

## Media Advisory

### For Immediate Release

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## SIIA Spring Events in San Francisco to Explore Industry Innovation with Keynotes from Executives of Red Hat, Wired Magazine

*May Conferences in San Francisco Will Investigate Software and Digital Trends by Day  
and Celebrate the Best of the Industry by Night*

WASHINGTON, DC (April 9, 2009) – The Software & Information Industry Association (SIIA) today announced keynote speakers for its NetGain Conference and Software Summit being held next month in San Francisco. The NetGain and Software Summit conferences will take place at the Palace Hotel on May 4<sup>th</sup> and 5<sup>th</sup>, and will culminate with the 24<sup>th</sup> annual CODiE Awards Gala, the only peer-reviewed technology awards program in the country, to celebrate achievements in software, content and educational technology.

### Keynote speakers at the 2009 NetGain Conference and Software Summit include:

- **Jim Whitehurst**, President and CEO, Red Hat
- **Chris Anderson**, Editor-in-Chief, Wired Magazine
- **Kara Swisher**, Co-Producer, D: All Things Digital, and Co-Executive Editor, AllThingsD.com
- **Brewster Kahle**, Founder and Digital Librarian, Internet Archive
- **Judith Estrin**, Chief Executive Officer, JLABS, and author of *Closing the Innovation Gap*
- **Maribel Lopez**, Founder & Principal Analyst, Lopez Research

During the events, top executives and industry leaders will present effective approaches to help participants succeed in an evolving industry. Presentations and panels will address a variety of relevant issues, including how to reignite sustainable innovation and the global economy, survive and thrive in the recession, and monetize “free” software and social media.

**Media and Bloggers 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@siiia.net](mailto:EBramlet@siiia.net) or Beth Dozier, public relations contact, at [bethdozier@rationalpr.com](mailto: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](http://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 new and interesting products from member companies. *Product Previews* will also provide media and attendees with the opportunity to see and hear from cutting edge content leadership.

**Software Summit & CODiE Awards Conference:**

[www.SIIASoftwareSummit.net](http://www.SIIASoftwareSummit.net)

The software industry is undergoing a radical transformation: on-demand and open source technologies are replacing on-premise solutions, 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/](http://www.siia.net/codies/2009/)

**CODiE Awards Gala:** On the evening of May 5<sup>th</sup>, SIIA will hold the 24<sup>th</sup> 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. For more information regarding Gala tickets, please contact SIIA Awards Manager, Lisa Mitchell-Brooks, at [LMitchell@siia.net](mailto:LMitchell@siia.net).

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

**CODiE 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](mailto:Dipo@siia.net) for details on participating in the CODiE Finalist Showcase.

**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](http://www.siia.net).

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