

**Software & Information
Industry Association**

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Learn More about SIIA

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Visit:

siia.net/education
siia.net/membership

How Can You Afford to Not Join this Group?

- 95 Percent Group Inc.
- ABC-CLIO
- Academic Benchmarks
- Academic Business Advisors, LLC
- AcademicMerit, LLC
- Accelify, LLC
- Accenture
- AceReader
- Achieve3000
- Adaptive Curriculum
- Adobe Systems, Inc.
- American Public University System
- Ann Foster Consulting
- Apple Education
- Arc Capital Development
- Arcademics
- Atomic Learning
- Atwood Capital Partners
- Avant Assessment
- Avanti Management Group
- AWC - Ann Watson Consulting
- Becker Professional Education
- Benchmark Education Company
- Blackboard Inc.
- BLEgroup
- Boardworks
- Brain Parade, LLC
- BrainPOP
- Bridgepoint Education - Learning Resources
- BSG Team Ventures
- C. Blohm & Associates, Inc.
- CafeScribe
- Cambium Learning Technologies
- Cambridge Information Group
- Capstone Digital
- Carolina Science Online
- Catapult Learning
- CDW Corporation
- Cengage Learning
- Cherry Tree & Associates, LLC
- Clarity Innovations
- ClassLink, Inc.
- Cohen Strategy Group, LLC
- Collaborize Classroom by Democrasoft
- College Board - SpringBoard Division
- CollinsConsults
- Computer Power Solutions of Illinois, Ltd. (COSI)
- ConnectYard, Inc.
- Consulting Services for Education
- Courseload, Inc.
- CyberSmart! Education Company
- David Samuelson Consulting
- Dell ASAP
- DeVry - Educational Technology Research and Development
- Digital Ignite
- DJS EdTech Consulting
- DMT Consulting
- Dorsey & Whitney, LLP
- DreamBox Learning
- E.T.C. International
- EducAide Software
- Education Networks of America (ENA)
- Education Week and Digital Directions
- Education TURNKEY
- Educational Systemics, Inc.
- Educurious Partners
- EDUMETRIX INC.
- EduTone Corporation
- edWeb.net
- eGenio Education Solutions
- Egremont Associates, LLC
- eInstruction
- Empirical Education Inc.
- Espresso Education
- ETA hand2mind
- Filament Games, LLC
- First Analysis Corp.
- Flat World Knowledge, Inc.
- Florida Virtual School- Global Services Division
- Focus EduVation, Inc.
- Follett Corporation - Technology Solutions & International Group
- Footsteps2Brilliance
- Foundations in Learning, Inc
- Funds for Learning, LLC
- Gaggle
- Game to Learn
- Generation YES, Inc.
- GoingOn Networks
- Google, Inc.
- Greaves Group LLC
- GuideK-12
- Hinds and Associates
- Houghton Mifflin Harcourt
- IBM Corporation
- Inside Music, LLC
- Intel Corporation Education Group
- Interactive Educational Systems Design, Inc.
- Interactyx Limited
- Intrinsic Strategy
- itslearning, Inc.
- JDL Technologies
- ITWorx Inc.
- K12, Inc.
- Kaplan Test Prep
- Key Curriculum Press
- Knovation
- Knowledge Delivery Systems, Inc.
- Language Express
- Learning.com
- LearningExpress, LLC
- LectureTools Inc.
- Lerner Publishing Group - Electronic Content Division
- Lesson Planet
- Lexia Learning Systems, Inc.
- Market Data Retrieval (MDR)
- Marketing Projects, Inc./ Big Deal Book
- MathResources, Inc.
- Mayer-Johnson
- McGraw-Hill Companies, Inc.
- MCH Strategic Data
- Measured Progress
- MemeSpark LLC
- MetaMetrics, Inc.
- Mimio Interactive Teaching Technologies
- MIND Research Institute
- MMS Education
- Monarch Teaching Technologies
- Muzzy Lane, Inc.
- My Learning Plan Inc.
- National Network of Digital Schools Corp. (NNDS)
- Naviance
- Ness USA, Inc.
- New Markets Venture Partners
- NextGenEd Consulting
- O'Donnell & Associates, LLC
- Operant Systems Inc.
- Owen Software
- PASCO Scientific
- Pat Walkington Education Sales & Marketing
- Paula Maylahn Consulting
- PCI Education Publishing
- Pearson
- PolyVision
- PR with Panache!
- Promethean Inc. (USA)
- Qualcomm Wireless Reach
- Red Hat, Inc.
- RedRock Reports
- Reed Elsevier Inc.
- Renaissance Network, Inc.
- Ripple Effects
- Rosen Digital
- Sanford Rose Associates-Austin
- SAS Institute Education Group
- Scholastic Education - Curriculum
- School Improvement Network
- Schoology, Inc
- Second Avenue Learning
- Seeds Software
- Seward Incorporated
- Simba Information
- Six Red Marbles
- SMART Technologies ULC
- Smarty Ants, Inc.
- SoftChalk LLC
- Sophia Consulting LLC
- SRI International - Center for Technology in Learning
- StudySync
- Sublime Learning, Inc.
- Tales2Go Inc.
- TechEd Connect Executive Recruiters
- Technology for Education Reform and Accountability (TechERA)
- Texas Instruments Education Technology Group
- Texthelp, Inc.
- Turning Technologies
- Tutor.com
- TVTextbook
- Twist Education, LLC
- uBoost
- Vernier Software & Technology - Software Division
- Virtual Nerd, LLC
- Vocab Network LLC
- Washington Corporation
- Waterford Institute
- Whitestone Communications
- WILL Interactive, Inc.
- Winter Group
- Wireless Generation
- Wowzers
- YourTeacher
- Zac Fisher Consulting

Education Division Member List
as of September 21, 2012

LEARN MORE: SIIA.NET/EDUCATION

Why Your Company Should Consider SIIA Membership:

You won't find a better
return on your investment.

**Software & Information
Industry Association**

Education Division



With the many changes in the ed tech industry, knowledge is power. SIIA provides critical market information to succeed in today's dynamic education business climate.

David Samuelson
ACHIEVE3000

Why Join SIIA?

Our SIIA membership has surpassed my high expectations for networking opportunities, industry insights and new business connections.

Dan Rinn
Turning Technologies

Ray Henderson
Blackboard

Unique in that it focuses on K12 and Higher Ed, SIIA fills an important need for Ed Tech companies.

The True Value of SIIA Membership

BUSINESS DEVELOPMENT & NETWORKING OPPORTUNITIES

From start-ups to established global companies, we provide support for developing partnerships and strategic alliances. In addition to conferences and member-only forums, SIIA organizes One-to-One Business Connections for members, and runs the Innovation Incubator program to connect companies with new ideas to potential investors and channel partners.

THOUGHT LEADERSHIP

SIIA members have a wide range of opportunities to position their companies and senior executives as industry thought leaders. These include speaking on SIIA-sponsored panels at customer conferences, speaking at SIIA conferences with bios and photos posted on SIIA conference websites, references in SIIA-written articles for customer publications, co-chairing a committee, and serving as a board member (as elected by member voting)..

VISIBILITY & BRAND AWARENESS

Member companies receive prestigious and frequent promotion through the SIIA. Opportunities include listing on the SIIA membership page with an outbound link to the member's website, permission to use the SIIA member logo on the member website, discounts on sponsorship opportunities at SIIA conferences, on CODiE Award nominations, and much more!

SIIA membership is initiated on a rolling basis. Your membership can begin any month of the calendar year, and dues are based on a company's revenue in the four quarters preceding the membership start date.

STRATEGIC & ACTIONABLE K-20 MARKET INTELLIGENCE

Through the work of its Education Division, SIIA is the only ed tech industry organization that supports efforts across the entire K-20 educational spectrum. Companies with customers in both K-12 and postsecondary education know that what happens in one market eventually affects the other. Members who serve one or both segments have unique access to insight and actionable market intelligence they can't get with any other single membership!

EDUCATION POLICY & ADVOCACY

In addition to federal and state government lobbying and briefings on appropriations and funding, member-only benefits include the opportunity to participate in the Ed Tech Government Forum and interact with Department of Education leaders, scheduled appointments to meet with congressional representatives, research and white papers on how current legislation translates into business opportunities, and options for customized communications and company presentations.

INTELLECTUAL PROPERTY & ANTI-PIRACY

Last year, the SIIA removed over 90,000 illegal download links with a total retail value of over \$75M. We take legal action against customers who are "under-licensing" so your company doesn't have to!

Return on Your Investment	
SIIA Services Provided	Estimated Cost to Company Without SIIA Membership
Business Development	\$10,000-\$20,000
Thought Leadership	\$10,000-\$20,000
Visibility and Brand Awareness	\$10,000
Education Policy and Advocacy	\$30,000-\$40,000
K-20 Market Intelligence	\$20,000
Intellectual Property and Anti-Piracy	Priceless
Other Membership Services	\$5,000

Top Ten Reasons to consider SIIA Membership

10. SIIA is the only organization that addresses the ed tech market across the K-20 spectrum
9. Opportunities for partnerships and strategic alliances through One-to-One Business Connections
8. Opportunities to interact with all SIIA market divisions: Education, Content, Software, Government Affairs, and Financial Information Services
7. Leading SIIA publications that keep you and your customers current on educational trends as they happen
6. SIIA Government Affairs staff serve as an advocate for your company in Washington
5. Exclusive access to federal and state education leaders for insight on current legislation
4. Opportunities to train all of your staff by leveraging the unlimited number of free-to-member events including monthly webinars
3. Opportunity to be pro-active and share your expertise with others on various SIIA committees that help strengthen the industry
2. Opportunity to enter your products for a coveted CODiE award at a member discount and be recognized by your peers as the best solution in a particular category
1. You'll be at the table with potential partners or your competitors