

For Immediate Release:

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

PR Contact: Saul Hafenbredl, C. Blohm & Associates, 608.216.7300, saul@cblohm.com

SIIA Seeks Education Technology Innovators

Finalists Will Receive One-on-One Access to Industry Leaders for Expert Advice, Mentorship, and Growth

Washington, D.C. (Aug. 15, 2013) – The Education Division of the Software & Information Industry Association (SIIA) is accepting applicants for its [Innovation Incubator](#)

program. Selected developers of promising technologies in the K-12 and postsecondary markets will be invited to participate in the SIIA

Innovation Incubator program during the 12th annual SIIA Education Business Forum, December 10-11, at McGraw-Hill Conference Center in New York.

The deadline to apply is October 4.

The SIIA Innovation Incubator program identifies and supports entrepreneurs in the development and launch of innovative learning technologies. The program began in 2006, and has helped dozens of companies enrich education through the use of software, digital content, and related technologies. The Innovation Incubator program employs a peer-review process to identify the most promising digital education products. Successful industry leaders and peers also provide one-on-one mentorship to support the growth and success of identified innovators.

“The Incubator program provides invaluable business development opportunities and visibility to creators of innovative educational technology products and services,” said Karen Billings, vice president of the Education Division at SIIA. “All of the innovators will be connected with industry leaders, potential investors, and partners.”

All education technology companies are encouraged to apply – from start-ups to established innovators. A panel of SIIA member judges, consisting of prominent education technology industry professionals, will review and score each innovation, and collective scores will determine finalists and an alternate. Finalists will be asked to give webinar presentations to educators and administrators nationwide for the Educators' Choice Award. Finalists will also present their products live for Education Business Forum attendees. One winner will be honored with the Educators' Choice Award based on educator scores. An additional winner and one runner-up will be chosen for the "Most Innovative" and "Most Likely to Succeed" categories based on the scores submitted by Forum attendees.

For more information about the Innovation Incubator program, or to apply, go to <http://siia.net/ebf/2013/incubator.asp> or contact Liderby Portorreal at Lportorreal@siia.net

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. **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 .

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