



Share this with your supervisor...  
 It's worth the investment to attend the **National Postal Forum....**

**Each year** the NPF provides a four day Forum where: 120+ educational workshops led by USPS and mailing industry experts are presenting; 100+ suppliers of the most innovative products and services are exhibiting; a variety of professional networking events take place; and General Sessions are held featuring the top USPS Executives!

## The National Postal Forum WILL help you to succeed.

The NPF is designed to lead mailing and shipping professionals to the right tools, services, information and business alliances that today's business operations need in order to increase ROI through operations efficiency, cutting edge technology, leadership training and proper mailpiece design. Our continuing goal is to contribute to your success by:

**Educating** you on the most effective and efficient ways to utilize the USPS and providing access to USPS Professional Certification Programs.

**Saving your company money** by teaching you the latest and most cost effective campaigns offered by the USPS.

**Showcasing the most current technologies** available to streamline operations and reduce costs.

**Providing you with "face to face" networking opportunities** where you can share experiences and ideas with other marketing and mailing industry professionals.

**Sharpening your skills** by learning best practices from industry leaders within the world's leading marketing firms and mailrooms.

**Demonstrating your dedication** to your professional development with USPS Professional Certifications.

**Providing you with knowledge and experiences** you can take back to your office and share with your colleagues via access to online session materials.

## Budgeting for conference expenses?

### Conference Registration:

**\$400 - \$1095**

Depending on the registration option you choose.

### Hotels:

**Grand Hyatt** - \$239 per night

**Hilton Palacio del Rio** - \$229 per night

**Mariott Rivercenter/Mariott Riverwalk** - \$239 per night

### Meals:

**\$0 - \$50**

All meals are included with **Full, One, Two and Three Day registrations** with the exception of Monday night. *(No meals are included with the Education Only Registration type.)*

### Discounts:

**Book your hotel room through NPF and save \$150 off a FULL or 3 DAY registration.**

**\$25** per registration when multiple employees attend

**\$100 off of a FULL or \$50 off of a 2 DAY or 3 DAY**

registration if you are a PCC member or a member of an MTAC sponsored organization

### Transportation to and from Airport:

San Antonio's airport is only 8.5 miles from the downtown business district -- about a 15-minute drive -- which is unusual for a major metropolitan area. This means that once you land at the airport, you're just minutes from downtown and major resorts. And once you're here, getting around is a snap thanks to a wide selection of transportation options, including the VIVA by VIA service, River Taxi, Cabs, Uber, and Lyft.

# Who attends the National Postal Forum?

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Associations	Fulfillment	Presort
Banking	Health Care	Printing/Publishing
Catalog	Hotel/Travel	Real Estate
Colleges/Universities	Insurance	Retail Business
Credit Card	Lettershop	Software Development
Credit Union	Mail Order	State & Local Government
Database Marketing	Manufacturing	Telecommunications
Direct Mail/Advertising	Marketing	Transportation
eCommerce/Internet	Military	Utilities
Federal Government	Nonprofit	<b>and many more...</b>
Financial Service	Parcel Shipping	

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**Each year the NPF helps attendees learn about USPS changes, solve service issues, reduce costs and grow your business by:**

## **Providing a comprehensive educational program**

- 120+ educational workshops led by USPS industry experts
- Official USPS Certification Courses - Mail Design Professional & Executive Mail Center Manager
- USPS and industry expert led sessions
- USPS Professional Certification

## **Hosting the mailing and shipping industry's largest exhibit hall**

- 100+ of the industry's most innovative manufacturers and service providers
- All major industry associations represented in the "Resource Pavilion"

## **Generating new contacts and sharing ideas through professional networking**

- Peer-to-Peer roundtable discussions
- Evening events designed to generate professional conversation in a relaxed environment
- Breakfast and lunch provided each day allowing extra time to relax and continue the conversation

## **Sharing insight and direction and positive energy from top USPS Senior Executives including**

- An opening session featuring the Postmaster General
  - Tuesday General Session
  - USPS Executive Briefing Workshops
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### **Certified Direct Mail Professional (CDMP) Program**

The CDMP course is designed to develop and strengthen core skills that build and maintain successful direct mail business. Topics include: omni-marketing, mailing list management, mailpiece creation, response rates and related technology.

### **Executive Mail Center Manager (EMCM) Course offered at NPF**

The Executive Mail Center Manager (EMCM) course is a comprehensive training program that is designed for individuals who wish to develop Mail Center Management skills. The course teaches skills needed to manage more effectively, boost productivity and cut costs. The program is sponsored by the USPS and has been developed by a professional committee with representatives from the mailing industry.

To earn official certification, **participants are required to complete all 8 modules and pass a test at the end of each.**

### **Mail Design Professional (MDP) Course offered at NPF**

A comprehensive 8 hour course teaching mailing industry personnel how to design mail to enhance its compatibility with the US Postal Service automated equipment and how to achieve lower postage through automation.

(USPS MDP certification is available upon successful completion of the course assessment and **required exam.**)

### **Demonstrate your dedication with USPS Professional Certification!**

USPS Professional Certification is a four level participation based program. Each level certifies attendance to a required number of workshops.