



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

Roadshow

A U S T R A L I A 2 0 2 4

Sponsorship Prospectus



109 GUN WEB SYSTEMS

110 PROMOTRENDS

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globalcatalogue.com
BY PENLINE CORPORATION
IN-HOUSE DECORATION
PENS & NOTEBOOKS
CUPS & BOTTLES
Cup 2g
SUNSCREEN

114.131 GLOBALCATALOGUE BY PENLINE CORPORATION

Inspirational gift
with a twist
Sustainable

IMAGE
3D CRYSTAL
Customised 3D Dimensional designs
Laser-engraved inside beautiful
crystal awards, gifts and trophies

promodata
Eco Friendly Ribbons
Made in
powerfully

APPA Roadshow

APPA Roadshow is the most popular event in the Australasian promotional products industry, with five shows in five differently cities collectively attended by 1600 distributors in 2023.

APPA is opening Roadshow 2024 sponsorship opportunities to its valued supplier, decorator and service provider members.

In addition to the privilege of pre-launch booth selection (before floorplans are officially released), sponsors receive heightened exposure to distributors in the promotional products industry.

Spaces are limited, so please email APPA Events and Education Manager Ida Laino at ida@appa.com.au as soon as possible to book your sponsorship package. Please advise your preferred sponsorship level in this email.

Terms and Conditions

1. Sponsors are required to participate in a minimum of three (3) shows as an exhibitor.
2. Sponsorship will only be allocated on receipt of an email confirming the chosen sponsorship category.
3. An email of confirmation will be provided to confirm the booking, together with a tax invoice for the total amount of the sponsorship, which must be paid prior to the event, by the due date as stated on the invoice.
4. No company will be listed as a sponsor until full payment has been received. APPA reserves the right to refuse any application.

Cancellation Policy

No refunds will be made for cancellations of sponsorship once payment has been made.





Roadshow

A U S T R A L I A 2 0 2 4



MELBOURNE | Monday 18 March 2024
Flemington Racecourse
448 Epsom Road Flemington VIC 3031
10.00am - 3.00pm



SYDNEY | Wednesday 20 March 2024
Hordern Pavilion
1 Driver Avenue Moore Park NSW 2021
10.00am - 3.00pm



BRISBANE | Friday 22 March 2024
Royal International Convention Centre
600 Gregory Tce Bowen Hills QLD 4006
10.00am - 3.00pm



PERTH | Monday 25 March 2024
Optus Stadium
333 Victoria Park Drive, Burswood WA 6001
10.00am - 3.00pm



ADELAIDE | Wednesday 27 March 2024
Morphettville Racecourse
79 Morphett Road Morphettville SA 5043
10.00am - 3.00pm



Sponsor Testimonial

ROADSHOW 2023



“

*I would like to express my **sincere appreciation for the incredible benefits** that our company experienced through sponsoring Roadshow 2023. With our logo prominently displayed across various event materials including banners, brochures and other promotional materials, we were able to to achieve unparalleled brand visibility and significantly increase our brand recognition among event attendees and the wider industry audience. This increased visibility not only generated immediate interest in our products and services but also enhanced our overall brand reputation.*

We wholeheartedly recommend event sponsorship to any company looking to elevate their brand, expand their network and drive business growth.

-James Zhang

Managing Director, JS Supplies
Roadshow 2023 Sapphire Sponsor



Sponsorship Tiers*

Sapphire Sponsor	\$6,600
Silver Sponsor	\$4,400
Coffee Sponsor	\$3,300 (plus supply and branding of coffee cups)
Bronze Sponsor	\$2,200
Photography Sponsor	\$1,100
Lanyard Sponsor	\$1,100 (plus supply and branding of 2,400 lanyards)
Trade Bag Sponsor	\$1,100 (plus supply and branding of 1,600 bags)
Notebook Sponsor	\$850 (plus supply and branding of 2,000 notebooks)
Pen Sponsor	\$850 (plus supply and branding of 2,000 pens)
Product Sponsor	\$850 (plus supply and branding of 2,000 products)

**All prices are in AUD and do not include GST.*

Sapphire Sponsor

\$6,600 + GST capped at three (3) sponsors



Benefits and inclusions

Pre-Show:

- First priority booth selection.
- Sponsor acknowledgment and logo inclusion on the Roadshow registration site and mobile app.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.
- Full page advertisement in the Promotional Products Marketing Magazine.

Show:

- Flyer distributed at the giveaway tables (flyer provided by sponsor).
- Sponsor gift distributed at the giveaway tables (gift to be provided by sponsor).
- Inclusion of two (2) new products at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

Silver Sponsor

\$4,400 + GST capped at four (4) sponsors



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow registration site and mobile app.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.
- Half page advertisement in the Promotional Products Marketing Magazine.

Show:

- Sponsor gift distributed at the giveaway tables (gift to be provided by sponsor).
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

Coffee Sponsor

\$3,300 + GST capped at one (1) sponsor*



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow registration site and mobile app.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.
- Half page advertisement in the Promotional Products Marketing Magazine.

Show:

- Exclusive branding of the coffee/barista cart, including collateral on tables in the café area.
- Signage at the café area (sponsor to provide pull-up banner).
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

*Price does not include supply and branding of coffee cups by sponsor.

Bronze Sponsor

\$2,200 + GST capped at five (5) sponsors



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow registration site and mobile app.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.
- Half page advertisement in the Promotional Products Marketing Magazine.

Show:

- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

Photography Sponsor

\$1,100 + GST capped at one (1) sponsor



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on pre-show promotional materials and communications.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.

Show:

- Sponsor acknowledgement on official Roadshow 2024 Photo Gallery (post-show digital release).
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

Lanyard Sponsor

\$1,100 + GST capped at one (1) sponsor*



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on pre-show promotional materials and communications.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.

Show:

- Exclusive branding of Roadshow name badge lanyards worn by all Roadshow attendees.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

*Price does not include supply and branding of 2,400 lanyards by sponsor.

Trade Bag Sponsor

\$1,100 + GST capped at one (1) sponsor*



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on pre-show promotional materials and communications.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.

Show:

- Exclusive branding of trade show bags (distributed to all Roadshow delegates).
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

*Price does not include supply and branding of 1,600 bags by sponsor.

Notebook Sponsor

\$850 + GST capped at one (1) sponsor*



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on pre-show promotional materials and communications.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.

Show:

- Exclusive branding of Roadshow notebooks (distributed to attendees at the product giveaway tables).
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

*Price does not include supply and branding of 2,000 notebooks by sponsor.

Pen Sponsor

\$850 + GST capped at one (1) sponsor*



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on pre-show promotional materials and communications.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.

Show:

- Exclusive branding of Roadshow pens (distributed to attendees at the product giveaway tables).
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

*Price does not include supply and branding of 2,000 pens by sponsor.

Product Sponsor

\$850 + GST capped at three (3) sponsors*



Benefits and inclusions

Pre-Show:

- Preferential booth selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on pre-show promotional materials and communications.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Company profile, logo and stand number advertised in the Promotional Products Marketing Magazine.

Show:

- Your choice of product displayed at the product giveaway tables and distributed to all attendees.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Company logo included in the official Roadshow Program.
- Location of booth(s) highlighted on floorplans in official Roadshow Program.
- Optional inclusion in the Roadshow Sponsor Passport.

*Price does not include supply and branding of 2,000 products by sponsor.

Exhibitor Pricing 2024



MELBOURNE | SYDNEY | BRISBANE

Booth size: 2m x 2m

Each booth includes:

- White melamine walling
- 1 x trestle table with black cloth
- 1 x 240v power point
- 1 x fascia sign
- 2 x lights and carpet

Pricing:

All prices are in AUD and do not include GST

One booth

- One city: \$1700

Two booths

- Two booths in one city: \$3200 (total)
- One booth in two cities: \$3200 (total)

Three booths

- Any combination: \$4500 (total)

Additional booths: \$1100 per booth

PERTH | ADELAIDE

Table price includes one trestle table or rack.
Exhibitors must provide their own rack.

Pricing:

All prices are in AUD and do not include GST

One table: \$400

Two tables: \$750

Additional tables: \$300 (per table)





Exhibitor Testimonial

ROADSHOW 2023



*I would like to take this opportunity to thank APPA for organising Roadshow 2023. **We have built our business and customer base solely through APPA trade shows**, where we are provided opportunities to meet our existing customers face-to-face, and interact with potential new customers.*

*APPA's trade show format allows us to speak with like-minded people to discuss ways in which we can assist them to increase sales and grow their business. It also provides us with an opportunity to showcase our new products to distributors, which would not be logistically possible if they were not all in the same room. **Thanks for your efforts, keep up the great work!***

- Warren Woods

Managing Director, Banners Ink
Roadshow 2023 Exhibitor

