Software & Information Industry Association
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Media Advisory

For Immediate Release
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SIIA Spring Conferences in San Francisco to Highlight the Impact of Technology and Innovation on Global Economy

NetGain and Software Summit Will Feature Strategies to Help Information Industry Grow and Revive the Economy

WASHINGTON, DC (April 22, 2009) – The Software & Information Industry Association (SIIA) will hold the NetGain Conference and Software Summit next month in San Francisco to focus on the vital role that technology and innovation can play in revitalizing the economy. The conferences will take place at the Palace Hotel on May 4th and 5th, and will conclude with the 24th annual CODiE Awards Gala, the only peer-reviewed technology awards program in the country, to celebrate achievements in software, content and educational technology that have already had a positive impact on both the industry and the economy.

"The NetGain Conference and Software Summit will show industry representatives that, especially in today's challenging economic climate, technological innovation is the key to economic strength and stability," said SIIA President Ken Wasch. "Top executives and industry leaders will present ground-breaking strategies to help participants rise above current market troubles and harness the industry's tremendous growth potential."

Digital content, software, and technology industry representatives will attend the conference to learn how their companies can gain a competitive advantage by reigniting sustainable innovation and employing other essential principles. Presentations will deliver guidance for real-world needs and issues, including monetizing social media, financing growth and cutting costs without diminishing performance.

Members of the media are invited to attend the entire two-day event series. To register, or for more information, please contact Eileen Bramlet, Vice President for SIIA Communications, at: EBramlet@siia.net or Beth Dozier, public relations contact, at bethdozier@rationalpr.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

More information follows about the NetGain Conference, Software Summit and CODiE Awards.

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.

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.

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. Meanwhile, please view the list of CODiE Finalists exhibiting at the Showcase: www.siia.net/codies/2009/events_showcase.asp

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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