



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

# ENTRY GUIDELINES

The 2024 APPA Australian and New Zealand combined Industry Awards for promotional products recognises the contribution by APPA members for their outstanding use of promotional products in business and marketing programs.



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

2024 APPA  
AWARDS

The APPA awards program seeks to highlight those members who have excelled in showcasing the role promotional products play in business and marketing programs and celebrates initiatives that are original, highly creative, socially responsible, sustainable, and effective in exceeding client goals and expectations.



# KEY DATES

# AWARD CATEGORIES

ENTRIES OPEN

**NOW**

ENTRIES CLOSE

JUNE FRIDAY,  
**7<sup>TH</sup>**

**ELIGIBILITY DATES**

CAMPAIGNS CONDUCTED BETWEEN

2023 APRIL,  
**1<sup>ST</sup>**



2024 MARCH,  
**31<sup>ST</sup>**

**FINALISTS ANNOUNCED: FRIDAY, 5 JULY 2024**

**WINNERS WILL BE ANNOUNCED** AT THE AWARDS NIGHT, FOLLOWING PROMO SHOW ON THE **14TH AUGUST 2024.**

**DISTRIBUTORS**

**BUSINESS TO BUSINESS**

Highlighting outstanding achievement in the development and performance of promotional products in a Business to Business (B2B) campaign.

The promotional products need to be an integral part of the marketing campaign and should have improved brand awareness for the client and/or increased sales.

The campaign can be ongoing or with a finite end date. Specialist campaigns can include (but are not limited to) new product launches, brand building campaigns, lead generation, client retention campaigns and strategy launches.

**THE PROMOTIONAL PRODUCT INNOVATION AND DESIGN AWARD**

Celebrating innovation and creative development of promotional products or designs for use within a promotional product program or campaign.

The innovation/creativity/design must be predominantly developed by the APPA member. This can be in response to a brief or generated by the APPA member for the client.

**SUSTAINABLE INITIATIVE**

Celebrating marketing campaigns or initiatives that incorporate sustainable products. This category includes products that are manufactured using sustainable materials and are focused on waste reduction. Entries must be compliant with ACCC guidelines- you must be able to substantiate the claims made in your entry.

**THE EVENT MERCHANDISE AWARD**

Showcasing the most outstanding event merchandising program. This category demonstrates the highest outcome achievable in brand messaging through the use of unique and quality merchandise, together with onsite event marketing initiatives.

**SUPPLIERS**

**THE PRODUCT INNOVATION AWARD**

Showcasing an innovative and original new promotional product that has been introduced to your range during the qualification period. This product could be first to market, featuring superior design, it is a locally sourced alternative to an imported product, uses unique sustainable materials or caters to a specific demographic.



**2024 APPA AWARDS**

Distributor, Supplier & Decorator Award Categories

## VOTED MOST POPULAR

### THE BEST SUPPLIER AWARD

Voted by distributors, this award celebrates the supplier who is leading the industry. **The following attributes should be considered:** product range, communication, customer service, problem resolution, product quality, creativity, website functionality, marketing support, response times to briefs, delivery times, decorating and packaging.

This award can be self-nominated or nominated by an industry peer. Nominations are processed via the APPA website.

**Nominations now open**

**Nominations Close:** Friday June 7th 2024

**Voting Opens:** Monday 17th June 2024

### THE BEST DECORATOR AWARD

Voted by distributors, this award highlights the best decoration provider in the industry. The category is only open to businesses whose entire operation is decoration. **The following attributes should be considered:** customer service, branding capability, decoration, quality, creativity and response time to enquiries.

This award can be self-nominated or nominated by an industry peer. Nominations are processed via the APPA website.

**Nominations now open**

**Nominations Close:** Friday June 7th 2024

**Voting Opens:** Monday 17th June 2024

Entries must address the following criteria and word limits:

### FOR DISTRIBUTORS

CRITERIA	WORD LIMIT	JUDGING WEIGHT
The Objective: What were the primary objectives of the program?	300	10%
The Strategy: What promotional products and other collateral were developed to support the strategy and why were they selected?	600	40%
The Result: What results were achieved relative to the objectives set for the program?	600	40%
Additional: What relevant additional information can support your submission such as client references/ testimonials, videos and other material.	300	10%

You may enter as many categories as you wish, however the same entry cannot be submitted in multiple categories (it will be considered in one category only). Judges have the authority to reposition an entry into a different category if required.

### FOR SUPPLIERS

CRITERIA	WORD LIMIT	JUDGING WEIGHT
The Objective: What was your vision for this new product, marketing tool, branding or digital innovation? Why was it created, what need does it fulfill?	300	10%
The Strategy & Execution: Explain your solution and describe the process/es implemented to fulfil your objectives.	600	40%
The Result: Explain why this was successful. What results did you achieve?	600	40%
Additional: What relevant additional information can support your submission such as client references/ testimonials, videos and other material	300	10%

Distributors and Suppliers, Please provide 4 physical examples of each entry for judging.

**NOTE to all entrants:** All entries must adhere to copyright and patent protection laws; if they do not comply with these laws they will be immediately disqualified. If it is found that any product entered contravenes patent or copyright, the entry will be disqualified.





### THE YOUNG ACHIEVERS AWARD

The APPA Young Achiever Award recognises and celebrates the future of our industry by acknowledging exceptional young achievers, up to the age of 35, as of 31st March 2024, with a minimum of 2 years' service in the promotional industry and a clear affiliation with APPA.

This award can be self-nominated or nominated by a peer.

Submissions for this award will be asked to address the following criteria:

CRITERIA	WORD LIMIT	JUDGING WEIGHT
Show promise as a future leader of the promotional products industry.	300	20%
Demonstrate outstanding commitment to their professional learning and personal development.	300	20%
Possess skills and attributes that clearly set them apart from their peers.	300	20%
Have the capability to invigorate and change our industry in exciting ways	300	20%
Provide an example of a successful innovative product, idea or solution.	300	20%

# THE ENTRY PROCESS

All entries must be submitted via the online submission system. [CLICK HERE](#) to access the portal: [appa.awardsplatform.com](http://appa.awardsplatform.com)

- You can start your submission and then come back to it at any time. The system will guide you through the process.
- It is imperative that all entries adhere to the specified criteria, so please read and carefully address all criteria to ensure that your entry is valid.
- Once your entry is submitted you will receive an email confirming your submission.

For any questions regarding the submission process, please contact Cath Williams at APPA. E: [accounts@appa.com.au](mailto:accounts@appa.com.au)

Physical samples are to be sent to the following address:

C/O APPA  
13/333 Canterbury Road,  
Canterbury  
Victoria  
3126

## ENTRY FEES

The following entry fee must be paid on submission of the entry.

- First entry: **\$115 plus GST**
- Second and subsequent entries: **\$55 plus GST each.**

Entry fees may be paid by direct credit or credit card using the invoice issued at the time of completing the submission.



# JUDGING

- The APPA Awards judging panel will consist of marketing and branding experts, and long-term members of the industry, with experience in and knowledge of promotional products.
- Judging panel members will be independent of all submissions.
- Entries will be assessed on the physical product supplied by you and the electronic submission in accordance with the Entry Guidelines.
- The judges' decision will be final.

# USE OF ENTRY MATERIAL

APPA reserves the right to publish entries, including the results, unless the entry is clearly marked otherwise. Please obtain your client's permission to publish prior to submitting your entry. Please note that all client contact names and sales figures will be kept confidential and not published.

By entering the awards, the entrants accept full legal responsibility (and agree that APPA is excluded from any legal responsibility) for all the information provided in the submitted/published case studies. By entering the awards, the entrants agree to allow APPA to promote, publish and archive the winner's entry(ies).



# ELIGIBILITY & GENERAL ENTRY CONDITIONS

- The APPA awards are open to current financial APPA members only.
- All entries must be submitted online at [appa.awardsplatform.com](https://appa.awardsplatform.com)
- All entries, physical products and additional material must be received by APPA by 5pm EST Friday 7th June 2024.
- Entries are required to address all criteria and contain sufficient information for the judging panel to adequately assess the merits of the entry.
- The entry fees (where applicable) must be paid at the time of submission.
- Winners will be announced at the APPA Awards night on the 14th August 2024 at Cargo Hall, Melbourne.
- Up to three finalists for each award will be announced prior to the Awards night.

For additional information please visit

<https://www.appa.com.au/events-and-education/appa-awards/>

For any questions regarding the APPA Awards program or online submission process please contact Cath Williams at [accounts@appa.com.au](mailto:accounts@appa.com.au)



2024 APPA  
AWARDS

# GOOD LUCK WITH YOUR AWARDS ENTRY



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