



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

SUPPLIER MEMBERSHIP

Connect with Distributors Across Australia and New Zealand

Get your products seen, connect with distributors 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 supplier members get their products in front of distributors, make their business easier to find and access member-only savings. You'll also have a team and community behind you to help your business grow.

YOUR MEMBER BENEFITS



PUT YOUR PRODUCTS IN FRONT OF BUYERS

- Integrate your product data into **APPA Search** so distributor members can find the right products and connect with your business.
- Feature in the annual **APPA Supplier and Decorator Guide**, connecting your business with distributors across Australia and New Zealand.
- Explore advertising opportunities in **APPA's Advertising Guide**, with options to promote your products based on your objectives and the audience you want to reach.



BUILD TRUST AND GET NOTICED

- Help businesses find you through your supplier profile on the **APPA website** and in the **APPA Supplier & Decorator 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 products and distributor 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.

40 years

connecting suppliers and distributors across
Australia and New Zealand



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

- Exhibit at **APPA Tradeshow**s, plus attend networking, social and educational event opportunities.
- 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.

“ *I wouldn't have even contemplated being in business without being a member of the leading industry body, the membership has provided me with a platform to launch and build my business from with an industry specific target audience right on my doorstep. I feel it is important to be aligned with an industry association that promotes professional standards and ethical business practices. In addition to access to the membership I'm able to exhibit at trade shows and attend award evenings, see top class educators and can access great deals from service providers.*
Papillon Promotional Marketing
(APPA Supplier 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