

NON-MEMBER

Tradeshow Admission Application



Australasian Promotional
Products Association

The Australasian Promotional Products Association would like to cordially invite all non-APPA-member promotional product professionals to apply to attend our tradshows.

For over 20 years The APPA Trade Show has remained the pinnacle event of our industry and showcases major Suppliers you will not see anywhere else. APPA invites non-member promotional products companies to apply with this admission application form. Ad agencies and end users are not allowed to attend APPA shows.

Promotional Product companies wishing to attend have to be screened, so to request permission to attend as a non-APPA member, this form must be completed and submitted no later than **Wednesday, 5 March 2008**. Each applicant will receive notification once the screening process is completed. Completion of this form **DOES NOT** guarantee admission. **There will be NO ON-SITE REGISTRATION** on show days so **be sure** to pre-register as specified.

APPA - ASSOCIATION GOALS

- To develop and encourage high standards of ethical business practices within the industry.
- To provide a forum for the exchange of ideas and experiences through discussions, education activities and publications.
- To promote profitable growth for the industry.
- To publicly represent industry views and concerns and provide tangible benefits for members.
- To recognise outstanding accomplishments in promotional products advertising.
- To promote understanding and improve knowledge of our industry through Tertiary Institutions.

QUALIFICATIONS FOR TRADESHOW ATTENDANCE

- A completed form submitted prior to cut off date of Wednesday, 5 March 2008.
- Names of 2 APPA Supplier company references. (Distributor requirement).
- A website or submitted marketing materials to support that your company specialises in the provision of promotional products.

DEFINITIONS:

1. DISTRIBUTORS

"Distributors" are a corporate or firms which purchases promotional products and/or product decorating services from importer or Suppliers and resells them to end users. A Distributor member has promotional products as part of their core business offering to clients and is not an advertising agency.

2. SUPPLIER (Exhibitors)

"Suppliers" are a corporate or firms which imports or manufactures promotional products and/or product decorating services to Distributors OR sells promotional products and/or product decorating services to end users and distributors. Suppliers carry warehoused stock or directly manufactures and has catalogues and other materials which allows resellers to effectively promote their ranges.

COST OF ATTENDANCE:

Non-Member Distributors:

A non-refundable entrance fee for non-member Distributors of \$50.00 (inclusive GST) per person, per show.

Exhibiting Non-Member Suppliers:

This application is a request for booth space and availability is dependent on open booths after our Supplier members cut-off registration date. Pre-registration of interest by completing this form is essential and available spaces will be allocated in order of receipt.

APPA Show - Code of Conduct

1. Attending guests shall conduct their activities with the highest standards of professionalism, ethics and integrity.
2. No photography is allowed in the APPA tradeshows
3. Attending guests are not allowed to promote a Supplier business in the aisles.
4. Each attendee agrees that the association has the power to remove them from the show if a dispute occurs and the association deems the visitors behaviour a problem.

Visitors acknowledge the above information and code of conduct and that all the information supplied in this application is correct and true.

I _____ have read and agree to the above Code of Conduct for all representatives of our company and verify that the information supplied is correct.

Signed: _____ (applicant's signature)

www.APPA.com.au

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This is an application to attend the APPA Show and is part of the screening process.
Completing this form DOES NOT guarantee access to the Show. (Please tick where appropriate)

CATEGORY: DISTRIBUTOR SUPPLIER DECORATOR

BUSINESS CATEGORY: ORGANISATION PTY LTD COMPANY FAMILY TRUST
 SOLE TRADER PARTNERSHIP OTHER _____

Approximately what percentage of your business is dedicated to promotional product sales? _____ %

How many employees do you have? 1-5 6-10 10-20 Above 20

How long have you been trading for? _____

Additional services that your company provides:

Art Services Web Design Print Media Magazine Advertising

How did you hear about this APPA show? _____

SUPPLIERS - Do you warehouse stock? YES NO

DISTRIBUTORS - Please list 2 Promotional Product Suppliers you deal with (preferably current APPA Members):

Supplier 1

Company:

Contact:

Phone:

Supplier 2

Company:

Contact:

Phone:

- To support your application, please supply at least 2 of the following 4 items:
1) Business Card, 2) Company Letterhead, 3) Company Brochure, 4) Company Profile.
- Please also provide a list of all employees attending the show and note that ALL attendees will be required to provide Photo ID to collect their name badges at the Registration Desk.

Company Details

Legal Entity: _____ ABN: _____

Trading as: _____

Postal Address: _____ P/Code: _____

Street Address: _____ P/Code: _____

Phone: _____ Fax: _____ Email: _____

Web site: _____

Contact Person: _____ Position: _____

Please send to:

APPA - PO Box 5161, Alphington VIC 3078 Australia OR email to: info@appa.com.au or fax to: 03 9499 8851