

## Media Advisory

### For Immediate Release

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## SIIA and AlwaysOn Announce Marketing Alliance

*Organizations collaborate to cross-promote key industry meetings*

**WASHINGTON, DC (December 18, 2008)** Two leading organizations within the information and media arenas -- the Software & Information Industry Association (SIIA) and AlwaysOn -- are forging new ground by announcing that they will collaborate to promote one another's flagship conferences in 2009.

"This new and innovative marketing partnership recognizes the important role our two organizations and their respective conferences play within their target industries," noted Ed Keating, SIIA Content Division Vice President.

The two conferences that SIIA and AlwaysOn will be collaborating to cross promote are:

- **The SIIA *Information Industry Summit*, slated for January 26-28, 2009, in New York City**, which is an executive forum for leaders of the publishing industries.
- **The AlwaysOn *OnMedia NYC Conference*, slated for February 2-4, also in New York City**, which is a showcase for leaders in branding, marketing, public relations, and advertising realms.

According to Tony Perkins, Founder/Editor, AlwaysOn, "We are working together this year to provide marketing support for one another's conferences, and to also provide special promotional rates to our respective members and meeting attendees."

With complimentary audiences and speakers, SIIA and AlwaysOn anticipate capitalizing on their new relationship. Added Keating, “By working together, we feel confident we’ll be successful in growing both the SIIA Information Industry Summit and the OnMediaNYC conference, and look forward to working together to optimize the outcome for both events.”

For more information about both conferences, please visit: [www.sii.net/iis/2009/](http://www.sii.net/iis/2009/)

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit [www.sii.net](http://www.sii.net)

### **About AlwaysOn**

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (OnMedia NYC, Venture Summit East, Venture Summit Silicon Valley, OnHollywood, Stanford Summit, GoingGreen East and GoingGreen West). No other media brand has dared to create such open interaction with its readers and event participants.

### **About the AlwaysOn Network**

The AlwaysOn Network ([alwayson.goingon.com](http://alwayson.goingon.com)) is transforming the media business by providing its readers with an open and participatory editorial environment. Borrowing from the underground blogging and social networking traditions, AO was launched in 2003 and is recognized as a leading innovator in the “open media” revolution. The network’s editors focus on the sweet spots in high-growth markets where technology innovation is “disrupting” behavior and creating new entrepreneurial opportunities for both big businesses and start-ups. AO’s audience is comprised of a mix of business development officers, media buyers, venture capital and private-equity investors, and leading members of the press and blogging community.

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