



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

A black and white photograph of a man in a red shirt working on a garment in a factory setting. The image is overlaid with a large red diagonal shape. The man is looking down at his work, and another person's head is visible in the foreground on the left. The background shows a rack of clothes and industrial equipment.

# TOGETHER, WE PUT BRANDS IN PEOPLE'S HANDS

**Discover a new marketplace.  
Build industry insight.  
Enhance business credibility.**

**APPA Membership Benefits**

APPA represents businesses that specialise in tangible marketing through the supply, distribution and decoration of promotional products.

We do this by promoting the development, integrity and creativity of the industry, ensuring good business practices and the highest industry and community standards.



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# DISCOVERY

A one-stop marketplace for the latest in promotional products, our commercial platforms help members create memorable branded experiences.

APPA **tradeshows** are the only medium where buyer, seller and product physically come together. Here, distributors explore thousands of new products and innovative promotional solutions, while suppliers generate new leads and strengthen existing relationships with clients.

Discover an array of possibilities with exclusive access to **APPA Search** - a powerful search engine and product sourcing tool for APPA distributor members and an essential service for supplier members to enhance visibility of their complete product range.

Reduce operating expenditure with **discounted rates** from APPA Service Providers on a range of products and services essential for all promotional products businesses; freight, insurance, travel, web services and more.

Access, customise and share with your clients the latest **digital catalogues** ranging from individual supplier catalogues to APPA-curated collections of themed products.

Seek and receive **online support** from the APPA member community. Customise your listing in the **online member directory** and register to participate in virtual product demonstrations.



# INSIGHT

Advance your professional development and hone your industry acumen with exclusive access to industry-specific news, information and resources.

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Stay at the forefront of the promotional products industry by attending **presentations**, **conferences** and **factory tours** or by participating in online webinars and educational events.

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Demonstrate your industry expertise and experience by earning the international **PPAI Certification**. Apply the APPA member discount code and earn credits by attending APPA events.

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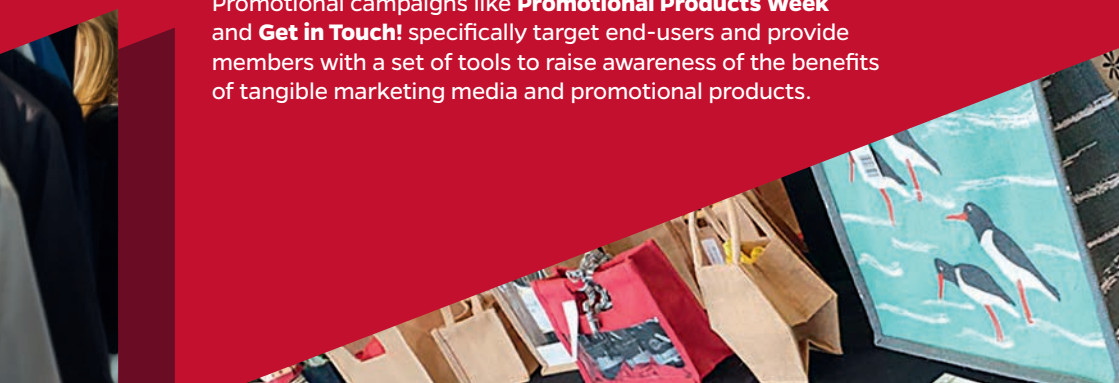
Stay in touch, informed and engaged with the industry by reading or contributing to the award-winning **Promotional Products Marketing Magazine** and fortnightly e-newsletter **Promo Insider**.

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Get instant access to APPA's online **Resources Portal**. The member-exclusive portal is updated regularly with the latest webinar recordings, benchmarking data, product demonstrations and more.

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Promotional campaigns like **Promotional Products Week** and **Get in Touch!** specifically target end-users and provide members with a set of tools to raise awareness of the benefits of tangible marketing media and promotional products.







# CREDIBILITY

Drive sales and enhance brand equity by capitalising on the competitive edge and credibility that membership provides.

Enter the annual **Promotional Products Marketing Excellence Awards** program to earn industry-wide recognition and generate public exposure for your creative achievements, business operations or support to the industry.

The **APPA Code of Conduct** fosters commercial confidence in your business, benefiting the industry and end-users alike by establishing you as a trusted ambassador of and ethical trader within the promotional products industry.

Use the **APPA member logo** to improve consumer perception of your brand and enhance business reputation.

Be invited to an array of APPA professional networking events, and engage with clients and competitors to build an extensive network of **credible business partners**.

Access **international connections** and additional services with APPA's global reach and international alliances with leading international promotional products associations (PPAI, PPPC, BPMA).



**STRONG DISTRIBUTOR,  
SUPPLIER AND  
DECORATOR  
RELATIONSHIPS ARE  
BORN, BUILT AND  
MAINTAINED THROUGH  
APPA MEMBERSHIP.**



**Join Now**

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