

## Media Advisory

### For Immediate Release:

SIIA Communications Contact: John Crosby, 202.789.4469, [jcrosby@siia.net](mailto:jcrosby@siia.net)

PR Contact: Sandy Fash, C. Blohm & Associates, 608.839.9800, [sandy@cblohm.com](mailto:sandy@cblohm.com)

## SIIA Issues Call for Innovators in Education Technology

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

**Washington D.C.** – September 8, 2009 – The Software and Information Industry Association (SIIA) Education Division is now seeking applications for its Innovation Incubator Program. Developers of innovative 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 for applications is September 22, 2009.**

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. Applicants will be assessed based on key selection criteria, including alignment to SIIA's Vision K-20 Benchmarks: 21st century tools; anytime/anywhere access; differentiated learning; assessment tools; and enterprise support.

Ten participants will be selected to take part in the program, starting with the Innovation Showcase & Welcome Reception at the SIIA Ed Tech Business Forum in New York November 30-December 1. At the Forum, they 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://www.siia.net/etbf/2009/ii.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](http://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](http://www.siia.net/education)

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