Software & Information Industry Association
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Media Advisory

For Immediate Release
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SIIA to Host *Three* Technology Conferences *and* Announce Industry-Leading CODiE Awards on May 4 - 5 in San Francisco

May Events will Focus on Content & Technology Convergence; What's Next in Software; the Future of Education Technologies; and Top Industry Products

Key Media and Bloggers are Invited to Apply for Press Credentials

WASHINGTON, DC (March 23, 2009) – This spring, the Software & Information Industry Association (SIIA) will pack three conferences, an awards gala, and an awards showcase into two days in May. The events, which will take place at the Palace Hotel in San Francisco on May 4th and 5th, offer something for nearly everyone who cares about technology -- whether it's digital content, software, education technology, tech industry start-ups, or finding out which products and companies are considered the "best of the best." SIIA's spring line-up is as follows:

NetGain Conference:
www.SIIANetGain.net

Workflow applications, user-generated content, and the semantic web are redefining the digital information industry. Join publishers, aggregators, and technology providers gathering at this second annual conference to address the new rules for licensing, building and aggregating information. A popular part of the NetGain Conference agenda - *SIIA Product Previews* - will highlight 10 new and interesting products from member companies. *Product Previews* provide media and attendees with the opportunity to see and hear from cutting edge content leadership.

Software Summit & CODiE Awards Conference:
www.SIIASoftwareSummit.net

The software industry is undergoing a radical transformation: on-demand is replacing on-premise and consumers want to "pay as they go" for technology or not pay at all; tight economic conditions make it hard to launch and innovate, restricting access to capital and limiting exit strategies; and everything's going mobile, which changes how technology is used. Join software industry leaders gathering to address these new rules for funding, building and selling software during candid discussions and fast-paced panels organized by and for software executives.

Ed Tech Industry Summit:
www.EdTechIndustrySummit.net

Speakers will frame the big picture of SIIA's "Vision K-20" program and provide business, marketing and technical insights for companies that want to take advantage of the move toward technology-rich classrooms during this pivotal time. In addition to the Summit, SIIA's Education Division will host its famed *Innovation Incubator Program*, designed to highlight new products and services that are poised to change the Ed Tech arena. This program is open to pre- and post-revenue companies, non-profit groups, academic institutions, research organizations, and more.

CODiE Awards Gala and Showcase:
www.siia.net/codies/2009/

Gala: On the evening of May 5th, SIIA will hold the 24th Annual CODiE Awards Gala – the industry's *only* peer-reviewed technology awards program. The CODiE Awards cover numerous diverse categories that celebrate the most successful and innovative software, content and educational technology businesses / products. Please visit the list of CODiE Award Finalists for an update on firms that achieved this prestigious stage of the awards process for 2009.

Lifetime Achievement: In addition, this year, the CODiEs will re-introduce its Lifetime Achievement Awards, highlighting a series of individuals who have made enormous contributions to software, digital content, and education technology arenas.

Finalist Showcase: Lastly, to enable Awards Finalists to provide industry and media colleagues with demos of their extraordinary products, SIIA is hosting its second annual CODiE Finalist Showcase. Be sure to get demos of finalist products for Software and Content categories before casting your ballot to select CODiE Award winners and "Showcase Favorites" during this unique event. Please email Dipo Odunlami at Dipo@siia.net for details on participating in the CODiE Finalist Showcase.

Key Media and Bloggers are invited to attend the entire two-day event series, or any of the major addresses, but must first be approved for credentials. For media and blogger credentialing or for more information, please contact Eileen Bramlet, Vice President for SIIA Communications, at: EBramlet@siia.net

For education inquiries, please contact Sandy Fash of C. Blohm at 608.839.9800 or via email at: Sandy@CBlohm.com

WHO:	Software & Information Industry Association (SIIA)
WHAT:	SIIA San Francisco Conferences and Events
WHEN:	May 4 – 5, 2009
WHERE:	The Palace Hotel, San Francisco, California

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

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