Software & Information Industry Association
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SIIA Content Division News

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SIIA NetGain Conference in Boston to Explore Content Innovation

Digital Content Leaders will Visit Boston Globe, MIT & Thomson Reuters to Learn About Content Strategies & Emerging Technologies

BOSTON (April XX, 2011) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital information industries, today invited media and industry leaders to attend the fourth annual NetGain conference on May 17th and 18th. Being held for the first time in Boston, NetGain will help digital content executives turn industry trends into growth opportunities.

The theme for the conference is "Road Trip for Innovation"— and it is reflected in its unique format. Attendees will spend the first day of the conference learning about innovative business models, products and technologies. Keynote Brian Halligan, CEO and founder of Hubspot, will discuss the changing nature of online shopping. May 18th, the second day of NetGain, will be spent in the field, visiting some of the Boston-area's greatest innovators—including:

- **Boston Globe**: This Boston icon founded in 1872 has weathered many challenges and was an early adopter of the web. Attendees will learn about the publisher's two-brand digital strategy and the implementation of a pay wall.

- **MIT Media Labs**: This is where the future is lived, not imagined. MIT Media Labs domain is applying unorthodox research approaches for envisioning the impact of emerging technologies on everyday life -- technologies that promise to fundamentally transform our most basic notions of human capabilities.

- **Thomson Reuters:** Attendees will get a strategic overview, insights into new product development and strategy, and an understanding of the work Thomson Reuters is doing to help corporations manage their brands on the Web.

The agenda will also feature a Previews Program, highlighting some of the most dynamic young digital content companies in New England, including: PubGet, Cambridge Semantics, and Image Rights International.

To register for the conference, or for more information, members of the media should contact Beth Dozier at bethdozier@rational360.com. Media registration is also available online at: http://www.siia.net/netgain/2011/press_apply.asp.

WHO: **Software and Information Industry Association (SIIA)**
WHAT: **SIIA NetGain**
WHEN: **17-18 May 2010 (Conference: May 17; Roadtrip: May 18)**
WHERE: **Hyatt Regency Boston (One Avenue de Lafayette)**

For a complete schedule of events, visit: http://www.siia.net/netgain/.

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 to more than 500 leading software and information companies.

About SIIA's Content Division

SIIA's Content Division provides a forum for companies that publish and distribute online content, or offer technologies and services that facilitate the licensing, presentation, and distribution of digital information products. The division works with its members to develop effective approaches to emerging issues and to produce deliverables of special interest to the membership.

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