Software & Information Industry Association
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SIIA Issues Call for Innovators in Education Technology for Annual Ed Tech Business Forum

Association to provide industry-wide recognition, mentorship and growth opportunities

Washington D.C. – Sept. 15, 2010 – The Education Division of the Software & Information Industry Association (SIIA) is now seeking applications for its Innovation Incubator Program. Developers of innovative K-12 and postsecondary educational products or services will be reviewed, and a select group will be invited to participate in the annual SIIA Ed Tech Business Forum this winter. **The deadline to apply is September 27.**

The Innovation Incubator Program connects the developers of promising new technologies with industry leaders, potential investors and established companies seeking partnerships or prospects for acquisition. The program is open to applicants from academic and non-profit institutions, pre-revenue and early-stage companies, and long-standing companies with newly developed technologies. While prototypes and very early-stage innovations will be considered, products or services submitted for consideration must be past the conceptual phase. Applicants will be assessed on a broad range of selection criteria, including the degree to which the submission is truly innovative or disruptive. This program cycle, SIIA has particular interest in attracting products and services that leverage the transition to the cloud, mobile devices or open education resources and exemplify new business models and channels.

The finalists selected to participate will present their innovations during the Business Profiles Presentations and the Innovation Showcase & Welcome Reception at the SIIA Ed Tech Business Forum in New York, November 29-30. During the Forum, finalists will receive industry-wide recognition, peer-to-peer mentorship and access to hand-selected prospects for partnership, acquisition, financing, and veteran advice. For more information about the Innovation Incubator Program, go to http://siia.net/etbf/2010/incubator.asp.

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 500 leading software and information companies. For more information, visit www.siia.net.

About SIIA's Education Division
SIIA's Education Division serves and represents more than 150 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. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the Division undertakes initiatives to enhance the use of educational technology and the success of SIIA members. For more information, visit www.siia.net/education.

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