



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

DISTRIBUTOR MEMBERSHIP

Grow Your Distributor Business with APPA

Source smarter, win more clients and save on the services you use every day.

APPA is forty years strong! As the peak body for the branded merchandise industry across Australia and New Zealand, we help distributor members find the right products and suppliers, connect with industry peers and access member-only savings. You'll also have a team and community behind you to help your business grow

YOUR MEMBER BENEFITS



SOURCE THE RIGHT PRODUCTS

- Search **50,000+ supplier products** in one place with APPA Search.
- Find **trusted suppliers and decorators** across Australia and New Zealand in the annual APPA Supplier and Decorator Guide.
- Impress clients with **ready-to-share digital catalogues** featuring the latest products from APPA member suppliers.



BUILD TRUST AND GET NOTICED

- Be discovered by businesses searching for an APPA distributor through the **APPA distributor member directory**.
- Display the **APPA member logo** on your website and email signature to show clients you're a credible, established business.
- Trade under the **APPA Code of Conduct**, a shared commitment to ethical, professional business standards that build client trust.
- Showcase your best campaigns in the annual **APPA Promotional Products Marketing Excellence Awards** and celebrate with the industry.



SAVE ON BUSINESS COSTS

- Access **member-exclusive discounts** from APPA's trusted providers on freight, insurance, software, artwork and more.
- Earn an internationally recognised **PPAI Certification** at a discounted member rate.

50,000+

supplier products, searchable in one place with APPA Search



GROW YOUR SKILLS AND STAY INFORMED

- Join **member-only webinars** and practical training on HR and employment, AI tools, marketing, sustainability and more.
- Gain fresh ideas and practical insights from industry leaders at the **APPA Leadership Summit**, while connecting with peers in person.
- Access **industry research and business resources**, alongside webinar recordings, policies and templates.
- Stay across the industry with **Promotional Products Marketing (PPM) Magazine** and APPA's fortnightly e-newsletter, **Promo Insider**.
- Find your next team member by advertising roles on the **APPA Careers Board**.



CONNECT LOCALLY AND GLOBALLY

- Enjoy **free entry to APPA Tradeshows**, plus networking, social and educational events.
- Tap into the **member exclusive community group** on Facebook to source products, swap advice and get operational support.
- Benefit from APPA's relationships with international associations including **PPAI**, **MCNA** and **BPMA**.
- Join **APPA's Global Connect Tour**, an annual guided international tour, to connect with industry peers, discover emerging trends and bring fresh ideas back to your business.



REAL PEOPLE, REAL SUPPORT

Need help reaching distributors, advertising a role, navigating an industry issue or making connections here or overseas? The APPA team is here for you.

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APPA membership has been invaluable to our company for the product search engine alone. We have turned to APPA when we've required industry advice, whether for decoration help, legal, financial or technology related, they have always assisted us with professionalism and with genuine care. Since we've joined APPA, our business has flourished, and we feel confident in growing with them at our side.

Seen Promotions (APPA Distributor Member)

”



Join Today

1

Check you're eligible

2

Apply online

3

Start using your
benefits

Get connected. Get discovered. Grow with APPA.

Questions? Contact APPA: 1800 692 772 · info@appa.com.au · www.appa.com.au