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TechAmerica Texas Launches Partnership with Strategic Partnerships Inc.

Partnership enables organization to offer members strategic webinar series on selling to state and local government

(AUSTIN, Texas) Sept. 2, 2010 – Today [TechAmerica Texas](#) announced its partnership with [Strategic Partnerships Inc. \(SPI\)](#) to combine resources in order to produce and deliver high-impact workshops and webinars addressing best practices for selling and marketing to state and local government.

“We are thrilled to announce our alliance with Strategic Partnerships Inc.,” said [Jeff Clark, regional vice president of TechAmerica Texas](#). “The relationship we are building will further enhance TechAmerica’s ability to offer our member companies the products and services that directly benefit their company’s bottom line. Our relationship with SPI will enable us to leverage their expertise, workshops, and webinars to offer our members opportunities for sales growth and financial success.”

TechAmerica Texas works diligently to identify and promote market and sales opportunities for the technology business community. Strategic Partnerships provides critical market information to companies looking to offer goods and services to the public sector. Because of this, the TechAmerica/Strategic Partnerships, Inc. partnership is a natural fit as it will enable TechAmerica members to access SPI’s resources to identify market opportunities, information on upcoming sales opportunities, and pertinent budget data from SPI’s team of government strategists and former public officials.

“Government continues to be the most lucrative market in today’s economy,” said [Mary Scott Nabers, president and CEO of SPI](#). “Government contractors need to be able to identify opportunities earlier, build long-term relationships and craft appropriate capture strategies.”

Participants in both the workshops and webinars will be exposed to unique assistance built around best practices and proven strategies for increasing public sector revenues.

To learn more about the partnership and upcoming opportunities, please visit www.techamerica.org/texas.

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About TechAmerica

TechAmerica is the leading voice for the U.S. technology industry – the driving force behind productivity growth and jobs creation in the United States and the foundation of the global innovation economy. Representing approximately 1,200 member companies of all sizes from the public and commercial sectors of the economy, it is the industry’s largest advocacy organization and is dedicated to helping

members' top and bottom lines. TechAmerica is also the technology industry's only grassroots-to-global advocacy network, with offices in state capitals around the United States, Washington, D.C., Europe (Brussels) and Asia (Beijing). It was formed by the merger of AeA (formerly the American Electronics Association), the Cyber Security Industry Alliance (CSIA), the Information Technology Association of America (ITAA) and the Government Electronics & Information Technology Association (GEIA). Learn more about TechAmerica at www.techamerica.org.

About Strategic Partnerships Inc.

SPI (www.spartnerships.com) is a 15-year-old government procurement and national research firm based in Austin, Texas. Its staff of consultants, researchers and budget analysts are all former government executives.