Software & Information Industry Association
www.siia.net

SIIA Education Division News

SIIA Communications Contact: John Crosby, 202.789.4469, *jcrosby@siia.net*
PR Contact: Brittany Dorfner, C. Blohm & Associates, 608.839.9800, *brittany@cblohm.com*

SIIA Announces the 2010 Online Ed Tech Business Forum

Forum to be broadcast live from New York through partnership with LearningTimes

Washington, D.C. (Nov. 17, 2010) – Due to the sellout of its upcoming Ed Tech Business Forum, the Education Division of the Software & Information Industry Association (SIIA) today announced plans to broadcast the event live via webcast. The conference will be held Nov. 29 and 30, 2010, in New York.

The SIIA Ed Tech Business Forum is the nation's foremost executive event focused on building revenue and profits for companies in the education technology market. In this year's Forum, online attendees can participate in any of the following sessions:

- The Innovation Incubator Business Profiles Session on Monday, Nov. 30, at 4:30 p.m. EST

- Plenary Panel sessions on Tuesday, Nov. 30, from 8:45 a.m. - 12:30 p.m. EST:
  - Where Are We Going to Spend Money? A View from Education Customers
  - You Want Me to Invest in What? A View from the Financial Community
  - How We Are Reinventing Our Business Models: A View from Ed Tech Publishing Execs

- Innovation Incubator Finalist Presentations and Sneak Preview of SIIA's PreK-12 Market Survey Industry Data on Tuesday from 12:30 - 1:30 p.m. EST

- Seminar sessions with interactive presentations on a range of practical topics for both emerging and established companies on Tuesday from 2 - 5 p.m. EST

- Closing Keynote by Harold Levy, Managing Director, Palm Ventures on Tuesday at 5 p.m. EST

- Special online-only discussions with session moderators and key panelists

During the Online Forum, participants will be able to ask questions of the speakers and chat with other online participants. The Online Ed Tech Business Forum is made possible through a partnership with LearningTimes, the leading producer of online communities and online conferences for education and training. For more information about LearningTimes, visit www.learningtimes.com.

SIIA members can participate in the Online Forum for $59, while the fee for non-members is $99. For more information regarding the event, or to register to attend, visit www.edtechbusinessforum.net. Login details will be sent to registrants via e-mail prior to the start of the Forum.

Media and bloggers interested in attending the conference should complete the online press registration form, or contact John Crosby at jcrosby@siia.net to apply for press credentials.

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 for more than 500 leading software and information companies. For further 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.

About LearningTimes
LearningTimes, LLC is the global leader in creating innovative, interactive online learning solutions. LearningTimes produces live online conferences, webcasts, podcasts, and educational programs for more than 400 organizations and associations in technology, publishing, museums, libraries, K-20 education, government, training and non-profits. LearningTimes is headquartered in New York with offices in San Francisco, London, Calgary and Philadelphia. For more information, visit www.learningtimes.com.

# # #