

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. FTA EVENTS
5. APSA EVENTS
6. ACROSS BORDERS MAGAZINE
7. 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*

*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 company logo linked to your web site will be displayed in every Weekly Report.
- Your company logo will be displayed on our SPONSORS page of each edition of the Across Border magazine.
- 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 3150 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 3150 recipients (including exporters, importers and freight forwarders / customs brokers)

\$3,000 + 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 3150 recipients (including exporters, importers and freight forwarders / customs brokers)

\$3,500 + GST per campaign

3.4. LOOKING TO BUY OR SELL?

Contact us at classifieds@FTAlliance.com.au for a tailored campaign using the “classifieds” pages on our web site and social media – a cost effective method to achieve a business sale / acquisition or to buy, sell or lease products and services.

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”



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.

1800 817 544

CONTENTS

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

<p>SHIPPING</p> <ul style="list-style-type: none"> • Freight rates • Surcharges • Services • Tariffs • News & Further Reading <p>LOGISTICS</p> <ul style="list-style-type: none"> • Sea Freight • Airfreight • Road / Rail / Inland <p>INTERNATIONAL</p> <ul style="list-style-type: none"> • New Zealand • China 	<p>MEDIA</p> <ul style="list-style-type: none"> • Trade • Border • Disruption • Industry <p>HUMAN RESOURCES</p> <ul style="list-style-type: none"> • Candidates of the Week • North Asia Free Trade Agreement training • Upcoming Events
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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



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 (Scania/Euro/Med to ANZ) revised bunker surcharge**

4. FTA EVENTS

4.1. WOMEN IN LOGISTICS

FTA is proud to partner with like-minded organisations in hosting regular Women in Logistics events. The aim of this initiative is to provide an opportunity for both women and men in our industry to network, learn and professionally develop a more inclusive operational environment. Importantly, all profits from Women in Logistics events are provided to selected charities.

Gold sponsors will have banner displayed at the event, an opportunity to deliver an address, prominent display of logo in all event marketing and five (5) complimentary tickets.

Silver sponsors will have banner displayed at the event, display of logo in all event marketing and three (3) complimentary tickets.

Bronze sponsors will have banner displayed at the event, display of logo in all event marketing and three (2) complimentary tickets.

\$2,500 + GST – Gold Sponsor
\$1,000 + GST – Silver Sponsor
\$500 + GST – Bronze Sponsor

For further detail and to lock in your sponsorship for our next event please contact Caroline at czalai@FTAlliance.com.au



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 sponsor including banner display and delivery of a keynote address

Price on application – event sponsor



4.3. CPD & CBC – BORDER AND BIOSECURITY COMPLIANCE PROGRAM

The popular annual professional development programs run in a conference style format in Sydney (mid-week and a Saturday), Melbourne (mid-week and a Saturday), Brisbane (mid-week) and Perth (Saturday). The program ensures importers and customs brokers stay at the cutting edge of statutory reforms while maintaining their mandatory government training requirements and also provides the opportunity to network with peers.

The following sponsorship opportunities are available:

- 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
- Banner Display – prominent display of your pull-up banners

Note – each of the above options have the inclusion of sponsor's promotional material in delegate kits; and display of your sponsor's logo in all event promotions

	VIC	NSW	QLD	WA
Lanyard Sponsor	\$1,000	\$1,000	\$500	\$500
Session 1 Sponsor	\$750	\$750	\$500	\$500
Session 2 Sponsor	\$750	\$750	\$500	\$500
Session 3 Sponsor	\$750	\$750	\$500	\$500
Session 4 Sponsor	\$750	\$750	\$500	\$500
Morning Tea Sponsor	\$1,500	\$1,500	\$1,000	\$1,000
Lunch Sponsor	\$3,000	\$3,000	\$2,000	\$2,000
Afternoon tea sponsor	\$1,500	\$1,500	\$1,000	\$1,000
Trade Display	\$1,500	\$1,500	\$750	\$750
Banner Display	\$250	\$250	\$250	\$250

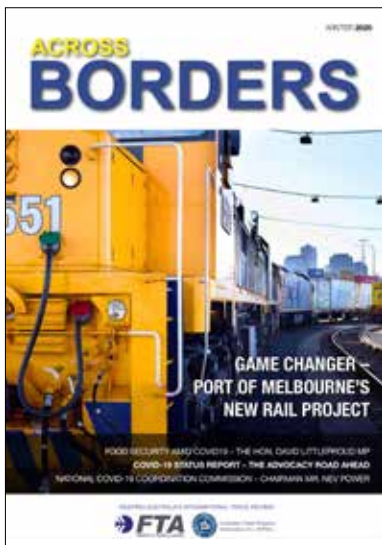
**All prices are exclusive of GST*

5. APSA EVENTS

5.1. APSA AGM & CONFERENCE

APSA hosts an Annual General Meeting (AGM) with an associated conference bringing together many of Australia' major exporters and key stakeholders from across government and industry.

For an event prospectus please contact admin@auspsa.com



6. ACROSS BORDERS MAGAZINE

The Across Borders magazine which is published at least twice a year, 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. The magazine is also available for viewing and download from the FTA / APSA web site. We also disseminate this to in excess of 3000 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



7. 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) valued at \$2,000
 - Scrolling logo (as per option 2.1) valued at \$3,500
 - 2 X “Sponsor of the Week” and support on tailored campaigns (as per option 3.1) valued at \$1,500
- \$7,000 value discounted as a bulk package to **\$5,000 + GST per annum**

SPONSORSHIP – PACKAGE B

- Affiliate Membership (as per option 1.1) valued at \$2,000
 - Scrolling logo (as per option 2.1) valued at \$3,500
 - 2 X “Sponsor of the Week” and support on tailored campaigns (as per option 3.1) valued at \$1,500
 - Dedicated email campaign and / or hosted webinar (as per option 3.3) valued at \$3,500
 - Banner Display at all CPD & CBC Border and Biosecurity Compliance Program events – prominent display of your pull-up banners (as per option at 4.3) valued at \$1,500
 - 2 X Full page advertisements in the Across Borders magazine (as per option 5) valued at \$5,000
- \$20,000 value discounted as a bulk package to **\$10,000 + GST per annum**

SPONSORSHIP – PACKAGE C

Customised marketing and referral activities

Price on application **from \$20,000 + GST per annum**

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.



Port of Melbourne



World Transport



To find out more about advertising in Across Borders or how to become an APSA / FTA sponsor, please refer to www.FTAlliance.com.au or contact us at info@FTAlliance.com.au



CONTACT

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

