

Media Release

For Immediate Release

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Ed Tech Industry Summit to Explore “Building Toward the Vision K-20” in 2009

Washington, D.C. – March 30, 2009 – The sixth annual Ed Tech Industry Summit, hosted by the Software & Information Industry Association’s (SIIA) Education Division, will connect education technology executives while promoting SIIA’s Vision K-20 goals and expected benefits and outcomes.

Specifically, this year’s highly anticipated program will include:

Keynote Presentations

- Chris Anderson, Editor-in-Chief for *Wired Magazine*, will host a shared keynote across all three of SIIA’s simultaneous spring conferences, addressing the pivotal topic of “Software and the Price of Free.” Mr. Anderson is the author of *New York Times* best-selling book *The Long Tail: Why the Future of Business is Selling Less of More*. As Mr. Anderson presents his keynote, he will address the question on everyone’s mind: can companies make money by giving it away for free? Mr. Anderson’s keynote will be held Tuesday morning at the start of the SIIA spring conferences.
- Dr. Mark Milliron, President and CEO of Catalyze Learning International, will connect SIIA’s Vision K-20 with the new generation of learning. He also will discuss why modern education is becoming more complex given the growing options for blended learning, mobile devices, gaming, social networking, high-impact presentation technologies, and analytics. Further, he will provide key insights emerging from an increasingly technologically connected world that are affecting K-20 institutions and those who serve them.

Pre-Conference Program

Pre-conference workshops offer an ideal forum for attendees to get an early start on networking, business opportunities and applying actionable market intelligence.

2009 Innovation Incubator Program

The 2009 *Innovation Incubator Program* promotes innovators of cutting-edge education technology products and services. Developers in academic and non-profit institutions, research organizations, or young pre-revenue companies, as well as existing companies with developed revenue streams, entered a selection process where those offerings with the greatest potential will be featured in the conference Business Profiles session and the *Innovation Showcase & Networking Reception*.

Celebrating the “Best of the Best” in the Ed Tech Arena

Join members of the education technology arena during SIIA’s 24th Annual CODiE Awards during the evening of May 5th, when the premier products and services for the industry will be announced and celebrated during the CODiE Awards Reception and Gala.

WHAT: The SIIA Ed Tech Industry Summit
WHEN: May 3-5, 2009
WHY: Discover how to successfully “Build Toward the Vision K-20”
WHERE: The Palace Hotel in San Francisco, Calif.

- For media credentialing, contact Eileen Bramlet at EBramlet@siaa.net or Sandy Fash at sandy@cblohm.com.
- To register for the conference, visit: www.edtechindustrysummit.net.

About SIIA

The Software & Information Industry Association 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 further information, visit: www.siaa.net.

About the SIIA Education Division

SIIA’s Education Division serves and represents 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 seeks to ensure the continued success of the industry at large as well as of its member firms.

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