

Maximising Your APPA Membership



AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION

Make sure you take full advantage of all the benefits APPA has to offer with this member benefits checklist.

Firstly, bookmark the APPA website and login at www.appa.com.au – APPA member employees can access member-only content on the APPA website with their member login.

ACCESS PRODUCT DATA

- Use **Promodata** to automatically integrate supplier product data (including live pricing and stock updates) into your website and or/business management systems.
- Search and find products in APPA Search from tens of thousands of supplier products via APPA's integration with Promodata. APPA Search averages over 1,000 logins a week!

TRADE SHOWS & EVENTS

- Gain free access to the March Roadshow and August Promo Show and build a professional network by attending local social and educational events.

SAVINGS & DISCOUNTS

- Sign up with our range of Service Providers to receive member-exclusive discounts on your freight, insurance, Qantas Club, artwork and more.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Undertake educational offerings such as the APPA Product Safety Training program, annual Code of Conduct course and regular webinars.
- Earn your internationally recognised PPAI Certification (discounted for APPA members) and gain credits towards obtaining and renewing your certification by attending APPA events and webinars.

RESOURCES & PUBLICATIONS

- Access the online Resources Portal for resources such as the annual distributor benchmarking data, supplier product demonstrations, webinar recordings, policies, templates and more.
- Stay up to date with the Promotional Products Marketing Magazine and our fortnightly e-newsletter Promo Insider.
- Share with your clients our digital catalogues showcasing the latest products from our range of APPA member suppliers.
- Make sure your online member directory profile and contact details are up to date on the APPA website and that you are utilising the annual Supplier/Decorator member directory.

ANNUAL APPA AWARDS

- Enter your latest promotional products campaign into the annual Promotional Products Marketing Excellence Awards and attend the APPA Awards Dinner in August.

APPA SUPPORT & LOGO

- Join the member exclusive **APPA HQ Facebook Group** and ask our member community for help in finding products and other operational support.
- Use the APPA member logo on your website and email signatures to promote your membership and improve customer perception as well as business reputation within the promotional products industry.
- Contact APPA staff for support – APPA is always helping members find products, post job vacancies on the APPA website, discuss industry issues, introduce members to international connections, etc.

CODE OF CONDUCT

- Don't forget, membership means you're supported by the APPA Code of Conduct which encourages productive, ethical, and mutually beneficial commercial relationships between members for the benefit of the industry and end-users.

APPA SUPPLIERS - PROMOTE YOUR PRODUCT RANGE

APPA has a range of high impact advertising and marketing opportunities to take advantage of. Have you:

- Uploaded your data to Promodata?
- Sponsored or exhibited at an APPA trade show?
- Advertised in APPA Search, Promo Insider, the magazine or our annual supplier directory?
- Entered the APPA Awards?
- Offered a factory tour?
- Sponsored an APPA distributor award, an APPA event, APPA program, scholarship, webinar, etc?
- Submitted products in our digital catalogues or virtual product demonstrations?

LET'S CONNECT

Connect with us on social media - join the conversation, comment and share content and be a part of APPA's social networks.



Questions? Contact
APPA on 1800 69 2772
or info@appa.com.au



Not Yet A Member? Join Today >>