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**2010 Gateway to Innovation Conference (G2I):
Maintaining a Competitive Edge with Innovative IT**

ST. LOUIS, November 16, 2009 – Following a successful Gateway To Innovation Conference in April 2009 that brought together more than 500 information technology leaders and practitioners, the third annual Gateway To Innovation Conference is set to convene on April 20, 2010, at the Chase Park Plaza in St. Louis, MO. This year’s focus is how to maintain a competitive edge with innovative IT because competition doesn’t let up even when budgets are tight.

“The conference brings together great IT leaders and thinkers from around the globe,” said Eric Gorham, Gateway to Innovation Conference Chair and Director, Information Technology, for the REJIS Commission. “This year we are exploring how IT drives growth in industries such as life sciences, manufacturing, finance, global commerce and probably some industries yet to be discovered. G2I continues to have the impact of a national conference with the convenience of the gateway city.”

Along with exciting national keynote speakers, including Erik Wahl presenting The Art of Vision for the opening plenary session, the conference program includes interactive sessions with regional executives and industry leaders, addressing the convergence of IT – the region’s most significant horizontal economic cluster – with other business imperatives. Tracks include Healthcare, Government and Commercial topics. In all sessions and throughout the day, attendees have the opportunity to network with each other to discover common business interests that generate collaborations and ongoing mutual business benefit.

The evening Recognition Gala, “Celebrating the Economic Impact of Information Technology,” will bring together leaders of business, government, civic, charitable, academic and other organizations to celebrate how IT

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benefits all industries, the economy and the general public in the St. Louis region and beyond. Individual and company leaders will be highlighted for their innovation, development, commercialization and management of technology.

Gateway to Innovation 2010 is officially endorsed by the St. Louis CIO Board, and early conference sponsors include Pfizer, Apptio, Hitachi Data Systems, VMware, and Compuware, along with media partner Commerce Magazine.

The 2010 conference is hosted by the Information Technology Coalition (ITC), the Society for Information Management (SIM), the Healthcare Information and Management Systems Society (HIMSS), the Center for the Application of Information Technology (CAIT), and the St. Louis Regional Chamber and Growth Association (RCGA).

While organized primarily for IT and business professionals, the conference is open to the public. Registration and tickets are required.

Visit www.G2Iconference.com for more information, award nominations, sponsorship packages, conference agenda and registration. Conference attendance cost (\$250 prior to Feb. 28; \$350 after March 1) includes all the sessions, breakfast, lunch, refreshments, and the evening Recognition Gala with food, wine, beer and other refreshments.

About St. Louis IT Coalition (ITC)

The Information Technology Coalition of Innovate St. Louis was established in 2006 with the mission to further the economic development and vitality of the St. Louis region by: mobilizing and leveraging existing assets and talent; promoting innovation, entrepreneurship and work force enhancement; and attracting new investment in the information technology sector. The leadership of the St. Louis IT Coalition consists of educators, entrepreneurs, and business leaders throughout the metro region. ITC's vision: St Louis is the place where Information Technology achieves its full business and economic potential. Visit www.itcoalitionstl.org.

About Society for Information Management (SIM)

Established in 1968, the Society for Information Management (SIM) is the premier network for IT leaders comprised of more than 3,300 members including CIOs, senior IT executives, prominent academicians, and other IT leaders. SIM is a community of thought leaders who share experiences and apply rich intellectual capital, and who

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explore future IT direction. Through its 31 chapters, SIM provides resources and programs inspired by IT leaders for IT leaders that enable CIOs to further develop the leadership capabilities of themselves and the key and emerging leaders in their organizations. SIM provides the collective voice to advocate on behalf of the IT profession across industries. SIM St. Louis provides a networking forum for St. Louis IT leaders, professional development and leadership learning opportunities, a sharing of knowledge, an increasing awareness of IT management issues, and an opportunity for giving back to our local community. Visit <http://www.simstl.org>.

About The Healthcare Information and Management Society (HIMSS)

The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organization exclusively focused on providing global leadership for the optimal use of healthcare information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington D.C., Brussels, Singapore, and other locations across the United States and the globe, HIMSS represents more than 20,000 individual members and over 350 corporate members that collectively represent organizations employing millions of people. HIMSS frames and leads healthcare public policy and industry practices through its advocacy, educational and professional development initiatives designed to promote information and management systems' contributions to ensuring quality patient care. Visit www.himss.org.

About the Center for the Application of Information Technology (CAIT)

Founded more than 30 years ago, CAIT is a not-for-profit organization within Washington University in St. Louis that serves as the center for information technology (IT) leaders in the St. Louis region. Our purpose is to help organizations make continuous advancements in productivity and enhance the region's competitiveness as a thriving, world-class IT community. We accomplish this by providing the forum for IT executive interaction and the highest quality IT training & professional development opportunities, leveraging the resources of Washington University, local IT leaders, and experts and vendors throughout the country. From its beginning as the region's original and most respected IT training center, CAIT has extended its mission and activities over the years to become a true center for IT leaders in the region. Visit <http://www.cait.wustl.edu>.

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