asp](http://www.siiia.net/etis/2010/press_apply.asp).

## **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to 500 leading software and information companies. For more information, visit [www.siiia.net](http://www.siiia.net).

## **About SIIA's Education Division**

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The Division shapes and supports the industry by providing leadership, advocacy, business development opportunities, and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members. For more information, visit [www.siiia.net/education](http://www.siiia.net/education).

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