

THIS VIRTUAL COPY OF THE AWARDS SUPPLEMENT
CAN BE OPENED A SECTION AT A TIME BY CLICKING ON THE
BELOW LIST OF CATEGORY CHAPTERS

The appa awards brings recognition to industry professionals for the outstanding
use of promotional products in business and marketing programs
it is the most successful and creative promotions in the australasian region for 2007

CONTENTS

- 06** APPA BENEFITS TO CORPORATIONS AND MARKETING PROFESSIONALS (2.1mb)
- 07** APPA Q&A ON THE PROMOTIONAL PRODUCT INDUSTRY TODAY (108kb)
- 08** MESSAGE FROM THE APPA CEO (128kb)
- 09** THE APPA 2007 AWARDS (96kb)
- 10** PLATINUM AWARD WINNER FOR PROMOTIONAL EXCELLENCE (116kb)
- 13** BUSINESS TO BUSINESS PROGRAMS (968kb)
- 18** NON-PROFIT OR CHARITABLE ORGANISATION PROMOTION (1.7mb)
- 21** CONSUMER PROGRAMS (984kb)
- 27** APPA SUPPLIER PRODUCT CATEGORY (1.3mb)
- 30** TRADESHOW & CONFERENCE PROGRAMS (592kb)
- 32** DISTRIBUTOR SELF PROMOTION (636kb)
- 35** APPAREL/WEARABLE PRODUCTS (656kb)
- 37** MERCHANDISE PROGRAMS (616kb)
- 39** SUPPLIER & DISTRIBUTOR JOINT VENTURE PROMOTION (368kb)
- 42** LIMITED BUDGET (UNDER \$5.00) (1.3mb)
- 46** AUSTRALASIAN MADE (4.4mb)

APPA AWARDS 2007 the APPA Awards for promotional product excellence