

Phorum 2015 Announces Call for Demo Pit Participants

Philadelphia, February 3, 2015 – [PACT](#), the greater Philadelphia Alliance for Capital and Technologies, today announced that [Phorum 2015](#)— its annual enterprise technology strategy conference — is now accepting applications for the “[Phorum Demo Pit](#).” This popular competition allows conference attendees to experience, first-hand, some of the most innovative technologies being developed in the Greater Philadelphia region and watch them vie for *Phorum Best in Show* title. Previous winners include SocialLadder, PeopleLinx and UXFlip (later acquired by Artisan Mobile).

Phorum 2015: From Silos to Systems: Transforming the Enterprise through Emerging Technology, is scheduled for Tuesday, April 14, 2015 at the University of Pennsylvania Museum of Archaeology and Anthropology. This year’s conference will examine how digital transformation is driving operational shifts, market consolidation and a wholesale change in how businesses approach, engage and nurture customer relationships.

“The Demo Pit was created to allow startups to connect with the more than 400 C-level enterprise decision makers who attend Phorum annually,” said Allen Born, Director at [Fairmount Partners](#) and the Advisory Board Chairman of Phorum 2015. “Similar to the region’s entrepreneurial and startup community, the Phorum Demo Pit gets more competitive each year.”

If you are a startup in the Greater Philadelphia area, whose product or solution is transforming current business models and enabling organizations to become more efficient, agile and competitive, then you should consider applying for the Phorum 2015 Demo Pit. Startups with established products and/or services in the following areas are encouraged to apply: Mobility; Cloud Services; Enterprise Security; and Analytics & Information Management (Big Data).

This year’s conference is expanding its program to include exposition space for leading organizations focused on enterprise technology. *The Innovation Expo*, which will be adjacent to the Phorum Demo Pit, provides a space for cutting-edge technology companies to meet and demo their products and services with key enterprise decision makers. If you’re interested in a unique opportunity to showcase your company at one of the hottest gatherings of enterprise decision makers on the East Coast, please contact Dianne Strunk at dstrunk@philadelphiapact.com.

For additional information about the Demo Pit or to download the application form, please visit www.phorumphilly.com.

About Phorum

Phorum is an annual technology strategy conference that gathers the Nation’s leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on new technologies. For more on Phorum or to purchase tickets for Phorum 2015, visit www.phorumphilly.com.

About The Greater Philadelphia Alliance for Capital and Technologies (PACT)

The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to

supporting a company's life cycle – from early stage through growth – by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

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