



# apsa



## The Association of Professional Sales Agents

Providing a cost effective sales force for  
sporting brands with excellent links to  
independent retailers

Join today...



Association of Professional  
Sales Agents  
(Sports & Leisure Industries)



## About APSA

**The Association of Professional Sales Agents, is a niche trade association representing sales agents operating in the sports sector operating under the umbrella of the Federation of Sports and Play Associations.**

APSA agents cover 5 main sectors - Sport, Golf, Outdoor, Angling and Leisurewear. They provide a cost effective sales force for sporting brands and have excellent links with independent retailers. Agents present to a retail network on behalf of principals and work based on a commission structure. APSA agents are experienced and knowledgeable in the trade and all sign up to the APSA Code of Conduct.

APSA was formed to represent sales agents in all sections of the industry including sports, outdoor, leisure, angling and golf. The main objectives of APSA are as follows:

- ☐ To raise the professional competence and standing of sports agents, encouraging a high level of professional competence and conduct and adherence to a Code of Conduct
- ☐ To provide a strong voice and an industry forum for agents in dealing with other sections of the sports industry, with sports bodies, with Government and other authorities
- ☐ To provide information to members on new regulations and other official developments and to make necessary representations concerning them particularly with reference to agency law
- ☐ To create a Sports Agents Directory widely circulated amongst sports suppliers acting as a forum for brands to recruit new agents
- ☐ To organise and manage seminars and to arrange other training to enable members to run their business effectively
- ☐ To provide efficient services for members

**APSA is run by agents for the benefit of agents.**

## Benefits of membership

**APSA is a non-profit making body run by agents for the benefit of agents. It brings its members a number of high value benefits and services including:**

- ☐ Public liability insurance in the event of your business incurring a claim for negligence
- ☐ Unique and comprehensive goods in transit insurance cover for samples in the event of a vehicle break-in
- ☐ Stock in house/garage, office equipment additional insurance cover
- ☐ Legal consultation and advice regarding agency disputes
- ☐ A free listing in the Sports Insight and SGB Buyers Guides as part of the APSA pages
- ☐ A website with your details on it to act as a contact point for companies seeking agents
- ☐ A support helpline for business advice covering Tax, VAT, Payroll, Employment & Personnel, Health and Safety and Commercial Legal
- ☐ Special Interest Seminars
- ☐ To professionalise your Agency business, membership of APSA is highly recommended

## Membership Levels

**There are a number of membership options available, so you can choose the one tailored to suit your requirements. APSA operates a pro rata membership fee running from January until December.**

### BRONZE

APSA Membership with legal advisor service only  
**Only £12.50 + VAT per month**

### SILVER

APSA Membership with public liability and legal advisor service  
**Only £16.25 +VAT per month**

### GOLD

APSA Membership with goods in transit, public liability and legal advisor service  
**Only £27.50 + VAT per month**

### PLATINUM

APSA Membership with goods in transit, stock in house/garage, office equipment, public liability and legal advisor service  
**Only £37.50 + VAT per month**

If you want to join simply complete both the application form (on reverse), subscription payment form and sign the code of conduct and send to:

**Kate Costin, Association of Professional Sales Agents (Sports & Leisure Industries), Federation House, Stoneleigh Park, Warwickshire, CV8 2RF**  
or email [kate@sportsandplay.com](mailto:kate@sportsandplay.com)

## Why Join APSA

The Association of Professional Sales Agents (APSA) is a bespoke association for independent sales agents operating in the sports and allied leisure industries.

The Benefits of membership detailed on the previous page provide a comprehensive package for any agent to take advantage of, but beyond that APSA also provides a voice for agents and offers networking benefits at the Annual General Meeting and Golf Day.

This provides the chance for agents to discuss changes and trends within the industry with likeminded people and it has been known for members to pick up new agencies off the back of contact with fellow APSA agents.

In addition brands contact the association with new opportunities which are provided free to members as well as other industry news and events such as a drinks reception at the ISPO show in Germany.

## Cover yourself: The Value of Public Liability

For any independent sales agent, Public Liability insurance is vital and it's often very difficult for agents to gain on an individual basis.

Fortunately APSA have a bespoke group policy in place for its members to tap into which would cover them in the event of any unforeseen accidents.

APSA member Chris Cope had a recent experience where he was grateful that he had Public Liability cover. He was out presenting to a retailer and had a rail of samples with him in the shop. As he was leaving and picked up the clothes rail, it broke with the top hitting a small child on the head.

Fortunately the child was not hurt but it demonstrates the importance of this type of cover particularly in our current "no win, no fee" insurance claim culture.



*"The most important benefit that membership of APSA brings is Public Liability cover, without which I and any other agent could be put out of business."*

Ken Pateman, APSA agent

**To apply for APSA membership simply complete a membership application form and sign our Code of Conduct.**

For further information contact:

**APSA, Federation House, Stoneleigh Park,  
Warwickshire CV8 2RF**

t: 02476 414999 f: 02476 414990

w: [www.apsa.org.uk](http://www.apsa.org.uk) e: [kate@sportsandplay.com](mailto:kate@sportsandplay.com)



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