

CALENDAR ANNOUNCEMENT

For Immediate Release

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Over 1300 Industry Leaders to Attend SPA 1994 Spring Symposium 1994 Excellence in Software Awards to be presented

January 18, 1994 (*Washington, DC*) The Software Publishers Association (SPA) announced today its plans for the 1994 Spring Symposium to be held March 13-16, 1994, at the Marriott Hotel in San Francisco, California. Over 1300 industry leaders are expected to attend.

Keynote speakers include Phillippe Kahn, chairman, chief executive officer and founder, Borland International; and Mike Maples, senior vice president, Microsoft Corporation.

In addition, there will be special addresses by Linda Roberts, special advisor on educational technology, US Department of Education, David Allison, curator, National Museum of American History, Smithsonian Institution and Michael Kolowich, president, Ziff Desktop Information.

Over 50 sessions of interest to publishers of consumer, education, and business software will be conducted, covering topics such as multimedia, the information superhighway, wireless and mobile computing, branding and merchandising, marketing and business

SPA San Francisco Conference

issues for small software publishers, and technical development.

SPA conferences typically draw more than 300 CEOs from some of the most successful software companies in business today. Dozens of distributors also attend the sessions. The balance of attendees are key decision makers in software and related industries.

In addition to the sessions, the conference features the annual SPA Excellence in Software Awards ceremony, to be hosted by comedian Larry Miller. More than 480 products are nominated for the 25 industry awards recognizing outstanding software products introduced in 1993. Winners are selected by the SPA members.

The Software Publishers Association is the principal trade association of the PC software industry. Its 1,100 members represent business, consumer, and education software firms around the world. The SPA has offices in Washington, DC, and Paris, France.