

Software Publishers Association

Fact Sheet

December, 1993

Founded

April 1984 to promote the interests of the PC software industry.

Offices

SPA Worldwide Washington, DC (Headquarters)
SPA Europe Paris, France (International)

Membership

Over 1,000 members including publishers and developers of business, education, productivity and leisure microcomputer software.

Full members publish or develop software.

Associate members are affiliated with the industry.

Full Membership Sections Business, Consumer, and Education

Membership Services

Market Research

International & Domestic Data Reports (monthly)

SPA Annual Salary survey

Financial data program

Annual K-12 Education Market Study

Copyright Protection/Government Affairs

Anti-piracy and intellectual property protection

Government relations

Public education and awareness

Conferences and seminars

Awards and recognition programs

Publications

Special Interest Groups

- o CD-ROM
- o International
- o Macintosh
- o Marketing
- o Pen Computing
- o Public Relations
- o Software Production Services
- o Workgroup Computing

SPA Conferences

9th Annual Fall Conference
Oct. 10-13, 1993 Chicago, IL

1994 Spring Symposium
March 13-16, 1994 San Francisco, CA

Publications

Annual Membership Directory
Do's & Don'ts of Direct Mail
Export Procedures Kit
From Code To Kudos: SPA Guide to Great Product Reviews
Guide to Contracts and the Legal Protection of Software
Guide to Developing a Software Business
International Resource Guide
Marketing Do's & Don'ts
Monthly Newsletter, *SPA News*
PR Do's and Don'ts
Software Production Services SIG Resource Guide
SPA Guide To Protecting Your Copyright
SPA Human Resource Audit Guide
SPA Self-Audit Kit
SPA Software Management Guide
US Software Channel Marketing and Distribution Guide

Officers

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