

SIPA is the international trade association dedicated to advancing the interests of publishers and media companies serving the needs of niche communities.

Our mission is to serve SIPA's worldwide membership through education, training, networking and advocacy to foster growth, profitability and professional excellence. The association serves this mission by facilitating research, fostering education, sharing useful tools and creating a great network of people. SIPA's community of professionals prides itself on its willingness to share ideas to help everyone boost profits, manage their businesses more efficiently and foster career growth.

The Specialized Information Publishers Association, a division of the Software and Information Industry Association, is located in Washington, DC., and has continued to enjoy strong support from the industry. The Association was born in 1977 with 18 members and today has nearly 250 corporate members (of all sizes) located around the world, that publish more than 3,000 online and print publications.

SIPA's conferences include its annual conference which is the largest gathering of specialized commercial information providers in the world. Other events include the annual marketing conference, publisher's roundtables and monthly webinars - free to SIPA members, smaller conferences held globally, and more.

SIPA represents the interests of specialty information publishers in Washington, DC, and provides information to members on developments which affect the operations of specialty publishing businesses. These efforts take at least three forms:

1. SIPA acts directly in the interests of specialty information publishers;
2. SIPA and its counsel assist member publishers and their counsel in instances which are of potential concern to broad numbers of publishers; and
3. SIPA and its counsel cooperate with other groups representing the press and media in cases of concern to journalists.

Issues of interest to SIPA members include:

- Copyright
- Libel and Defamation
- Sales Tax
- Freedom of Information
- USPS matters
- Privacy
- Electronic Marketing