



June 13, 2013
The Princeton Club, New York, NY

www.SIIA.net/INVESTMENT

Unparalleled Access and Exposure to the Strategic and Financial Investment Community

The Software & Information Industry Association (SIIA) is seeking applications from companies in the Education Technology, Media and Digital Content, Information Services and Software Services industries to speak at its 2nd annual Strategic and Financial Investment Conference. The conference, to be held June 13, at the Princeton Club in New York City, is an invitation-only conference for qualified strategic and financial investment professionals.

The SIIA, together with Host Sponsors **Veronis Suhler Stevenson**, **The Jordan, Edmiston Group, Inc.**, and our Patron Sponsor **Morgan Lewis**, has invited over 200 strategic and financial investment professionals to attend. These individuals represent the corporate finance and corporate development groups of public and private corporations, venture capital and private equity firms, banks and others seeking strategic and financial investments, and acquisition and partnership opportunities. The conference provides presenting companies a unique opportunity to tell their story to a sophisticated audience of invited strategic and financial professionals.

Presenting companies can be **public or private**, and will present in one of three tracks:

- Early-stage companies with **under \$10M** in revenue.
- Growth companies **between \$10-25M** in revenue
- Established companies **over \$25M and up to \$100M** in revenue.

Leading up to the conference, presenting company executives will receive coaching on their 25 minute presentation, and during the conference they will have the opportunity to meet industry leaders, and hear insights from an array of executives speaking on important market trends. For any company looking to grow, expand or sell their business in the next 18 months, the SIIA Strategic & Financial Investment Conference is the perfect vehicle to meet the right

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prospective investor, lender, partner or acquirer, and educate them about your company.

Application Process

When you apply to present, a selection committee comprised of M&A professionals, Bankers and Strategic Investors, along with members of the SIIA leadership, will review your application. Presenting companies are selected on a rolling basis with the first round announced April 1 and all companies announced by the end-of-May. Apply early for your best chance of being selected.

TRACKS: The selection committee will choose the best and most appropriate companies to present to our audience. The committee will look for public and private companies to present in one of three tracks:

- Early-stage companies: under \$10M in revenue, have customers, and have received a Series A round.
- Growth companies: between \$10-25M in revenue and are EBITDA positive.
- Established public and private companies: over \$25M and up to \$100M in revenue.

PARTICIPATION FEE: Those selected as presenting companies will be asked to pay a fee of \$750 for SIIA Members or \$1,295 for non-members, if selected to present. The presentation fee includes 3 conference invitations for the presenter and two colleagues. As a special bonus for non-members, the SIIA will give a \$2,000 credit toward one year of SIIA membership.

COACHING: As part of our program, presenting companies can participate in a one-on-one coaching session prior to the Strategic and Financial Investment Conference with Division executives, M&A executives, bankers and investors. These sessions are designed to help you make your 25 minute pitch as effective as possible on June 13th.

AT THE CONFERENCE: At the Investment Conference, come prepared with your elevator pitch, lots of business cards and be ready to network. Presenting companies are expected to be represented by a Founder, President, CEO, COO or CFO. We highly recommend that presenters join us for the entire day to fully leverage networking opportunities with attendees throughout the day, including breakfast, lunch, and a closing cocktail reception.

To present, please complete your application online:

<http://sIIA.net/investment/2013/apply/>

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