

### SIIA Previews

This annual competition is dedicated to identifying innovative and emerging companies focused on content enabling technologies. The companies selected present to an audience of potential partners, customers, acquirers, and investors, as well as bloggers/media and other industry influencers.

[Learn More about 2013 Previews](#)

### The Buyer-Seller Project

The Buyer-Seller Project is a series of programs designed to build meaningful dialog between buyers of information and content products, and the vendors selling those products. The goal is to create shared understanding of industry-wide trends and issues, foster collaboration and create mutual understanding of each other's needs.

#### 2012 Initiatives:

- SIIA Content CODIE's; Select [content category finalists](#) will receive complimentary buyer reviews by actual content buyers, courtesy of FreePint.
- Sept 13 at 4PM (Eastern), [What is Product Excellence](#) ? (Webinar)
- Jul 25, [Buyers and Sellers Address Platform Diversity](#) (Article)
- July 23, [Getting Buyers and Sellers onto the Same Development Page](#) (Article)
- Jan 25, Buyer-Supplier Forum in Partnership with the SLA ( [Event Recap](#) )

### Thought Leadership Roundtables

These topic specific forums are locally-based events (dinner/drinks,lunch or breakfast) that bring together thought leaders, strategists and others to discuss key issues impacting the content industry.

### New Membership Advisor Program

The New Member Advisor program connects engaged, long-term SIIA members with new member executives.