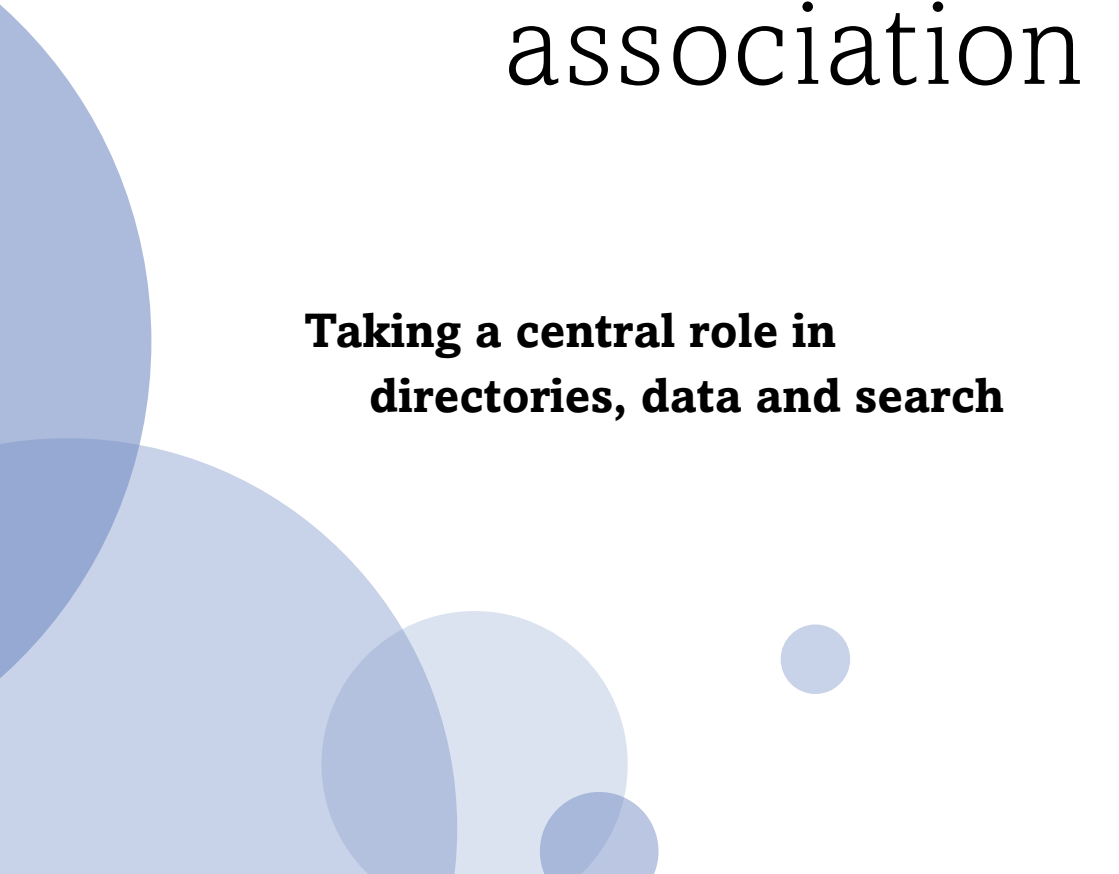




dpa

data
publishers
association

**Taking a central role in
directories, data and search**



What is the DPA?

The Data Publishers Association (DPA) was formed in 1970 with the key aim of promoting the understanding and use of data in the business environment. Over the years it has seen the industry move from a predominately book publishing business to electronic publishing and most significantly to publishing on the web.

Who are its members?

The DPA supports business and consumer companies that sell data by subscription, supplement their data with advertising sales or both. It has major players such as Reed Elsevier, Haymarket, Yell, BT, D&B and Experian as members, as well as smaller companies such as Executive Grapevine, The Market Research Society and Property Data. This industry contributes well over £1bn to the UK economy and has seen its advertising turnover increase every year since 1975.

Organisations that provide services and products to the sector, such as printers, software solution providers and contract directory publishers are also members - to allow publishers to source suppliers for their business, approved by the DPA.

Reasons to join...

The DPA offers members a number of reasons for you to belong to your industry's trade body, here are the top five:

1. It provides through meetings and conferences the opportunity for members to meet and discuss important current topics
2. It provides a number of training seminars where members can learn new skills or enhance existing ones
3. Through both the website (www.dpa.org.uk) and through regular newsletters it keeps members informed on what is happening in the industry
4. It produces regular statistics on business performance and employment
5. It offers all members a free business support helpline to answer any business questions, such as tax, health & safety and employment law.

Additionally, within the organisation, there are specialists who are involved in making representations to the Government and DTI on matters, which effect data publishers - especially new laws that come from either the UK or the EU Governments.

Through its close links with the European Association of Directory Publishers (EADP) and the Periodical Publishers Association (PPA) it is able to lobby successfully against policies which might have a detrimental effect on the industry.

The DPA also works with organisations such as the Digital Content Forum (DCF) to promote the use and value of data to today's businesses.

The Data Publishers Association is a growing organisation within a growing market and with increasing influence on how the business develops.

DPA membership benefits and activities

Networking

The DPA is the central forum where individuals can meet and exchange ideas with other directory and data publishers, and suppliers. Regular events in the DPA calendar include; an annual conference, which debates current hot topics; annual awards, recognising and saluting industry achievement; and a New Year drinks reception, giving members the opportunity to get together informally.

Training and Seminars

As part of its commitment to improve best practice within the industry, throughout the year the DPA organises a number of training courses and seminars. These cover practical elements, as well as issues of current interest and concern to the industry.

Communications

A monthly newsletter, *News in Brief*, informs all members about the latest news and developments in the data publishing industry – covering four key areas; DPA news, industry news, legal & public affairs, and events & training.

Representation

The DPA is the only organisation that represents the interests of bona-fide UK directory and data publishers to government and the wider business community. It is involved with a number of legal representations, such as the Unsolicited Goods and Services Act and EU directives on databases.

In addition, the DPA works with other leading organisations to further leverage the interests and needs of its members.

Publicity and Promotion

The DPA's remit is to promote both its members activities and the industry as a whole. To this end, the DPA's website (www.dpa.org.uk), is continually updated, and also includes an invaluable directory for members, their products and services. The same membership information is also published in an annual *Membership Book*, which is distributed to an array of recognised information users, including libraries and Chambers of Commerce.

Statistics

Periodically, the DPA carries out its own business performance and employment research. It also participates in the collection of directory and database advertising statistics.

Business Support

The DPA provides its members with a free business support helpline offering general advice on issues such as tax, VAT, health & safety and employment.

DPA Membership Application Form

- 1) State which membership category you are applying for:
 Full members: publishers of directory and data products
 Associate members: suppliers to the publishing industry
 Overseas members: either of the above that have UK interests

2) Circle your company's directory/data turnover, according to your category

Full Members	2007 Rate	Associate/Overseas Members	2007 Rate
£0-£500k	£430	£0 - £1m	£525
£500k - £2m	£925	£1m plus	£875
£2m - £10m	£1,400		
£10m plus	£2,270		

3) Complete your company's details:

Name: _____

Address: _____

Tel: _____ Fax: _____

Email: _____ www: _____

Parent company: _____ Company registration no.: _____

4) List members of staff interested in receiving DPA information:

Main Name: _____ **Alternate** Name: _____

Job title: _____ Job title: _____

Email: _____ Email: _____

Other Name: _____ **Other** Name: _____

Job title: _____ Job title: _____

Email: _____ Email: _____

Please supply more names on another sheet

5) Supply **two** organisations which will provide you with references, one of whom should preferably (but not necessarily) be an existing DPA member.

Company: _____ Company: _____

Name: _____ Name: _____

Position: _____ Position: _____

Telephone: _____ Telephone: _____

Email: _____ Email: _____

6) List your data products/services.

I/we apply for membership of the Data Publishers Association, in doing so we agree to abide by the DPA Code of Professional Practice.

Signed _____ Date _____

Name _____ Position _____

Applications must be signed by a Director/Proprietor of the organisation