

For Immediate Release:

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SIIA Education Division Partners with ISTE and UBTech

SIIA to Participate in Two Industry-Leading Ed Tech Events in June

Washington, D.C. (June 4, 2013) – The Education Division of the Software & Information Industry Association (SIIA) today announces new partnerships with two major education technology groups. Through the agreements, SIIA will have a presence at the UBTech and ISTE 2013 events held this month.

The partnerships enable SIIA to extend the many benefits of its prominent [Innovation Incubator Program](#). The Innovation Incubator Program is a peer-review competition that was created to help identify and support entrepreneurs in their development and distribution of innovative learning technologies. The program began in 2006 and has provided mentoring for dozens of successful companies in their efforts to improve education through the use of software, digital content, and related technologies. The application for the next program cycle will open in mid-August 2013.

The partners will provide Innovation Incubator applicants with customer-facing opportunities, including visibility on the conference websites, presentations on the conference programs, and access to conference exhibits at very reduced rates.

"These partners also provide visibility for SIIA's thought leadership work around innovation. They view SIIA's work as pivotal and ground-breaking in developing support for innovative young companies," said Karen Billings, vice president for the Education Division at SIIA. "The partnerships bring even more credibility to a program started six years ago by the Education Division of SIIA."

Learn more about SIIA's participation in these industry-leading events:

SIIA UBTech 2013 Partnership Details

What: [The Launch Pad at UBTech 2013](#) : A Showcase of New and Notable Higher Ed Companies

When: June 10-12

Where: Orlando, Fla., Walt Disney World Swan & Dolphin Resort

Conference Details: Karen Billings will speak about innovation at a session titled “ [Innovation in Higher Ed: Going from Vision to Success](#)

” on Tuesday, June 11. SIIA will have a booth at the Launch Pad pavilion at the conference, which has nearly 1,000 technology, business, finance, IT, network, and facilities executives, directors, and managers in attendance.

SIIA ISTE 2013 Partnership Details

What: [ISTE’s Annual Conference and Exposition](#)

When: June 23-26

Where: San Antonio, Texas, San Antonio Convention Center

Partnership Details: Karen Billings will be judging the Innovation PitchFest on Monday, June 24.

SIIA is participating in one of the largest gatherings of tech-savvy educators at the forefront of transforming teaching and learning through the effective use of technology.

SIIA Events at ISTE:

- Member Breakfast and Feedback Forum: Tuesday, June 25, 7–8:30 a.m., Marriott Riverwalk
- SIIA Press Conference – Recent Research and Reports: Tuesday, June 25, 4–5:30 p.m., Marriott Riverwalk

SIIA also has valued partnerships with [edWeb](#) and [MCH Strategic Data](#) , which support the Educators’ Choice Award. This aspect of the Innovation Incubator competition allows educators and administrators throughout the country to listen to online presentations by program competitors and serve as evaluators, rating the products they feel best serve the needs of today’s schools. This is also an exceptional opportunity for educators to have a voice and influence new ideas for educational technology products and services. Their votes are then tallied and used to determine the winner of the Educators’ Choice Award.

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 to more than 700 leading software and information companies. The **SIIA Education Division** serves and represents more than 200 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. For more information, visit

www.siia.net/education