

For Immediate Release

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SIIA Information Industry Summit to Feature ‘Buyer/Supplier Forum’ to Empower Content Delivery in an On-Demand World

Information industry’s Flagship Conference will be Held January 24-25 in New York City

WASHINGTON, D.C. (December 13, 2011) The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today announced that its 2012 Information Industry Summit will feature a new program connecting digital content suppliers with information professionals with content buying responsibility. The “Buyer and Supplier Forum,” co-hosted by the Special Libraries Association (SLA), will be held on January 25th, the second day of the Information Industry Summit, in New York City.

The eleventh annual SIIA Information Industry Summit, which kicks off on January 24th, brings together senior B2B digital information executives for a close look at the impact caused by new collaborations and evolving relationships between partners, customers, and suppliers. In addition to the Buyer/Supplier Forum, highlights include the Content CODiE Awards Dinner, which honors the year’s best products, and the Previews program, which introduces emerging content and content-technology companies set to revolutionize the industry.

The Buyer/Supplier Forum will feature discussions and sessions led by industry analysts who advise on both the buy and sell side. The event is free for approved information professionals with purchasing responsibility. For the Buyer-Supplier Forum Schedule, visit:

<http://www.siia.net/iis/2012/forum.asp>

“Our goal is to bring buyers and suppliers together to help the industry match premium content to the needs of on-demand users,” said Kathy Greenler Sexton, head of the SIIA Content Division. “The information industry is undergoing a significant shift as users push for increased on-demand and mobile access to content. A major focus of the Information Industry Summit and our new Buyer/Supplier Forum is to empower participants to deliver and license content in an on-demand world.”

For more information or to register for the conference, media should contact Beth Dozier at bethdozier@rational360.com.

Members of the media may also register online at: <http://www.siia.net/iis/2012/press.asp>

WHO: Software and Information Industry Association (SIIA)

WHAT: Information Industry Summit

WHEN: 24-25 January 2011

WHERE: Pier Sixty (Chelsea Piers Sports and Entertainment Complex), New York City

For a complete schedule of events, visit www.siia.net/iis

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siia.net. About SIIA's Content Division SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

About the CODiE™ Awards

The CODiE™ Awards, originally called the Excellence in Software Awards, were established in 1986 by the Software Publishers Association (SPA), now the Software & Information Industry Association (SIIA), so that pioneers of the then-nascent software industry could evaluate and honor each other's work. Since then, the CODiE Awards program has carried out the same purpose - to showcase the software and information industry's finest products and services and to honor excellence in corporate achievement.