

APFI FORUM

ASIA PACIFIC FUEL INDUSTRY FORUM

4-5 NOVEMBER 2021 • ADELAIDE

www.apfforum.com

PARTNERSHIP PROSPECTUS



Developed ‘by’ the fuel industry, ‘for’ the fuel industry, the APFI Forum provides an annual opportunity for industry participants and other stakeholders to discuss issues that are both internal and external to the fuel industry – as considered from the perspective of market participants, service providers, regulators and policy makers.

This annual event is hosted by the Australasian Convenience and Petroleum Marketers Association (ACAPMA) - the voice of fuel wholesalers, fuel retailers and contractors - and the national peak body representing fuel wholesale and fuel retail business in Australia.



ABOUT THE FORUM

The Asia Pacific Fuel Industry (APFI) Forum is the leading annual conference for all stakeholders involved in the wholesale, distribution and retail of petroleum products in Australia, New Zealand and the Asia Pacific.

The APFI Forum was established in 2016 by the Australasian Convenience and Petroleum Marketers Association (ACAPMA) in recognition of the increasing links between economies due to the changing structure of the industry across the region, and the increasing importation of refined product.

These developments create an opportunity for businesses across the regions to share knowledge and expertise more closely than ever before, as well as building new networks for the supply of products and services between economies.

The APFI Forum is comprised of three elements:

Retail & Distribution Forum

A two-day conference designed to update industry on the latest issues affecting fuel wholesale, distribution and retail businesses

Contractors Forum

A one-day workshop for petroleum contractors designed to discuss best practice guidelines and update on regulations

Forum Dinner

An opportunity for networking and engagement in a more informal setting



2019 FORUM ATTENDEES

Attendees of the APFI Forum come from every segment of the downstream petroleum industry and are typically senior company executives and business principals

7-Eleven	Endeavour Group	Mobil Oil Australia Pty Ltd	Reserve Bank of Australia
ACCC	Energy Australia	Mobil Omarama	Scancam
Adelaide Fuel Distributors	EnviroLED	Mondelez (NSG)	Shell Baxter
Airtec	Environmental Monitoring Services	Mrs Macs (NSG)	Shipman King
ANT Energy Solutions	Envirotank	MTA NZ	SPEL Stormwater
APAC Biofuel Consultants	Euro Garages Australia	Nader Petroleum Group	Strategic Alignments
Asahi (Schweppes) (NSG)	Evans Petroleum Gippsland	National Association of Convenience Stores	Survey Matters
Australian Industry Standards	Evie Network	National Measurement Institute	Switchco Australia
Australian Small Business and Family Enterprise Ombudsman	FDWA	New Sunrise Group	Tank Solutions
Beacon Software	Franklin Fueling	NTI (with Gallagher)	Tanknology Australia
Bintech Systems	Fuelcal Engineering	NUPI	Tasco Petroleum
Bonney Energy	Gallagher	Nu-Pure Beverages	TFA Project Group
Bonney Group	Gallagher Fuel Systems	Octane Systems	The Common Good Coffee Company
BP	GaP Solutions	Opec Systems	The Distributors
BP Australia	Gilbarco	OPIS by HIS Markit	The Distributors (NSG)
BPM	G-Tech	Ortec	The Dunn Group
Caltas	Hydrolytics	P97 Networks	The Pricing Project
Caltex	Independent Solutions	Pacific Optics (NSG)	The Station Grocer
Canon Australia	Informed Sources	Pacific Petroleum	TRL Engineering
CGU	Inland Petroleum	Peters Ice Cream (NSG)	UCB
Cherry Energy Solutions	Intergrated Petroleum	Petro National	Unigas
Coca Cola Amatil	Intotum	Petrochem Group	United Retail Group
Companion Software	Jack and Co	Petrogas	Val Morgan Outdoor
Convenience Measures	John Duff & Co	Petrol Services Australia	Vantage Fuels
Convenience World	Kalibrate	Petroleum Consultant	Veitch Lister Consulting
COSBOA	Kentronics	Petroleum Tank Technologies	Viva Energy
Dept of Mines, Industry Regulation & Safety	Laptem Engineering Solutions	Philip Morris	Viva Energy Australia
Dover Fueling Solutions	Leighton O'Brien	Prefect Agencies	Wessel Petroleum
ECL Group	Liberty Oil	Puma Energy	Wex Motorpass
eftpos	Lion Dairy & Drinks (NSG)	Quickfuel	William Fuel Systems
eFuel Systems	Lovegrove Electrical	RACQ	Woolworths
EG Group	Lowes Petroleum Service	Rav Dg Services	
Elaflex	Males Fuel	Refuel Australia	
EM Signs	Mammoth Equipment	Rennic PI	
	Metro Signs		

PREVIOUS EVENT SPONSORS



APFI FORUM PARTNER PACKAGES

The APFI Forum has been developed for our industry, by our industry and is the place to promote your business offerings and network with the wider petroleum market.



PLATINUM PARTNER

A\$40,000 + GST

EXCLUSIVE

◀ **PRE-EVENT**

- Company logo alongside event logo on header of website
- Company logo on the header of all ACAPMA event marketing materials both print and online
- Company logo on the header of all media partner promotions of the event
- Half page advertisement in petroleum section of Convenience World magazine
- Banner advert in ACAPMA weekly e-news until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021
- Full delegate list provided and assistance in facilitation of meetings (subject to privacy laws)

△ **AT-EVENT**

- Logo placement on event signage
- Logo placement on event presentation slides
- Full page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Opportunity to place material on conference tables
- Welcome address at the Opening Reception
- Opportunity to play a short video at Opening Reception
- Eight delegate passes including access to the conference and all social functions
- Opportunity to host a pre- or post-event function with selected guests

▶ **POST-EVENT**

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022
- Full delegate list provided (subject to privacy laws)

FORUM DINNER PARTNER

A\$30,000 + GST

EXCLUSIVE

◀ PRE-EVENT

- Company logo alongside event logo on header of website
- Company logo on the header of all ACAPMA event marketing materials both print and online
- Company logo on the header of all media partner promotions of the event
- Half page advertisement in petroleum section of Convenience World magazine
- Banner advert in ACAPMA weekly e-news until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021
- Full delegate list provided and assistance in facilitation of meetings (subject to privacy laws)

△ AT-EVENT

- Logo placement on Forum Dinner and event holding slides
- Logo placement on event signage
- VIP table seating
- Full page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Opportunity to place material on dinner tables
- Welcome address at the Forum Dinner
- Eight delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022
- Full delegate list provided (subject to privacy laws)

GOLD PARTNER

A\$25,000 + GST

2 AVAILABLE

◀ PRE-EVENT

- Company logo as Gold Partner on all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Quarter page advertisement in petroleum section of Convenience World magazine
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021
- Full delegate list provided and assistance in facilitation of meetings (subject to privacy laws)

△ AT-EVENT

- Logo placement on event signage
- Logo placement on event presentation slides
- Full page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Four delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022
- Full delegate list provided (subject to privacy laws)

WELCOME DRINKS PARTNER

A\$25,000 + GST

EXCLUSIVE

This networking function provides an opportunity for delegates to network, collaborate and catch up with industry colleagues.

◀ **PRE-EVENT**

- Company logo as Welcome Drinks Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ **AT-EVENT**

- Logo placement on event signage
- Logo placement on event presentation slides
- Opportunity to provide a welcoming address (1-2 minutes)
- Opportunity to invite up to 10 additional guests to attend the function
- Full page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Three delegate passes including access to the conference and all social functions

▶ **POST-EVENT**

- Full delegate list provided (subject to privacy laws)
- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

BUSINESS LOUNGE PARTNER

A\$20,000 + GST

EXCLUSIVE

A dedicated area will be set up for the Business Lounge. This package includes furniture for delegates to attend to business during the event in a quiet space. The sponsor will be able to provide marketing material and branded items in this space.

◀ PRE-EVENT

- Company logo as Business Lounge Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ AT-EVENT

- Business Lounge Furniture
- Logo placement on event signage
- Logo placement on event presentation slides
- Banner placement in Business Lounge (provided by Sponsor)
- Full page advert in event booklet
- Inclusion of marketing collateral in Business Lounge
- Four delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Full delegate list provided (subject to privacy laws)
- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

SILVER PARTNER

A\$16,000 + GST

3 AVAILABLE

◀ PRE-EVENT

- Company logo as Silver Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ AT-EVENT

- Logo placement on event signage
- Logo placement on event presentation slides
- Full page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Three delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Full delegate list provided (subject to privacy laws)
- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

DELEGATE SATCHEL PARTNER

A\$12,000 + GST

EXCLUSIVE

◀ PRE-EVENT

- Company logo as Delegate Satchel Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021

△ AT-EVENT

- Logo placement on event signage
- Logo placement on event presentation slides
- Half page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Two delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Full delegate list provided (subject to privacy laws)
- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

NOTE PAD AND PEN PARTNER

A\$11,000 + GST

EXCLUSIVE

This packages includes a branded note pad and pen for all delegates which will be sourced by the event manager in consultation with the sponsor. (ACAPMA has the final decision on items)

◀ **PRE-EVENT**

- Company logo as Note Pad and Pen Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021

△ **AT-EVENT**

- Logo placement on event signage
- Logo placement on event presentation slides
- Half page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Two delegate passes including access to the conference and all social functions

▶ **POST-EVENT**

- Full delegate list (subject to privacy laws)
- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

WATER BOTTLE PARTNER

A\$10,000 + GST

EXCLUSIVE

This packages includes a branded water bottle for all delegates which will be sourced by the event manager in consultation with the sponsor. (ACAPMA has the final decision on items)

◀ **PRE-EVENT**

- Company logo as Water Bottle Partner on all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Recognition by way of logo on monthly EDM to ACAPMA distribution list until October 2021

△ **AT-EVENT**

- Logo placement on event signage
- Logo placement on event presentation slides
- Full page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Two delegate passes including access to the conference and all social functions

▶ **POST-EVENT**

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

FORUM SESSION PARTNER

A\$10,000 + GST

2 AVAILABLE

Align your brand with one of the Forum session. Logo will be featured in the program, website and in the presentation room.

◀ **PRE-EVENT**

- Company logo as Forum Session Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ **AT-EVENT**

- Logo placement on event signage
- Logo placement on presentation holding slides
- Banner placement in session room (to be supplied by sponsor)
- Half page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Two delegate passes including access to the conference and all social functions

▶ **POST-EVENT**

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

CONTRACTOR WORKSHOP PARTNER

A\$8,000 + GST

EXCLUSIVE

◀ PRE-EVENT

- Company logo as Contractor Workshop Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ AT-EVENT

- Logo placement on event signage
- Logo placement on presentation holding slides
- Banner placement in session room (to be supplied by sponsor)
- Placement of marketing material on workshop tables
- Half page advert in event booklet
- Inclusion of marketing collateral in delegate bag
- Two delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- Contractor Workshop attendee list (subject to privacy laws)
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

CHARGING STATION PARTNER

A\$8,000 + GST

EXCLUSIVE

Includes a branded mobile device charging station.

◀ PRE-EVENT

- Company logo as Charging Station Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ AT-EVENT

- Branded mobile charging station available for delegates
- Logo placement on event signage
- Logo placement on event presentation slides
- Two delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

NAMEBADGE AND LANYARD PARTNER

A\$8,000 + GST

EXCLUSIVE

◀ PRE-EVENT

- Company logo as Namebadge and Lanyard Partner all event marketing materials both print and online
- Company logo on all media partner promotions of the event
- Monthly advertorial on acapmag.com.au until October 2021
- Monthly EDM to ACAPMA distribution list until October 2021
- Discount available for advertising in Convenience World magazine

△ AT-EVENT

- Logo placement on namebadges and lanyards. (ACAPMA reserves the right to select the lanyard)
- Logo placement on event signage
- Logo placement on event presentation slides
- Two delegate passes including access to the conference and all social functions

▶ POST-EVENT

- Recognition in all Forum communication post-event
- Recognition in Convenience World post-event coverage
- First right of refusal for sponsorship of Asia Pacific Fuel Industry Forum 2022

MARKETING OPPORTUNITIES

EDM DEDICATED DURING THE EVENT

A\$1,000 + GST

2 AVAILABLE

SATCHEL INSERT

A\$1,500 + GST

5 AVAILABLE

EVENT PROGRAM HANDBOOK ADVERTISING

A\$1,800 + GST FULL PAGE

2 AVAILABLE

A\$1,000 + GST HALF PAGE

2 AVAILABLE

CONTACT

For further information and to discuss these opportunities please contact the Sponsorship Manager

Andrea Dia
The Association Specialists

T: 02 9431 8626
E: andrea@theassociationspecialists.com.au



The Asia Pacific Fuel Industry Forum is organised by the Australasian Convenience and Petroleum Marketers Association (ACAPMA)

Suite 6, Level 8
3 Spring Street
Sydney NSW 2000 Australia

T: 1300 160 270
E: communications@acapma.com.au
W: www.acapma.com.au

