

2019

FREIGHT & TRADE ALLIANCE AFFILIATE MEMBERSHIP & SPONSORSHIP PROSPECTUS



Please refer to the following prospectus and do not hesitate to contact our team to tailor an arrangement to meet your needs.

1. JOIN THE ALLIANCE
2. WEB SITE
3. ELECTRONIC MEDIA

4. EVENTS
5. ACROSS BORDERS MAGAZINE
6. PACKAGED SPONSORSHIP

Freight & Trade Alliance (FTA) is Australia's leading representative body for the international supply chain sector bringing together importers, customs brokers, freight forwarders and logistics service providers.

The Australian Peak Shippers' Association (APSA) is the peak body for Australia's sea freight exporters, as designated by the Federal Minister of Infrastructure and Transport. APSA performs a vital role in protecting Australia's export supply chain.

www.FTAlliance.com.au

"KEEPING AUSTRALIA'S INTERNATIONAL TRADE MOVING"



Australian Peak Shippers
Association Inc. (APSA)

1. JOIN THE ALLIANCE

1.1. AFFILIATE MEMBERSHIP

We encourage sponsors to stay at the cutting edge of commercial and statutory reforms and engage with fellow members at events through an Affiliate Membership.

- Receipt of our updates plus other benefits, including advocacy and operational support as listed under “Join the Alliance”
- Feature of service on the FTA / APSA web site under “Corporate Alliances”
- Use of the FTA logo*
- Member referrals where appropriate

*The intended use of the logo must be approved by FTA before a member or sponsor may place it on a website or other communication materials. Please do not hesitate to contact us to discuss your intended use of the FTA logo and to obtain the graphic specifications for its use.

Annual cost \$2,000 + GST

2. WEB SITE

2.1. SCROLLING LOGO

- Your company logo linked to your web site will be displayed with other major sponsors on the header “scrolling logo” of each page of the FTA / APSA web site.
- Your company logo linked to your web site will be displayed under Corporate Alliances with a description of your services.
- Your logo and link to your web site shown on a selected page of the FTA / APSA web site (pending availability).

Annual cost \$3,500 + GST



3. ELECTRONIC MEDIA

3.1. WEEKLY REPORT – SPONSOR OF THE WEEK

- Showcasing sponsor and services in the header of the FTA / APSA Weekly Report – currently received by in excess of 2750 email recipients (including exporters, importers, key government stakeholders and freight forwarders / customs brokers)

\$750 + GST per campaign

3.2. DEDICATED EMAIL CAMPAIGN

- Showcasing sponsor and services with a dedicated email campaign (and social media) – currently received by in excess of 2750 recipients (including exporters, importers and freight forwarders / customs brokers)

\$2,500 + GST per campaign

3.3. DEDICATED EMAIL CAMPAIGN & HOSTED WEBINAR

- Showcasing sponsor and services with a dedicated email campaign (and social media) and webinar hosted by FTA / APSA – currently received by in excess of 2750 recipients (including exporters, importers and freight forwarders / customs brokers)


\$3,000 + GST per campaign

HOME / ADVOCACY & NEWS / WEEKLY REPORT

FTA / APSA WEEKLY REPORT 2018/44 - SPONSORED BY PRICE AND SPEED

Tuesday, November 13, 2018

"KEEPING AUSTRALIA'S INTERNATIONAL TRADE MOVING"



Australian Peak Shippers Association Inc. (APSA)

JOIN THE ALLIANCE

TWO WEEKS TO GO - REGISTER NOW !!

WOMEN IN LOGISTICS - 'SPEAKING WITH INFLUENCE'


Hyatt Place Melbourne, Essendon Fields - 4 to 7pm on Tuesday 27 November 2018

Topic: Speaking with Influence where you will learn how to:

- Prepare a standout presentation with compelling content & personality
- Ensure you include both compelling content and your personality in your presentation
- Overcome nerves
- Look confident and influence people
- Encourage questions rather than fear them

[read more](#)

SPONSOR OF THE WEEK



IT'S STINKBUG SEASON

ATTENTION FREIGHT FORWARDERS & CUSTOMS BROKERS

Price and Speed has fumigation capabilities to process FCL fumigation within 24 hours!

LCL / Airfreight fumigations running day and night.

*Fumigation and disinsection (F&D) is a "Specialty" service. Availability is subject to staff and equipment. Please contact us for more information.

1800 817 544

Price & Speed is a member of the Freight & Trade Alliance (FTA) and the Australian Peak Shippers Association (APSA).

CONTENTS

Please refer to our up-to-date market intelligence - please note that some articles will be accessible with MEMBER LOGIN ONLY.

SHIPPING

- Freight rates
- Surcharges
- Salvage
- Tariffs
- News & Further Reading

LOGISTICS

- Sea Freight
- Airfreight
- Road / Rail / Intermodal

INTERNATIONAL

- New Zealand
- Global

MEDIA

- Trade
- Border
- Discrepancy
- Industry

HUMAN RESOURCES

- Candidates of the Week
- North Asia Free Trade Agreement training
- Upcoming Events

Freight & Trade Alliance (FTA) and the Australian Peak Shippers Association (APSA) are proud to connect our members with our sponsors as leading suppliers of services to the freight and trade sectors.

MAJOR SPONSORS

CONTAINERCHAIN **WiseTech**

ENZIES **Growl Harbath** **Future Force**

APSA SPONSORS

NSWPorts **Port of Melbourne** **Port of Adelaide** **Port of Brisbane** **Port of Darwin** **Port of Fremantle** **Port of Geelong** **Port of Hobart** **Port of Melbourne** **Port of Newcastle** **Port of Sydney** **Port of Townsville** **Port of Darwin** **Port of Fremantle** **Port of Geelong** **Port of Hobart** **Port of Melbourne** **Port of Newcastle** **Port of Sydney** **Port of Townsville**

FTA SPONSORS

FT CLUB **ramco** **direct** **Colson/Colson** **AGPS** **Movell** **coface** **hunts** **ENDEAVOR**

SHIPPING

Freight rates

- **MSC – freight rates Europe to ANZ**

[read more](#)

Surcharges

- **ANL – ANZ, Tahiti & Fiji to N America revised emergency bunker surcharge**
- **ANL – NEMO service (Scan/Euro/Med to ANZ) revised bunker surcharge**
- **ANL – revised emergency bunker surcharge**

4. EVENTS

4.1. WOMEN IN LOGISTICS

In partnership with the Women's International Shipping and Trading Association (WISTA), FTA proudly hosts an annual Women in Logistics forum in Sydney.

- Major sponsor will have banner displays at the event, an opportunity to deliver an opening address, prominent display of logo in all event marketing and five (5) complimentary tickets.
- Event sponsors will have banner displays at the event, display of logo in all event marketing and three (3) complimentary tickets.

\$1,500 + GST – major sponsor

\$750 + GST – event sponsor



4.2. CORPORATE DINNER / LUNCH

- APSA and FTA hosts regular formal dinners with its Committee of Management, senior members and invited VIPs. An opportunity exists to be an exclusive event sponsors including banner display and delivery of a keynote address

Price on application – event sponsor



4.3. CPD & CBC – BORDER AND BIOSECURITY COMPLIANCE PROGRAM

These professional development days have an import focus and assist customs brokers in maintaining mandatory training requirements.

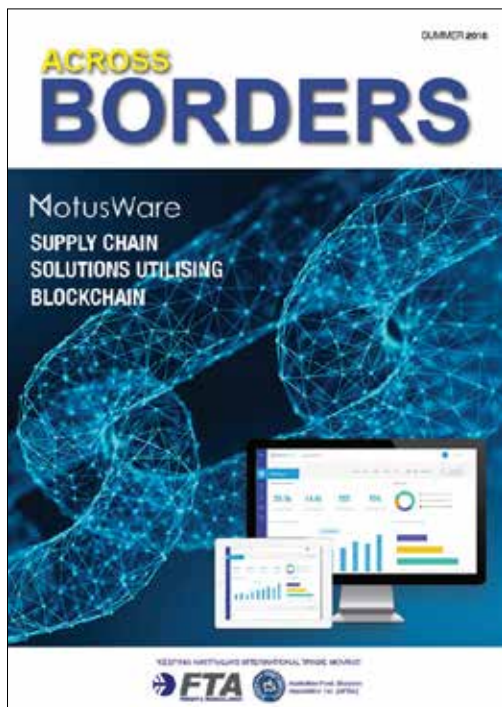
These are conference-style events held in Sydney and Melbourne annually and regularly attract 150 and 100 delegates respectively. Brisbane is conducted in a workshop environment regularly attracting 35 - 50 delegates.

These mid-week events attract senior operators, business owners and executives.

The following sponsorship opportunities are available:

- Session sponsor – shown on the program and description of your product / services at the commencement of the session
- Morning / Afternoon Tea sponsor – shown on the program and description of your product / services at the commencement of morning or afternoon tea
- Lunch Sponsor – shown on the program and description of your product / services at the commencement of lunch
- Trade Display – dressed trestle table (Sydney and Melbourne only)

	Melbourne	Sydney	Brisbane
Lanyard Sponsor	\$1,000 + GST	\$1,000 + GST	\$500 + GST
Session 1 Sponsor	\$750 + GST	\$750 + GST	\$500 + GST
Session 2 Sponsor	\$750 + GST	\$750 + GST	\$500 + GST
Session 3 Sponsor	\$750 + GST	\$750 + GST	\$500 + GST
Session 4 Sponsor	\$750 + GST	\$750 + GST	\$500 + GST
Morning Tea Sponsor	\$1,500 + GST	\$1,500 + GST	\$1,000 + GST
Lunch Sponsor	\$3,000 + GST	\$3,000 + GST	\$2,000 + GST
Afternoon tea sponsor	\$1,500 + GST	\$1,500 + GST	\$1,000 + GST
Trade Display	\$1,500 + GST	\$1,500 + GST	N/A



5. ACROSS BORDERS MAGAZINE

Across Borders is published seasonally (Autumn, Winter, Spring and Summer). In addition to the printed version, the magazine is also available for viewing and download from the FTA / APSA web site.

Across Borders provides a valued source of information to keep industry up to date with what is happening in Australia covering diverse topics on logistics, border, security and biosecurity reforms.

Our print run is currently 1300 hard copy magazines which are delivered to regional and head offices of FTA, APSA and Women in Shipping & Trading Association (WISTA) members – refer to our directory at www.FTAlliance.com.au.

We also disseminate this to in excess of 2750 email recipients on our database.

The split of recipients is approximately:

- 65% logistics providers (including freight forwarders, customs brokers)
- 30% major importers / exporters
- 5% other (stevedores, ports, government etc)

Advertising Rates

Full Page	\$2750 + GST	210mm X 297mm + 5mm Bleed
Double Page	\$4250 + GST	420mm X 297mm + 5mm Bleed
Half Page	\$1800 + GST	180mm wide x 125mm deep
Quarter Page	\$1000 + GST	180mm wide x 60mm deep
Front Cover	Price on application	To be advised
Inside Front Cover	Price on application	210mm X 297mm + 5mm Bleed
Outside Back Cover	Price on application	210mm X 297mm + 5mm Bleed
Inside Back Cover	Price on application	210mm X 297mm + 5mm Bleed





6. PACKAGED SPONSORSHIP

Below is a sample of popular sponsorship packages currently utilised by existing FTA / APSA sponsors.

SPONSORSHIP – PACKAGE A

- Affiliate Membership (as per option 1.1)
- Logo appears with other major sponsors in every weekly report
- Logo appears with other major sponsors in Across Borders magazine
- Logo appears as a sponsor of all CPD & CBC – Border and Biosecurity Compliance events (as per option 4.3)
- 2 X “Sponsor of the Week” and support on tailored campaigns (as per option 3.1)
- Your company logo linked to your web site will be displayed with other major sponsors on the header “scrolling logo” of each page of the FTA / APSA web site.
- Your company logo linked to your web site shown will be displayed on a selected page of the FTA / APSA web site (pending availability).

\$6,750 + GST per annum

SPONSORSHIP – PACKAGE B

- Affiliate Membership (as per option 1.1)
- Logo appears with other major sponsors in every weekly report
- Logo appears with other major sponsors in Across Borders magazine
- Trade Display and shown as event sponsor at all CPD & CBC – Border and Biosecurity Compliance events (as per option 3.3)
- 2 X “Sponsor of the Week” and support on tailored campaigns (as per option 3.1)
- Your logo and link to your web site shown with other major sponsors on the header “scrolling logo” of each page of the FTA / APSA web site.
- Your logo and link to your web site shown on a selected page of the FTA / APSA web site (pending availability).
- Full page advertising or commentary (pending editorial approval) in each edition of Across Borders

\$13,500 + GST per annum

SPONSORSHIP – PACKAGE C

- As above - including Affiliate Membership
- A dedicated banner on the header of the home page of the FTA / APSA web site rotating with other customised sponsor banners
- Additional customised marketing activities, as agreed

Price on application

The Australian Peak Shippers Association (APSA) and Freight & Trade Alliance (FTA) would like to acknowledge the following sponsors for their ongoing support of the Alliance.

MAJOR SPONSORS



APSA SPONSORS



FTA SPONSORS





CONTACT

To develop a sponsorship arrangement tailored for your needs, please contact
Paul Zalai at pzalai@FTAlliance.com.au or 02 9975 1878

