



Software Industry Conference 2010 (SIC-2010)

Call For Papers/Presentations

The Software Industry Conference (SIC) is in its 20th year and attracts ~300 software developers, publishers and software industry professionals with a common interest in software development, marketing and distribution. One of the goals of the conference is to encourage independent software developers to adopt the shareware distribution system, and provide start-up shareware developers with helpful information on software development, Internet marketing, packaging, distribution, etc. Another goal is to provide an environment of networking, collaboration and a forum for vendors to make new authors aware of their products or services.

The SIC-2010 Conference will be held in Dallas, Texas, July 15 - July 17, 2010.

The Shareware Industry Awards Foundation, organizers of the event, is currently seeking submissions for papers and presentations at the SIC-2010 in the following areas (these are tentative and may be regrouped as needed):

Marketing

- Internet marketing, e-mail Marketing, Guerilla marketing, Direct mail, Promotional items, Alternative marketing, Co-marketing, Vertical marketing, Trade Shows, Upselling, Cold-Calling, Aligning Marketing and Sales, Increasing conversions

Search Engine Optimization

- Submissions, Doorway pages, Optimization techniques, Link Sponsoring,

Business Networking

- Relationship networking, Partnering, Bundling, Exchanges, Getting involved in local groups

Press – Public Relations

- Press Releases, Reviews, Ratings, In house -vs- hiring a PR firm

Software Success Stories

- History, Retail success, Inspiration

Contracts

- Negotiations, Distribution agreements, Licensing, Private labeling, Copyrights protection, Trademarks, Software Patents

Development

- Developing platforms, Market testing, Beta testing, Outsourcing, UI Design, Update cycles, Models–Algorithms–Tools, Product Management

Affiliate Programs

- Coupons, Tracking, Cookies, Wrappers, Affiliate marketing

Localization

- Foreign partners, Translation, Foreign support, Foreign distribution,

Advertising

- PPC marketing, Internet advertising, Effective advertising

Mergers & Acquisitions

- Negotiation, Deal breakers, Due diligence, Finding a buyer, Valuations

Hosting & Tracking

- File Hosting, Tracking, Bandwidth, Blocking, Analysis, Web log analysis, Conversion tracking

Web Design

- Graphic design, Compression, Site speed, Look & feel, Content development

Support

- Outsourcing, Forum support, Phone support, Call centers, Implementing support packages, Tracking support

Incentives

- Link exchanges, Banner ads, Magazine ads, Newsletter advertising, Shareware site ads, Classifieds, Measuring ROI

Payment Options

- Ecommerce, Paypal, Inhouse merchant accounts, Wires and purchase orders

Other Topics

- Social Media and Social Networks
- How to use Blogs, RSS, Forums
- Pay-Per-Click, Search Engines
- iPhone Development and Marketing
- Pricing your Product/Service
- General Business Advice
- Cyber Security
- Podcasting, RSS and Video Marketing
- Software as a Service
- Pay per Post

Please, check next page or guidelines...

Two types of presentations are available:

- **Paper Presentation**

This consists of a 20-25 minutes of an individual presentation, followed by a 5-10 minute questions and answers period.

- **Panel Presentation**

This consists of participating in a panel of 3-5 presenters, each given 5-10 minutes to make a short presentation, followed by 5-15 minute question and answer period, with a moderator directing the questions to the appropriate speakers.

Submission and Notification Deadlines

(1) Abstract submission deadline: February 28, 2010

The abstract should be 50 - 150 words, plain text, emailed to parisk@siaf.org. It should follow the form (***please, make sure you include all the information requested below in your submission***):

Speakers Name:
Company/Affiliation:
Email Address:
Abstract Title:
Type: Paper or Panel?
Body of Abstract:

The abstract should outline the information that will be presented with enough substance to facilitate distinguishing it from other submissions on the same subject. Presentations will be grouped based on common areas of coverage.

(2) Notification of acceptance: March 15, 2010

You will be notified, by e-mail, whether the proposed presentation was accepted. Prior to that, you may also be contacted to clarify sections of the abstract, provide any additional explanation that may be needed, etc.

(3) Submission of full presentation Deadline: April 15, 2010

If your proposed presentation is accepted, then you need to submit a 1200 – 1500 word summary of your presentation in plain text, MS-Word, or PDF format, in electronic form, to parisk@siaf.org. Submitted presentation material will be compiled and made available to all attendees either in electronic form (CD), or on-line. Any additional, related information you want to make available to the attendees, can be offered directly to them, at the end of the presentation, at SIC-2010, in the form of a handout.

The final presentation material should follow the form:

Speakers Name:
Affiliation:
Email Address:
Paper Title:
Session Title: (assigned by the SIC organizers)
Type: Paper or Panel?
Body of Presentation: (Preferably in PDF format so it looks the way you want it to look)

If you have any questions regarding this call for papers, or have suggestions for a topic not listed in this call for papers, please, do not hesitate to contact parisk@siaf.org

Please note that the SIAF is a totally non-profit organization that relies on sponsorships and registrations to put together the conference. As such, speakers are expected to pay for their own expenses and for the conference registration. The only exception is made for speakers that come to the conference for only one day, to simply make their presentation and leave, in which case they are provided with a free Conference day pass.