

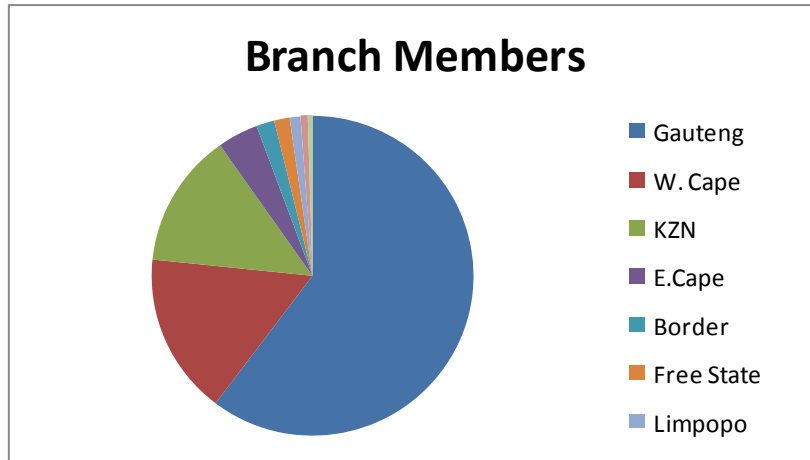
MARKETING OPPORTUNITIES 2008

The Association of Personnel Service Organisations (APSO) currently has just over 800 individual company members, all of whom operate within the labour recruitment sector. Our membership is a unique target market with very specific interests and could be an excellent sector in which to market your products – especially if they relate to recruitment, labour, law, technology, skills development or any other aligned product or service.

APSO membership is open to all companies that operate within the labour recruitment sector and currently we have members who operate in the following arenas – permanent placement, temporary employment services (TES), workforce outsourcing, contingency temp placement and search & selection.

Demographics of the membership is roughly 85% SMME with the very large corporate brands & groups belonging to APSO as well. Ownership of the companies is mixed with many of our members either woman-owned, black-owned or BEE.

Membership is spread around the country although the bulk of the members do operate with the Gauteng province. A simple breakdown of members (as at November 2007) is illustrated thus:



	<u>Members</u>
Gauteng	527
W. Cape	140
KZN	114
E. Cape	35
Border	15
Free State	16
Limpopo	9
Mpumalanga	6
North West	4
	<hr/>
	866

APSO respects the rights of our members and as such will never sell or distribute the member database. However, there are various marketing opportunities open to suppliers who wish to target our membership. Below are the most common forms of marketing available however, APSO is always willing to enter into discussion should you have another idea.

A.P.S.O.

APSOgram

The APSOgram is a quarterly in-house publication that is distributed to all of our members via post. The high quality full colour printed magazine is known to be a source of interesting and important information pertaining to the labour recruitment sector and has proved to be a highly effective means of marketing for other suppliers.

Each issue is distributed quarterly and is in circulation for at least 3 months although often longer considering it is placed in receptions and waiting areas of most agencies once the internal staff has read through it.

1500 copies are printed with nearly 900 being posted directly to the owner managers / branch managers of each member company. Additional copies are posted to suppliers and other stakeholders. Copies are also included in all prospective member packs, distributed at conferences, functions, training and other APSO events across the country.

The magazine offers advertising in the following formats:

1. Full Colour adverts

Limited full colour advertising is available in each issue of the APSOgram. We work on a strict policy of 20% advertising to 80% content to ensure that our members receive a publication that is informative and valuable.

- Full Page A4

This advert has the following dimensions and costs R6000 excl VAT per issue.

- Half Page A4

This advert has the following dimensions and costs R3500 excl VAT per issue.

2. Advertorial

This new marketing opportunity launches in 2008 with the first edition of the APSOgram. The supplier who secures the advertorial will receive the following:

- Full colour full page A4 advert (on the same double page spread as advertorial)
- One A4 page advertorial copy in which to explain the benefits or educate members with an article designed to compliment your product/service.

The Advertorial option costs R8000 excl VAT and the supplier will have input on the layout, content and design of the entire piece – copy and graphic advert.

A.P.S.O.

1st Floor Voltex House, 3 River Road, Morninghill, Bedfordview • PostNet Suite 232, Private Bag X4, Bedfordview, 2008

Tel: 011-615-9419/22 • Fax: 011-615-9424

E-mail: natalie@apsoza.co.za / Website: www.apso.co.za

Directors: Mr S.N. Ridge Mr R.C. Boardman

3. Flyer Insert

This is also a new offering to suppliers. From 2008 an option will be made available to insert a flyer into each copy of the APSOgram. Suppliers will be responsible for production and delivery (to APSO National Office) of 1500 flyers for insertion into the APSOgram before postage.

The flyer insert costs R5000 excl VAT – all printing costs for supplier's own account.

Conference Sponsorship

Each year APSO hosts a national conference for its members. This conference is designed to be both educational and entertaining for our members and receives excellent support. Estimated numbers at APSO Conference 2008 are 500 – 600. Conference attendance is open to non-members although the majority of delegates come from within the APSO membership.

Scale of sponsorship varies with sponsorship starting from as little as R15 000 excl VAT. Sponsors receive excellent marketing coverage in APSOgram, all marketing material related to Conference 2008, inserts into the conference folders, exposure at the event in the form of sponsorship of an event or speaker and the opportunity to have an exhibition stand to engage directly with members.

Various sponsorship options exist and more specific information in this regard can be found by contacting Natalie Fraser on (011) 615 9419.

Networking Event Sponsorship

Networking events are regularly held in each region ranging from Member Breakfasts to Networking Cocktail evenings. These events are well attended and incorporate a networking opportunity for members as well as an informative speaker. Networking events are open to both members and non-members.

Sponsorship is available from as little as R3000 excl VAT and includes branding for the event (including in all marketing material & print adverts), opportunity to provide all attendees with marketing material and a short presentation on your products/services.

Events are held monthly or bi-monthly in most regions and advanced booking is highly encouraged. More specific information can be gained by speaking to Natalie Fraser or Adelaide Tshabalala on (011) 615 9419.

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International Trainer Sponsorship

In 2007 APSO successfully introduced the concept of bringing out an International recruitment trainer. The trainer conducts workshops across the country (in major cities) and support has been great.

In March 2008, APSO will be bringing out UK-based trainer Mike Walmsley to tour the country. A sponsorship opportunity exists to be involved with this product. Sponsorship starts from R30 000 excl VAT and includes exclusive branding, opportunity to provide marketing material at each workshop, opportunity to have a stand at each workshop to actively engage with attendees (both members and non-members) and to be featured on all marketing and media material in from securing of sponsorship until review of tour in 2nd edition of APSOgram 2008.

In addition, APSO will be looking to bring out another International trainer (likely to be an American) to provide the keynote address at Conference 2008 before embarking on a nationwide training workshop tour. Sponsorship for this speaker will also be available and rates can be negotiated.

For more information in this regard, please contact Natalie Fraser.

Limited Email Marketing

Limited email marketing is available. APSO prefers not to inundate our members with too many emails and this option is therefore highly regulated.

APSO will distribute a marketing email (listing an opportunity available to members) as well as your contact details for R5000 excl VAT. The email will be limited to a single attachment and body copy. All content is subject to approval by the National Executive Committee.

No guarantee can be made by APSO that members will respond to the email but a copy of the email distributed will be made available to the advertiser.

APSO Website

Opportunities exist for banner advertising on the APSO website. The banner will have a click through link to your website. Banners are rotated regularly.

Banners cost from as little as R500 excl VAT per month.

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