AUSTRALIAN FLEXIBLE PAVEMENT ASSOCIATION

REGIONAL ROAD FORUMS 2024

AfPA Profile

The Australian Flexible Pavement Association (AfPA) is the peak body for the multi-billion- dollar flexible pavement industry in Australia. We actively work to promote policies and reforms that put the interests and safety of our members and the wider Australian public first.

For over 50 years, AfPA has represented the flexible pavement industry to lead safety, sustainability, innovation, knowledge, and collaboration outcomes unified voice on the advancement of flexible pavement technology for the benefit of all road users. Our membership brings together a unique and diverse collective of industry, all state road authorities, and a number of Councils from across Australia. AfPA represent our members and act as a source of technical and reference information for both industry and governments nationally.

AFPA MEDIA KIT

A Media kit is included in the package to support and promote our company:

- to facilitate communication across all stakeholders
- to keep our members in touch with what is happening in real time

Our media kit offers sponsors advertising opportunities from daily to monthly, across a range of different platforms. Utilising our various platforms, our subscribers will receive regular alerts, which will promote and celebrate the contribution your company has made to the AfPA Industry Awards through your sponsorship.

AFPA PUBLICATIONS

AfPA utilises a range of different platforms to engage with our stakeholders from the public and private sectors, these include (as at 1 November 2023):

AfPA eNews

- Subscribers: 18,733
- Delivery rate: 99.9%
- Click to open ratio: 62.74%

AfPA LinkedIn

- Followers: 7,748
- Avg Post Impressions: 395,408
- Unique Visitors: 2,951

AfPA Facebook

- Followers: 840
- Post Reach: 14.9K
- Post Engagement: 1.6K

AfPA website

- Visitors: 24,552(Avg Monthly)

AfPA Instagram

- Followers: 859
- Post Reach: 1.3K

AfPA Twitter

- Followers: 504
- Impressions: Up to 25,000

AFPA AUDIENCE

Our outreach and stakeholders include:

- Tier 1 to Tier 4 construction companies,
- Engineers
- Road and transport infrastructure design specialists,
- Construction and maintenance specialists,
- Road safety specialists,
- Asset managers,
- Purchasing and procurement professionals
- Fleet and equipment managers
- Traffic Management specialists

Distribution

Distributed in digital and online formats directly to subscribers, AfPA aims its high quality and informative publications to stakeholders across the public and private sectors.

Our media is accessible via a full range of devices, including iPad, iPhone, Android, tablets, laptops and desktops (Windows and Mac).
Our digital content features live web and email links for articles and advertisements.

Other Media Opportunities

AfPA offers media partnership opportunities through its conferences, exhibitions, trade events, State and National annual gala award evening, and other industry specific events.

Exhibitor and Sponsorship Prospectus

Category	Entitlements	Cost	Availability
Forum Sponsor	• 2 complimentary delegates • Opportunity to Chair a session with a short introduction to your company • Premium placement of pull-up banner for plenary sessions • Exhibitor Space • Sponsorship announcement on social media • Brand awareness in all conference marketing	$5000	1
Social Event	• Exclusive hosting of the social event with a short introduction to your company • Premium placement of pull-up banner for Social Event • Exhibitor Space • Sponsorship announcement on social media • Brand awareness in all conference marketing	$2500	1
Exhibitor (space only – no booth)	• 1 complimentary delegate • 1 Trestle table and two chairs • Sponsorship announcement on social media • Brand awareness in all conference marketing	$1500	10

PUBLICATION DATES

- **Social Media Advertising (Facebook, LinkedIn, Instagram Twitter (post) and eNews**

- **Web Page Advertising**

- **Social Media/Web:** Postings are updated within three days of receipt/approval by AfPA
- **eNews:** Weekly distribution
- **Application:** Email request with relevant content to be forwarded through to admin@afpa.asn.au
- **Material Specifications:** Artwork specifications will be confirmed upon agreement of the Application by AfPA.
- Publication will commence on email receipt of accepting sponsorship and invoice issued by AfPA finance

Disclaimer

AfPA media platforms provide an opportunity for members and non-members relevant to our industry to promote and advertise their organisation, products and services.

All responsibility for products and services remains the responsibility of the entity of the respective products and services, AfPA takes no responsibility for these products or services.

AfPA reserves the rights to restrict, remove or prohibit content that is not consistent with AfPA's constitution, ethos or relevant legislation. Media content will be identified as 'Sponsored Content' in all respective posts and material'.

Entities are to provide all relevant content as outlined in this media kit in order for material to be published, if material is incomplete or not to the standards/requirements, content may be delayed or not published.

Sponsorship Enquiries: craig.moss@afpa.asn.au