

For Immediate Release:

SIIA Communications Contact: Laura Greenback, 202.789.4461, lgreenback@siia.net

PR Contact: Farrah Kim, Rational 360, 202.568.8986, farrahkim@rational360.com

ABM and SIIA Close Merger, Announce Plans for Joint Content Industry Events

Slate of Events to Focus on Data, Future of Digital Content, Mobile, and More

WASHINGTON, D.C. (July 1, 2013) – The Software & Information Industry Association (SIIA) and ABM, the association of business information and media companies, announced the closing of their merger today. By joining forces, the organizations have created the most comprehensive, global business information and media industry association.

The merger became official on July 1, and the combined organization is planning new initiatives and collaborating on content industry events, with ABM operating as a division within SIIA. The combined force of their over 800 member companies will lead to significant new services and thought leadership over time. But the SIIA is immediately launching first steps such as new events, webinars and conferences, including:

- **[Digital Content & Media Summit](#)** : *Exploring the skills you need to survive in the digital content future,* to be held on September 23 in London
- **[DataContent2013](#)** : *Uncover New Opportunities in Data for Information Publishers* will be held on October 15 in Philadelphia
- **SIPA Marketing Conference**: *Putting it all Together*, to be held on December 11 in Las Vegas
 - New webinars in mobile, and other topics of interest to the broad b2b media industry.
 - ABM Regional conferences will be reborn in the form of SIIA-ABM **INFO Local** events. Currently, INFO Local events are planned for Atlanta, Boston, Washington D.C., Los Angeles, New York, San Francisco and London.

ABM will continue to offer its member services, including signature ABM events, awards programs and Committees & Councils, while finding ways to cross-pollinate membership and share resources. Importantly, the combined organization will also join forces in government

affairs, creating a powerful global force in important legal and public policy debates across a wide range of issues impacting members' business practices and revenues.

About SIIA:

SIIA is the leading association representing the software and digital content industries. SIIA represents approximately 700 member companies worldwide that develop software and digital information content. Information technology (IT) and software security are critical issues to SIIA's members, many of whom strive to develop safe, secure and state-of the-art products that effectively serve their commercial and government customers alike, while protecting their intellectual property. For more information, visit www.sii.net.

About ABM:

Founded in 1906, ABM is positioned at the center of the global b-to-b ecosystem. As the only industry association focused on the entire b-to-b business model - data, events, information, marketing services and media - ABM delivers intelligence to industry professionals worldwide, including Madison Avenue, Wall Street and the Beltway. ABM's 200-plus member companies reach an audience of more than 100 million professionals and represent nearly 4,000 print and online titles and over 1,000 trade shows, with more than \$20 billion in annual revenues.