



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

SERVICE PROVIDER

Reach APPA Members Across Australia and New Zealand

Share your expertise, raise your profile and connect with businesses that need your services.

APPA is the peak body for the branded merchandise industry across Australia and New Zealand, representing businesses that supply, distribute and decorate promotional products, from multi-million-dollar organisations to boutique agencies. As an APPA Service Provider, you can put the services our members rely on in front of the people who need them.

YOUR SERVICE PROVIDER BENEFITS



SHARE YOUR EXPERTISE

- Submit up to three **thought leadership articles** for **Promo Insider**, APPA's fortnightly industry newsletter.
- Advertise directly to members through **dedicated EDMs and advertising** across APPA's communication platforms (fees apply).
- See the **APPA Digital Advertising Rates Guide** for options and pricing.



GET FOUND BY MEMBERS

- List your business on the **Service Provider web page**, in the member-only area of the APPA website.
- Appear in the **Service Provider listing in APPA Member Magazine**, three editions per year.
- Showcase your business in the **annual APPA Service Provider Guide**, with additional advertising opportunities available to boost your visibility.
- Display the **APPA Service Provider logo** on your website and marketing to show you're a recognised partner of the industry.



MEET THE INDUSTRY

- **Exhibit at APPA Tradeshows** and meet suppliers, distributors and decorators face to face (fees apply).
- Opportunity to **sponsor events/ webinars** to raise your profile and support our members.

40 years

connecting the promotional products
industry across Australia and New Zealand



HOW SERVICE PROVIDER STATUS WORKS

- Service Providers offer products or services used by APPA members but not directly related to promotional product supply, such as IT, freight, travel, fulfilment, mail, legal, accounting, business consulting and debt collection.
- Service Providers are not members. Status is granted through an agreement with APPA.
- Service Provider status is subject to an annual fee.



WHAT WE EXPECT

- APPA holds high standards and expectations of every Service Provider.
- Keep the APPA team informed, respond to enquiries promptly and engage constructively with the association and its members.
- Uphold the integrity, good business practices and high industry and community standards APPA promotes across the industry.

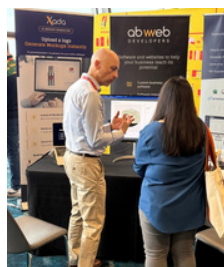


REAL PEOPLE, REAL SUPPORT

Want to submit an article, book an EDM or exhibit at a tradeshow? The APPA team is here to help you make the most of your Service Provider status.

YOUR ONBOARDING: WHAT'S INCLUDED

- Your **profile on the Service Provider page** of the APPA member website.
- A **listing in the Service Provider Directory Guide** for members, with the option to advertise in the Guide.
- Recognition as a new APPA Service Provider in **Promo Insider**, our fortnightly newsletter sent to over 5,000 industry contacts.
- A **welcome announcement** to members via member email and APPA's social channels.
- The **APPA Service Provider logo** to add to your website or use on social media tiles.
- A feature in the **Service Provider Directory** in our tri-annual member magazine.
- Access to the **APPA Advertising Guide** for further advertising opportunities (fees apply).



Get Started

1 Check you're eligible

2 Contact APPA

3 Sign your agreement

Share your expertise. Get found. Grow with APPA.

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