LADIES AND GENTLEMEN, START THE EXCITEMENT!

The Information! The Tools! The Technology!
The NPF 2019 is all geared to keeping you up to speed on the latest happenings in the Mailing and Shipping industry. The goal: To fuel your success, and steer you and your company straightaway to Victory Lane!

All Roads Lead to Indy and the NPF
Taking place in the Host City of the Racing Capital of the World, AKA the Crossroads of America, you’re just a direct road trip or plane ride away from the Industry’s hottest event! Easy access to the NPF means wide-open access to:

- 100+ super-charged Mailing and Shipping workshops, including USPS Certification Courses
- Unprecedented face time with the most influential leaders of the USPS
- Energy-packed networking events
- The Industry’s largest Exhibit Hall housing the most cutting edge, wow-inspiring innovations

SO MAKE YOUR PLANS TO BE PART OF THE INDUSTRY’S PREMIER MAILING & SHIPPING EVENT – THE 2019 NPF.

May 5–8, 2019
Indiana Convention Center

REGISTER TODAY AT NPF.ORG!

TABLE OF CONTENTS
Indy Attractions ........2
Growth Driven Itinerary ..............4
USPS Officer Sessions ....................7
Networking ............................8
Exhibit Hall ......................10
USPS Certification .............12
Workshops ..............14
Partners ...................32
Registration Information ..............35
NPF Hotels ...............36

FASTEN YOUR SEATBELTS.
YOU’RE IN FOR ONE INSPIRATIONAL RIDE!
Go to NPF.org and register today.

Book your hotel through the NPF and receive a $150 preferred savings discount!
Details on page 36.

NPF 2019  | 1
RACING AROUND OR TAKIN’ IT SLOW, INDY IS THE WAY TO GO!

Hundreds of thousands of fans attend the Indy 500 each year to cheer on those fearless drivers and feel the rush. But there’s a lot more to Indianapolis than the famed Speedway. So between all the high-octane action of the NPF, pump the brakes, shift into leisure mode and explore the multitude of things to do in the incredible City of Indy!

The Indianapolis Motor Speedway Museum

Here’s your chance to stroll inside the awesome “oval” – the renowned 2.5-mile Indianapolis Motor Speedway oval where the IMS Museum is situated! See the preserved collection of autos and artifacts representing more than a century of Indianapolis 500 culture, drama and competition.

The Indiana State Museum

Explore Indiana’s past, present and future – from mastodon’s and dire wolves to contemporary art by some of Indiana’s best artists. The museum is located within White River State Park, walking distance from the Indiana Convention Center. Enjoy a variety of exhibits on science, art, culture, and history of Indiana from prehistoric times up to present day. Plus, the museum is also the site of the state’s largest IMAX screen!

The Indianapolis Zoo

A veritable paradise on Earth, this 64-acre zoo, aquarium, and botanical garden is located downtown in White River State Park. Instilling its more than 1 million annual visitors with a sense of stewardship for Earth’s plants and animals, the Indianapolis Zoo’s mission is to empower people and communities to advance animal conservation.

The Canal Walk

Nothing will recharge your batteries more than a walk, run or bike ride along this waterside promenade. As part of the Indiana Central Canal dug in the early 1800’s to facilitate interstate commerce, the refurbished Canal Walk extends north through the White River State Park to 11th Street, serving the bustling downtown community with the perfect place to rejuvenate.

Tee Off For Charity

The NPF Charity Golf Outing is matching a portion of the golf outing proceeds to be donated directly to Habitat for Humanity Indianapolis. So gather your own foursome or come solo for a 1:00 PM shotgun start on Saturday, May 4, 2019 at the acclaimed Eagle Creek Golf Club - a short drive from downtown Indianapolis. Greens fees and reservations must be made by April 5, 2019 when you register online at NPF.org. We’ll see you on the links!

HELP BUILD A “HOME, SWEET HOME” FOR A FAMILY IN NEED

The NPF is giving you the opportunity to help a family in need. Join us in helping to build a “home, sweet home” for a deserving family in Indianapolis through our partnership with Habitat for Humanity. On Saturday, May 4, 2019 from 6:00 AM to 5:00 PM, the NPF will assign the first 25 volunteers to spend the day working on a single-family home in the Indianapolis area. Together, we’ll construct a home for a deserving family who cannot find affordable options, yet who so desire the stability and independence that starts with having a cozy, safe place to live and raise children. Volunteer by pre-registering online at NPF.org. There is a $25 non-refundable fee to participate in this giving event. All fees collected will be donated to the Habitat for Humanity of Indianapolis. Round-trip transportation and lunch will be provided by the NPF.
SUNDAY MAY 5

AREAS INSPIRING MAIL
Join USPS Chief Operating Officer and Executive Vice President Dave Williams as he shares insights into logistics, transportation, equipment, and most importantly how the Postal Service intends to maintain its commitment to providing outstanding customer service. Learn how the partnership between the Postal Service and Industry helps to strengthen and grow the business.

8:30 AM-10:00 AM National Meeting of Areas Inspiring Mail (AIM)
9:00 AM-10:00 AM Period 1 Workshops
10:15 AM-11:15 AM Period 2 Workshops
11:00 AM-12:30 PM Period 3 Workshops
11:30 AM-12:30 PM Lunch
12:30 PM-1:30 PM Period 4 Workshops
1:30 PM-2:30 PM Period 5 Workshops
2:45 PM-3:45 PM Period 6 Workshops
4:00 PM-5:00 PM Welcome and USPS Area Receptions (JW Marriott Hotel)

MONDAY MAY 6

OPENING GENERAL SESSION – PMG KEYNOTE ADDRESS
Postmaster General Megan Brennan’s keynote address will explore emerging opportunities in the marketplace and Postal Service strategies to support America’s businesses and the mailing and shipping industry. PMG Brennan will share her vision for industry partnership that leverages shared insights, collaboratively increases value delivered to sender and receiver, and meets the rising expectations of America’s consumers and businesses.

8:00 AM - 9:30 AM Opening General Session Featuring the US Postal Service Postmaster General (JW Marriott Hotel)
9:30 AM - 11:00 AM Period 7 Workshops
11:00 AM - 12:00 PM Lunch
11:30 AM - 12:00 PM Period 8 Workshops
12:00 PM - 1:30 PM Period 9 Workshops
1:30 PM - 2:30 PM Period 10 Workshops
2:45 PM - 3:45 PM Period 11 Workshops
4:00 PM - 5:00 PM Period 12 Workshops
5:00 PM - 6:30 PM Exhibit Hall Reception

TUESDAY MAY 7

TUESDAY GENERAL SESSION
Join Jakki Krage Strako, Chief Customer and Marketing Officer of the US Postal Service and industry thought-leaders as they explore likely changes on the media and marketing landscape. They’ll share some new insights into new roles for mail and shipping in the lives of consumers – to give our industry a unique, competitive edge.

8:00 AM - 9:30 AM General Session (JW Marriott Hotel)
9:30 AM - 12:00 PM Period 13 Workshops
11:00 AM - 12:00 PM Period 14 Workshops
12:00 PM - 2:00 PM Exhibit Hall Lunch
1:30 PM - 2:30 PM Period 15 Workshops
2:45 PM - 3:45 PM Period 16 Workshops
4:00 PM - 5:00 PM Peer-to-Peer Roundtables
4:00 PM - 5:00 PM Period 17 Workshops
5:00 PM - 6:30 PM Peer-to-Peer Roundtables

WEDNESDAY MAY 8

PARTNERSHIP RECOGNITION LUNCHEON – FEATURING A SPECIAL GUEST SPEAKER
Join fellow attendees as we recognize NPF sponsors and partners for their outstanding contributions and support! Get ready to be inspired by a special guest speaker.

8:00 AM - 9:00 AM Period 18 Workshops
8:00 AM - 9:00 AM Period 19 Workshops
9:00 AM - 10:00 AM Exclusive Exhibit Hall Time
12:00 PM - 2:00 PM Partnership Recognition Luncheon (JW Marriott Hotel)
2:00 PM - 3:00 PM Period 16 Workshops
3:15 PM - 4:15 PM Period 17 Workshops
7:00 PM - 8:00 PM Closing NPF Reception

All events are located at the Indiana Convention Center unless otherwise noted. Daily schedules are subject to change.
MONDAY MAY 6 (8AM – 9:30AM) - JW MARRIOTT HOTEL
OPENING GENERAL SESSION – PMG KEYNOTE ADDRESS

with current and future PCC members. This insightful session showcases the partnership between the industry and the Postal Service and highlights key innovations and updates that have been implemented since the last Forum. The National Meeting builds upon the collaboration and outreach that occurs throughout the year at the Area meetings. This is your opportunity to gain national insights on logistics, transportation, equipment, and most importantly how the Postal Service intends to maintain its commitment to providing outstanding customer service. This plenary session gives you a chance to interact with Postal Service National, Area and local leaders and a platform to learn more about key operational changes. You won’t want to miss this session!

PCC OPENING SESSION
SUNDAY MAY 5 (11AM – 12:30PM) - INDIANA CONVENTION CENTER

Postal Customer Councils (PCCs) – local communities of business mailers and Postal Service experts - continue to be one of the most significant networks of the mailing and shipping industry. Attend this session to learn how you can benefit from the PCC community on how to grow your business, advance your leadership skills, and receive insightful information to enhance the performance of your PCC. The session is open to all Forum attendees, including current and future postal and industry PCC members. Participants will recap PCC successes and highlights from the year, and share strategic direction on membership growth, effective communication, and value-added education. On center stage, you will hear from the US Postal Service and PCC Advisory Committee leaders. In addition, an engaging panel will provide a briefing on the progress that has been made towards the US Postal Service’s PCC Academic Outreach initiative. This strategic initiative is all about teaching millennial university and college students about Direct Mail as an integral part of the omni-channel marketing campaigns. You will also benefit by learning about industry trends facing the mailing industry, including media and transportation updates. Be sure to attend the PCC workshops/seminars as well as visit the PCC Booth on the Exhibit Hall floor to ask your questions and network with current and future PCC members.

OPENING GENERAL SESSION – PMG KEYNOTE ADDRESS
MONDAY MAY 6 (8AM – 9:30AM) - JW MARRIOTT HOTEL

As they seek to reach and motivate customers, businesses are navigating an increasingly complex and fragmented media environment, and looking for solutions that effectively move consumers to a new or stronger relationship with their brand. As consumer behaviors and media consumption habits change, senders are using mail and e-commerce in new ways, to deliver greater value, and create new experiences along the customer journey. Postmaster General Megan Brennan’s keynote address will explore emerging opportunities in the marketplace and Postal Service strategies to support America’s businesses and the mailing and shipping industry. Postmaster General Brennan will share her vision for industry partnership that leverages shared insights, collaboratively increases value delivered to sender and receiver, and meets the rising expectations of America’s consumers and businesses.

TUESDAY GENERAL SESSION
TUESDAY MAY 7 (8AM – 9:30AM) - JW MARRIOTT HOTEL

Marketers have never had so many paths for reaching the customer as they do today, nor have they ever had to navigate the complexity of today’s media environment to create coherent brand experiences. Tomorrow will only be more fragmented and complex, and change faster than we expect. Are there surprises in store for us? We will take a look around the corner in this entertaining and thought-provoking session hosted by Jakki Krage Strako, Chief Customer and Marketing Officer of the US Postal Service. Jakki will be joined by thought-leaders and provocateurs to explore likely changes on the media and marketing landscape. We’ll dive into some new roles for mail and shipping in the lives of consumers – to give our industry a unique, competitive edge.

US POSTAL SERVICE OFFICE LED SESSIONS
INDIANA CONVENTION CENTER

Attendees have an opportunity to personally learn from key postal leaders about topics that will guide the entire mailing and shipping industry into the future. Each year, the Officer led sessions provide perspective on some of the most important issues, changes and ideas affecting the industry.

TRANSFORMING THE CUSTOMER EXPERIENCE AT THE USPS
Customer Experience Vice President

INNOVATING TODAY FOR TOMORROW’S CUSTOMER
Product Innovation Vice President

ON THE ROAD TO GROWTH: FIRST AND LAST MILE PAVES THE WAY
Delivery Operations Vice President

PARTNERING WITH SUPPLIERS FOR SUCCESS
Supply Management Vice President

"STAYING ALIVE!"
(A) Chief Postal Inspector

TOMORROW’S MAILING & SHIPPING SOLUTIONS TODAY
Mail Entry and Payment Technology Vice President

UTILIZING ANALYTICS TO DRIVE PERFORMANCE AND FUEL INNOVATION
Enterprise Analytics Vice President

VISUALIZING THE END TO END JOURNEY OF MAIL AND PACKAGES THROUGH THE OPERATIONS NETWORK (VIRTUAL AND PHYSICAL FLOW FROM SUPPLIER TO MAILBOX)
Network Operations Vice President

WELCOME TO THE CYBERHOOD: PLEASE WON’T YOU BE MY (SAFE) NEIGHBOR?
CISO Vice President

WHAT’S NEW IN PRICING AND PRODUCT?
Marketing Vice President

Pricing and Costing Vice President

NATIONAL MEETING OF AREAS INSPIRING MAIL (AIM)
SUNDAY MAY 5 (8:30AM – 10:00AM) - INDIANA CONVENTION CENTER

Join Chief Operating Officer and Executive Vice President Dave Williams as he gathers postal and industry leaders together for an in-depth discussion on mailing and shipping operations. This insightful session showcases the partnership between the industry and the Postal Service and highlights key innovations and updates that have been implemented since the last Forum. The National Meeting builds upon the collaboration and outreach that occurs throughout the year at the Area meetings. This is your opportunity to gain national insights on logistics, transportation, equipment, and most importantly how the Postal Service intends to maintain its commitment to providing outstanding customer service. This plenary session gives you a chance to interact with Postal Service National, Area and local leaders and a platform to learn more about key operational changes. You won’t want to miss this session!
NETWORKING
THOUGHTFUL. INSPIRING. GROWING.

Get your motor running and be part of an adrenaline-fueled networking atmosphere where everyone is exchanging ideas, learning, and inspiring each other. It’s a chance to make new friends. Reunite with those you already know. And come away with winning strategies designed to accelerate your company into the future.

NPF WELCOME AND USPS AREA RECEPTIONS
SUNDAY MAY 5 (5PM – 6:30PM)
The NPF and the US Postal Service Area Leadership teams will host a Welcome Reception for all NPF attendees. Acquaint yourself with colleagues and meet new industry professionals as we celebrate the commencement of the 2019 NPF.

PEER-TO-PEER ROUNDTABLES
TUESDAY MAY 7 (4PM – 5PM)
Join like-minded mailing and shipping professionals to enhance your industry knowledge and share best practices. This is networking with a purpose and of the best kind! Roundtable topics are considered the “hot” issues of today and are led by US Postal Service experts and industry leaders who will facilitate an informal discussion to ensure you benefit. Multiple topics will be covered, so take this opportunity to learn and share industry insights and best practices. More details and roundtable topics can be found at NPF.org.

POSTAL CUSTOMER COUNCIL (PCC) RECEPTION
MONDAY MAY 6 (5:30PM – 7:30PM)
One of the annual events held at the NPF is the Monday evening PCC Reception. Mark your calendar now for an evening of engaging discussions, appetizers, and refreshing beverages. Spend time with US Postal Service headquarters’ executives and local postal leaders. The PCC community is an invaluable resource for business mailers to share best practices to maximize the performance of your PCC – small or large. Please feel free to bring your PCC lapel pins and exchange them with other members.

EXHIBITORS’ RECEPTION
TUESDAY MAY 7 (5PM – 6:30PM)
The NPF showcases the largest exhibit hall in the mailing and shipping industry with 100+ top products and services on exhibit – offering informed solutions and resources for everyone. In addition, the NPF Exhibitors are hosting an evening reception for all to attend. Meet and greet top company representatives in this social setting while enjoying appetizers and refreshing beverages. It all happens in the Exhibit Hall on Tuesday evening.

POSTAL CUSTOMER COUNCIL (PCC) RECEPTION
MONDAY MAY 6 (5:30PM – 7:30PM)
One of the annual events held at the NPF is the Monday evening PCC Reception. Mark your calendar now for an evening of engaging discussions, appetizers, and refreshing beverages. Spend time with US Postal Service headquarters’ executives and local postal leaders. The PCC community is an invaluable resource for business mailers to share best practices to maximize the performance of your PCC – small or large. Please feel free to bring your PCC lapel pins and exchange them with other members.

TAKE THE CHECKERED Flag
AT THE NPF CLOSING EVENT!
WEDNESDAY MAY 8 (7PM – 10PM)
Join us as we celebrate the 2019 NPF at the Dallara IndyCar Factory – where the secrets of design and implementation of a modern IndyCar are revealed. Engage, indulge and celebrate with your fellow NPF attendees. The evening will include transportation to and from the Dallara IndyCar Factory, entertainment, appetizers and lively refreshments… it’s a win-win for all NPF fans!

NPF PARTNERSHIP RECOGNITION LUNCHEON
WEDNESDAY MAY 8 (12PM – 2PM)
NPF attendees with Full-Registration privileges are invited to join a special seated luncheon honoring NPF sponsors and partners. Join the NPF as they recognize outstanding contributions and support in helping make the NPF all it can be. And get ready to be inspired by a special guest speaker. Stay tuned to NPF.org for the exciting details!
THE NPF LEARNING LAB!
Participate in a whole new level of stimulating mini-workshops at the NPF Learning Lab, located in the heart of the Exhibit Hall. Feature presentations are scheduled throughout Exhibit Hall hours and include a variety of mailing and shipping related topics. Find the solutions you seek, plus have the opportunity for one-on-one time with industry presenters and postal experts!

US POSTAL SERVICE BOOTH
This is your opportunity to explore technology and engage with USPS leaders in their premier exhibit booth. This booth has been recognized as one of the favorite exhibits at the CES conference! Discover all that the USPS has to offer to help you grow your business.

US POSTAL SERVICE CONSULTATION CENTER
The 2019 Exhibit floor includes access to top postal experts who are available for consultation. To best serve your customers, join postal representatives who will offer their latest insights on mailing, shipping, marketing and US Postal Service solutions. Mailers are encouraged to bring mailpieces and schedule appointments in advance. Receive hands-on technical assistance to ensure that your mailpieces meet discount eligibility requirements. As always, pricing experts will be on-hand to answer your most detailed questions about prices and how to maximize your return on investment.

RESOURCE PAVILION
Looking for the right connections to boost your business or career? The Resource Pavilion holds an abundance of information relating to the mailing and shipping industry. Meet with mailing specialists, associations and nonprofit leaders from across the industry and discover the solutions you need to move toward success.

EXHIBITORS’ RECEPTION
TUESDAY MAY 7 (5PM – 6:30PM)
Don’t forget, NPF Exhibitors are hosting an evening reception for all to attend. Take this unique opportunity to meet and greet top company representatives over appetizers and refreshing beverages. It all happens in the Exhibit Hall on Tuesday evening.
The US Postal Service Certification courses offer an exclusive opportunity for NPF attendees to expand their base of knowledge, professional skill and commitment to ongoing education through three comprehensive training courses. Upon completion of a multi-session course and passing the final exam, successful participants will receive Official US Postal Service Certification.

If you’re seeking opportunities to bolster your professional credentials, take a look at the certification courses being offered exclusively at the NPF and choose the course that is best for you.

**CERTIFIED DIRECT MAIL PROFESSIONAL (CDMP)**

Direct mail is the cornerstone of any marketing strategy. The CDMP course focuses on how to market to your customers and future customers using an omni-channel strategy by leveraging direct mail to its maximum potential.

Successful participants will be able to identify and utilize various tools in several key operational areas:

- Omni-Marketing Mailing
- Database Management
- List and Database Management
- Mailpiece Creation
- Response Rates
- Technology
- Testing
- Media Attribution

This limited-enrollment course is sponsored by the USPS and was developed by a committee of USPS and mailing industry experts. USPS certification will be achieved upon $160 fee payment and successful completion of the exam.

**EXECUTIVE MAIL CENTER MANAGER (EMCM)**

The EMCM course 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. Sponsored by the US Postal Service and developed by a professional committee with representatives from across the mailing industry, this course offers a certified designation that emphasizes professionalism in Mail Center Management. Topics include:

- Sales and Marketing
- Basic Mail Design
- Finances
- People Management
- Technology
- Tools and Resources

To earn official certification, participants are required to complete all 14 planned sessions and pass a comprehensive exam at the completion of the course. Limited space is available. Pre-registration is required to reserve your space. A $180 final exam fee applies.

**MAILPIECE DESIGN PROFESSIONAL (MDP)**

The MDP course is centered around effective mail design compatibility and optimizing postage costs through automation. This eight-hour course will be held over Tuesday and Wednesday and includes a comprehensive final review. The MDP certification is a two-year certification that offers a professional designation to all graduates. Topics include:

- Classes of Mail
- Processing Categories
- Barcode Formats
- Designing Automation Mail
- Machineable/Non Machineable Criteria

Limited space is available. Pre-registration is required to reserve your space. A $95 MDP final exam fee applies.

**USPS PROFESSIONAL TRAINING CERTIFICATES**

Earn a US Postal Service Professional Training Certificate for participating in 2019 NPF workshops. Based on how many workshops you attend:

- **BRONZE:** 8 workshops
- **SILVER:** 11 workshops
- **GOLD:** 14 workshops
- **PLATINUM:** 17 workshops

A Platinum Certificate is personally signed by the Postmaster General.

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**PRE-REGISTRATION IS REQUIRED, SO HURRY, LIMITED SPACE IS AVAILABLE.**
KEY FINDINGS & IMPLICATIONS

execute actionable results.

landscape. Learn how USPS First-Class Mail and Priority delivery times, and the returns process.

As eCommerce explodes, companies are leaning heavily shipping including customs and duties, shipping costs, account when planning to ship internationally. We'll also experience. This workshop focuses on a range of topics, such as parcel size and weight, parcel tracking, delivery cost, delivery location, customs and returns.

CROSS-BORDER eCOMMERCE SHOPPER SURVEY: KEY FINDINGS & IMPLICATIONS

The 2018 International Post Corporation cross-border e-commerce shopper survey is based on 33,000 respondents across 41 countries (including the US, Mexico, Canada - and many more spread worldwide). Consumers are asked for their eCommerce delivery preferences and for a detailed overview of their most recent cross-border online purchase and delivery experience. This workshop focuses on a range of topics, such as parcel size and weight, parcel tracking, delivery cost, delivery location, customs and returns.

DEMYSTIFYING INTERNATIONAL SHIPPING

International shipping is complex. Every country has its own taxation policies, restrictions, rules and requirements. With global e-commerce estimated to hit $4.8 trillion by 2021, this is a market that fewer and fewer sellers can choose to ignore. In this session, we will walk through some of the key considerations e-tailers need to take into account when planning to ship internationally. We’ll also discuss ways to overcome the challenges of international shipping including duties, shipping costs, delivery times, and the returns process.

DRIVING EFFICIENCIES IN ECOMMERCE

As eCommerce explodes, companies are learning heavily on the USPS to ensure company growth and a cohesive buying experience. This session will provide key insights into aligning delivery solutions within a competitive landscape. Learn how USPS First-Class Mail and Priority Mail will help with your small parcel supply chain and to execute actionable results.

GAINING A COMPETITIVE ADVANTAGE WITH EMERGING USPS GLOBAL SOLUTIONS

The growth of eCommerce has changed the way all of us shop and do business, both here in the US and across the globe. Doing business in multiple countries requires knowledge and flexibility. What works with one country can vary greatly in another…there is no one size fits all to the shipping process. With this in mind, the USPS is developing new products and services that extend beyond traditional postal boundaries to enhance both you and your customer’s experience. In this session, we will review the latest statistics and trends in the global shipping and eCommerce markets and the USPS will review both current and brand new creative solutions to help you succeed in this changing global economy.

HAZMAT 101: PUB 52 - HOW TO SAFELY MAIL HAZARDOUS MATERIALS AND LITHIUM BATTERY MAILING STANDARDS

This presentation will provide an overview of the use and applicability of USPS Publication 52: Hazardous, Restricted, and Perishable Mail. Special emphasis will be placed on demonstrating the proper use of Pub 52 when preparing mailable hazardous materials, preventing non-mailable hazardous materials from entering the mail, mailer responsibilities, and corrective actions that are taken when non-mailable packages are encountered. Lithium batteries are a common source of power for cell phones, computers, and even our cars. Regulations relating to these items change frequently and continue to increase in complexity. This presentation provides an overview of the types of lithium batteries permitted in the mail, and instructions for using Publication 52, to determine quantity limitations, packaging and marking requirements.

INNOVATIVE INTERNATIONAL DISTRIBUTION STRATEGIES TO CONTROL COSTS & GENERATE GROWTH

In this session, we will identify various ways to cost effectively distribute globally and expand your business reach into international markets. Learn how to implement low cost shipping options that maintain high service levels and choices in international shipping and delivery. We will examine how to optimize the USPS international supply chain solutions as well as explore alternatives with the USPS Qualified Postal Wholesalers. We will also cover the nuances of international shipping with duties and taxes prepaid or collected at destination and how that affects your distribution choices.

LATEST AND GREATEST IMPROVEMENTS IN THE USPS PACKAGE DELIVERY NETWORK

End-to-end package visibility at USPS has been vastly improved by the addition of dozens of new scan events within USPS operations and the deployment of new delivery scan units which can report last-mile events in real time. Dynamic routing has revolutionized the last-mile delivery efficiency and enabled cost-efficient Sunday package delivery. Information Delivery services provide detailed package status information to recipients’ smart phones or computers. Geo-positioning devices installed in USPS vehicles allow command centers to monitor the route of each truck in real-time - identifying delays or other problems so they can be immediately addressed. This session will offer a high-level summary of these key technology advances.

MAIL HOUSES TAKING OVER THE SHIPPING INDUSTRY

Mail Houses need to get in to the shipping industry. If you are not jumping in to this industry now, you are missing out on a huge opportunity to service your customers not to mention missing out on a healthy revenue stream. You can service more than eCommerce clients, banks, hospitals, universities, and small businesses.

OPEN AND DISTRIBUTE: GETTING LIGHTWEIGHT PACKAGES TO YOUR CUSTOMERS FASTER

Companies with multiple distribution centers and print shops around the country can use our shipping costs, fulfilling orders from locations closest to the customer. Others have to rely on package and letter consolidators to induct their product deeper into the network. What can be done when the volume is too low for LTL freight? Come learn how others use USPS Priority Mail and Priority Mail Express Open and Distribute to reduce shipping and mailing costs for low volume package shipments and lower density mailings.

PACKAGING PLATFORM/NETWORK RETURNS

USPS has upgraded its Package Platform with a new, modern IT architecture model to provide more value to customers than ever before. Learn how the program simplifies interactions with USPS while increasing the customer experience with extraordinary package and pricing detail in near- real time. This platform automates the collection of package attributes to price packages intelligently to provide greater visibility and enhanced delivery times.

PACKAGE TRACKING TOOLS

Learn the latest and greatest on USPS tracking enhancements and how this intelligence is headed for the future.

SHIPPING, RETURNS, REFUNDS & CLAIMS MADE EASY

Attend this session to learn how the USPS has leveraged technology to improve its products and services offerings to include enhancements to the online refund application and online claims applications. In addition, attendees will learn about the benefits ofElectronic Signature Online, Electronic Receipt, QR Codes for Expedited Packaging Supplies, Return Labels, Collection Boxes, and Package Pickup Improvements.

THE COMPLETE GUIDE TO DEVELOP A WINNING ECOMMERCE PACKAGING!

Whether you’re launching a new product for an eCommerce channel or rethinking your current packaging for eCommerce shipments, designing winning eCommerce packaging requires a holistic view and consideration beyond ensuring the protection of the item. Through an engaging series of stories, samples, pictures and case studies, participants in this workshop will explore the emerging world of eCommerce packaging and will leave with a checklist to eCommerce Packaging success.

THE RISE OF ON-DEMAND DELIVERY AND THE LAST MILE OF THE FUTURE

This session will share how new on-demand delivery services can potentially disrupt last mile package delivery business. Discussion will include: drones, self-driving vehicles, robots, driverless parcel lockers, and neighborhood parcel pick-up points. Come hear the latest news and experts’ predictions for the future.

TRADE, TARIFS, AND TREATIES: IMPACT ON INTERNATIONAL MAIL AND PARCELS IN 2019 AND BEYOND

Cross-border eCommerce presents a huge opportunity for volume and revenue growth for postal operators. What are the implications of international trade agreements and tariffs on the market and potential customers in this space? How are trade tariffs affecting cross-border eCommerce growth? Will a new NAFTA agreement benefit cross-border eCommerce or present new challenges? Companies like Wish and eBay are staying abreast of the latest geopolitical trends to make sure they are delivering the best possible experience to their customers. Join our panelists who will share insights on the challenges and opportunities of international trade agreements and tariffs.
WHAT ARE THE LATEST TRENDS IN eCOMMERCE FILFULMENT
With the advent of same-day shipping and the popularity of Fulfillment by Amazon (FBA), there’s now a need for every online retailer who wants to stay competitive and profitable to consider third-party fulfillment options. To do so, eCommerce merchants and retailers need to know what to look for in a fulfillment provider, technologies to consider, and how to effectively benchmark providers. This session will offer tips around how to find and determine the right fulfillment partner for eCommerce merchants, and how this will affect USPS shipping. It is becoming more and more critical for independent retailers to know their fulfillment options and how to find the right partner that will help them to stay competitive in the eCommerce industry.

WHERE’S MY PACKAGE? HOW ARTIFICIAL INTELLIGENCE CAN HELP IMPROVE THE CUSTOMER EXPERIENCE
In managing nearly half of the world’s mail delivery service, with a reach of 157 million residences, businesses and P.O. boxes, the USPS makes the customer experience a top priority. As successful service strategies evolve, this independent federal agency continues to handle an extraordinary volume of retail visits, incoming calls and mail inquiries. In order for customers to continue receiving high-quality, efficient and affordable delivery service now and in the future, we’re exploring how modern technology can help. Artificial intelligence (AI), designed to effectively handle an enormous amount of processes and information, can improve efficiency and provide better experiences for postal customers globally.

LOGISTICS TRENDS FOR 2019
WHAT’S IN? WHAT’S OUT? 10 HOTTER AND NEWER TRENDS FOR 2019
Join our panel of industry experts as we discuss what’s in and what’s out for 2019 in the world of postal logistics. We all know that being able to respond quickly to new trends and to leverage them into your portfolio is the difference between company growth and company stagnation. Our panel will discuss the challenges of implementing these trends and how practical solutions can benefit retailers by staying relevant with the shopping-savvy consumer. We will be sure to save time for audience participation; please bring your own practical trends to share and discuss and/or be ready to pose organizational challenges that need to be addressed around small-parcel shipping.

INFORMED VISIBILITY: REAL TIME, REAL DATA
A DEEPER DIVE INTO MAIL QUALITY DATA THROUGH INFORMED VISIBILITY
Mail Quality Data (MQD) gives you more information about errors in one central location. With MQD, you have the ability to receive uncapped data for errors and warnings. You can also setup daily, weekly, or monthly Secure FTP feeds to be dropped right into your internal server, and customize how your data is presented in the files. In this session, original members of the MQD pilot program will provide a deep dive into what we’ve learned after working with the data for nearly two years. We’ll review tips for navigating the MQD area in Informed Visibility and discuss how to setup feeds online and download reports using different roles—and explain the differences. We’ll also review some of the key data areas in the reports for trouble-shooting MQD errors.

BENEFITS OF END-TO-END PIECE VISIBILITY: PRACTICAL APPLICATION
It is now possible to see where each piece of mail is from the beginning of production to delivery. How is this visibility achieved and what value is this data to mail service providers and mail owners? Learn about ways to get this data during the production, acceptance and transportation phase of the job and how this data can dovetail into Informed Visibility data for an end-to-end view. Use the date/timestamps of these events to develop KPI’s on your production, your vendor’s transportation and the USPS’s delivery. Identify opportunities to take action early on in the process to ensure timely delivery of mail.

DATA VISIBILITY: THE KEY TO GROWING YOUR BUSINESS
Now is the time to understand and apply the powerful information obtained from USPS Intelligent Mail and Informed Visibility programs. What does visibility truly mean to a mail owner? How can visibility increase response rates to your marketing campaigns or remittance programs? For mail service providers, learn how visibility enhances your ability to manage operations from inception to in-home delivery. Join this session to see how visibility can actually disrupt the norms within the mailing supply chain and reshape processes. By defining visibility, stakeholders can reduce operational costs, empower business owners, and transform the customer experience.

HOW GEOSPATIAL TECHNOLOGY REVOLUTIONIZED POSTAL OPERATIONS
In this workshop hear how the USPS uses geospatial data to help pave the way for new advancements in mail delivery operations and how it applies to your company. Concepts will be presented to inspire potential future states of the bridge between the physical and digital capabilities of the mail.

INFORMED VISIBILITY - HOW DID WE GET HERE, WHY DID WE GET HERE AND WHERE ARE WE GOING?
Are you wondering what Informed Visibility is all about? Come and learn about what it is, why the USPS built it, how it’s used by both the USPS and the Mailing Industry and what the future holds for Informed Visibility. Be prepared to see why you should jump on the bandwagon to enhance the value of your mail.

INFORMED VISIBILITY - REAL SCENARIOS - REAL RESULTS
Mail tracking results can have significant impacts on current mailings that could make or break campaigns. Informed Visibility (IV) data, and its associated historic data, used correctly can ensure a successful campaign. Learn how by using historic data, mailers can project delivery across the country before anything is mailed. IV tracks behind the scene details such as USPS facility processing times as well as obvious issues like weather disruptions. Use this knowledge to enhance your mailings and results. While historic data is helpful, real time updates lets mailers track and adjust based on today’s intelligence. This includes confirming what was delivered today, defining next steps, and the very important post campaign analysis. Learn real scenarios that used IV to not only ensure that mailings were delivered per government regulations, but gave companies the ability to track, learn and execute marketing campaigns successfully.
INFORMED VISIBILITY AND THE COMPLIANCE MAILER
For many First Class® mailers, the costs and challenges of dealing with compliance requirements are significant. This is especially true in highly regulated industries like healthcare, finance, and insurance. Informed Visibility continues to add new features that allow mailers to benefit from this USPS service to meet regulatory requirements, provide accurate accountability at the recipient level and reduce the overall cost of compliance. In this workshop, learn how Informed Visibility, as well as other proven USPS tools can help you tackle the demanding job of meeting compliance demands for your mail.

INFORMED VISIBILITY SIMPLIFIED: SHOW HOW TO GENERATE INTELLIGENCE FROM A ONE-TIME DOWNLOAD
Want a hassle-free, uncomplicated way to get the mail tracking information that’s important to you? Get the data you want, when you want, and how you want it from Informed Visibility Mail Tracking & Reporting (IV® MTR). Join us as we discuss how the IV-MTR application improves ease of use for mailers through flexible data provisioning, customizable one-time queries, and recurring data feeds. Intelligence made simple through IV gives you expanded insight into growing your business.

IV ON-THE-GO: INTELLIGENT ANALYTICS HERE, THERE, EVERYWHERE
Today’s world thrives on real-time, abundant, and easily accessible information. The U.S. Postal Service is able to deliver through the availability of the application programming interface (API) for the Informed Visibility Mail Tracking & Reporting (IV®-MTR) application. Bear witness to how this API enables the mailing industry

to receive IV-MTR data and perform administrative functions through a lightweight data exchange. Attend this educational session to learn how mailers can use the API to integrate mobile and web-based applications with near real-time IV-MTR data – providing you with the data at the speed of your need!

NEW DATA: NEW POSSIBILITIES
The success of any company relies on customer retention. And in an ever-changing industry, it’s essential to keep your customers aware, informed, and empowered. In this workshop, you’ll learn how new data can create new possibilities, and the best ways to leverage this for your customers. Including:
• How Informed Visibility makes a major impact on your operations
• How advocating for your customers can improve customer retention
• Staying informed and empowered in an ever-evolving industry

THE LAST MILE: HOW TO MAKE INFORMED VISIBILITY WORK FOR YOUR UNIVERSITY
Are you stuck in the confusing cycle of students or employees picking up a package because they received a delivered notification from USPS, yet the package is nowhere to be found? Incongruent tracking notifications have caused more than their fair share of headaches. Luckily, package tracking software vendors have teamed up with USPS to provide that “last mile” tracking to ensure you and your recipients have the correct tracking information at all times. Attend this workshop to learn how to manage the integration between your package tracking vendor, USPS’ Informed Visibility, and your local Postmaster.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT
DEVELOPING YOUR PROFESSIONAL PERSONA - TIPS AND TRICKS TO ENHANCE YOUR AUTHENTIC SELF
You only get one chance to make a first impression. Learn tips and tricks for managing and presenting yourself with a professional persona. Learn to read non-verbal cues, be an active, fully engaged listener. Learn how to "brand" in a way that gains respect, not looks of disdain. Speak with confidence and learn to handle conflict with grace and empathy, not anger. Be authentic in your relationships. Maintain clear personal/professional boundaries at work.

GAINING MAXIMUM PRODUCTIVITY BASED ON PERSONALITY TYPE
In our world of technology, we must remember that it is the people running the devices that make things happen every day. Personality traits have a direct and substantial impact on job performance. Research suggests that between 20% and 25% of an individual employee’s effectiveness on the job is attributable to his or her personality. Join us to explore how your personality and those of your team members impact individual and overall workplace productivity and how to harness the differences of each team member to yield the highest rate of return!

HOW TO BETTER YOURSELF FOR PROMOTIONAL OPPORTUNITIES WITHIN THE MAILING INDUSTRY
This workshop will discuss pathways to improve yourself as a manager but more importantly, through open discussion, you will learn how to prepare for future promotional opportunities within your organization and within the mailing industry. Education, mail certification, and personal improvement will be discussed. The goal is to prepare you for the next step in your career. This session is a must for all levels of managers within the mailing industry.

KEYS TO MAXIMIZE YOUR EFFECTIVENESS
We all desire to be more effective and successful at work and in our personal lives. In this presentation we will learn tried and proven methods to be more effective as leaders, workers and individuals – and learn how to help others be more effective too! Come and learn tips to improve the communication, relationships and performance of you and your team. We’ll be pulling wisdom from the bestselling business book of all-time (Dr. Covey’s “Seven Habits of Highly Effective People”) and from other leading edge research and writings including Undercover CEO star Joel Manby’s new classic “Love Works: Seven Timeless Principles for Effective Leaders”.

BECOME SMARTER AT MANAGING YOUR MAIL CENTER
Corporate Training Programs are typically the first thing impacted by budget cuts. Travel and expensive seminars need a whole business case for approval to attend. There are resources and affordable options to become the subject matter expert in an ever-changing industry. Lead your organization to mail center sustainability in 2019 and beyond by identifying the resources and opportunities available to you that won’t break the budget. Get in the loop and get in “the know.” There is help if you know where to look!
LEADERSHIP AND PROFESSIONAL DEVELOPMENT

MAIL OPERATIONS: FULFILLING THE NEEDS OF YOUR CUSTOMERS

ADDRESS QUALITY BEST PRACTICES - ONE SIZE DOES NOT FIT ALL
No two businesses are the same. Within a business, not all mailings are the same. They have different priorities in regards to the goals, purposes, needs, restrictions, regulations, and requirements. It makes sense that they may have different “Best Practices” when it comes to Address Quality. In this session we will explore the tools, services, processes and life examples around address quality and the best practices on when, where, and how to use them.

AN INTEGRATED SUPPLY CHAIN
With continued developments in Informed Visibility and Informed Delivery, getting the most out of the mail requires an integrated supply chain encompassing content development, mail production, logistics, software support, and transportation. A panel of industry experts covering the entire spectrum of mail related services will discuss the challenge of optimizing the benefits of mail and how that challenge can be met by developing a truly integrated supply chain.

AVOIDING ASSESSMENTS WITH SCAN BASED QA
This session will discuss some of the common causes for Full Service and Seamless Acceptance assessments and how mailers can avoid them through better quality assurance, including scanning barcodes of printed mail pieces, tray tags and pallet placards and matching them back to the Mail.dat files being used to pay postage. Scan based Quality Assurance can identify incorrectly nested and undocumented mail at the earliest stages of production while there is time to do something about it. There are other QA tools readily available to help you spot other assessable mistakes such as incorrect Service Type ID’s (STIDs), invalid or incorrect mail owner identifiers, labeling list compliance and duplicate barcodes.

BOOT CAMP FOR MAIL CENTER MANAGERS PART 1
In today’s mail center environment, managers face daunting challenges – multiple areas of responsibility, disruptive technologies, and changes in the USPS operations and regulations. The talents and skills that got you to where you are today may not be enough to bring you to the next level. Attend this two part workshop and hear from leading speakers in the industry. In Part One, learn how to effectively navigate the USPS organization and regulations, and mail center management.

MAIL OPERATIONS: Fulfilling the Needs of Your Customers

LEADERSHIP AND THE ART OF LEADERSHIP
Talent management and the concept of “human capital” is more than just buzz words within an organization. It is a business strategy that organizations will employ to hire, retain, and mentor their top talented employees. This workshop will look at how managers can ensure their operations are meeting the organization’s strategic commitment to hire, develop, and retain talented employees.

POSTAL CUSTOMER COUNCIL (PCC) WORKSHOPS
The PCC workshops will be consolidated into one 3-hour session to be held on Sunday afternoon. This will allow attendees to take advantage of other content-rich workshops throughout the Forum. PCC Boot Camp 1.0 and 2.0 were huge successes. The 3-hour session will be a boot camp refresh, focusing on Policy, Membership, How to Market, and Education. If you are a PCC leader, a leader to be, or interested in becoming a PCC member, this session is the place to be. All NPF attendees are encouraged to attend. See you all on Sunday afternoon!

2D BARCODES: MORE THAN JUST A PATTERN
A 2D Barcode is more than just a pattern on mailpiece. It’s a collection of embedded data points that can help mailers improve the value of their mail. At the insertion process it can be used to ensure the integrity or piece count of each individual mail piece but have you ever thought of the ways to enhance the value of your 2D barcode during the commingling process? 2D barcodes are unique to every mailer, mainstream or individual print job. This flexibility provides the opportunity to leverage the 2D barcode data to capture information to help make your business more successful. By combining that data with Intelligent Mail Barcode data, mailers have a complete picture of that mailpiece. Captured data can be used to allocate job costs, track an individual mailpiece or close the loop on proof of delivery; the possibilities are endless.

ACCURATE ADDRESS SOLUTIONS
This workshop will prove beneficial to both the mailing industry and the USPS by ensuring more accurate addressees are captured sooner; thereby, allowing more efficient mail processing and lower operation costs.

ADDITIONAL VALUE, SERVICES AND RECOGNITION TO YOUR CAMPUS MAIL CENTER
This workshop will offer tactics and strategies to help you think “outside the box” and make your college/university mail center the “go-to” spot on campus. Get real-life examples of tools to use to keep your costs down, offer more services and get ideas on how to move your mail center to the next level of service and value to your customers.

YOUR TEAM CAN SOAR! POWERFUL LESSONS TO HELP YOU LEAD AND DEVELOP HIGH PERFORMING TEAMS!
People in leadership roles have great potential to make a positive difference in the lives of their work teams and their organizations. In this session learn the latest research and practical ideas to help motivate people and build teams that are high performing! You will walk away inspired and equipped to lead your people to an even higher level of success. This presentation will include:
- Important research on the 3 Characteristics of High Performance Teams
- The 7 Key Needs that Motivate People
- Top 10 Motivators for Workers
- The magical 5 to 1 Ratio
- 20 Ways to Retain Your Best Employees
- The 12 question “Measuring Stick”
- And more practical tools!

LEADERSHIP AND PROFESSIONAL DEVELOPMENT
DELIVERY PARTNER PROGRAM: SCANNING FOR YOUR CUSTOMERS AND YOU

What is the Delivery Partner Program? How does it affect your customers? Who can participate? How does it impact YOU? Learn about the procedures surrounding the Delivery Partner Program and how you can help your customers provide better visibility to their packages and trackable items.

DEVELOPING COST EFFECTIVE MAIL SCREENING PROTOCOLS

An open discussion on the changing scope of mail-borne threats and how technology blends with skilled human resources to provide cost and time-effective screening and security countermeasures. The discussion will be facilitated by the nation’s leading expert on the development and implementation of process based mail screening protocols and will cover techniques used in the development of effective mail screening processes regardless of the level of technology available to the facility.

LEARN HOW SMART MAIL CENTERS INNOVATE AND IMPLEMENT CAMPAIGN SOLUTIONS

Learn from a leader and innovator in the area of mail delivery at higher education mail centers and has worked very closely with business partners to come up with innovative technologies to provide the total solution to mail delivery problem. You can remove all traditional mailboxes and replace it with one of a kind smart mail delivery system reducing the square footage required by mailboxes and replace it with one of a kind smart mail delivery system.

FEDERAL REGISTER NOTICES - THE PROCESS AND RESPONSIBILITIES

The Federal Register Notice serves a prescribed role for comment on a proposed change, response and final ruling. Not all USPS changes or modifications are required to be published in the Federal Register. This session will identify which proposal categories are Federal Register worthy and which are “published” in companion locations. And will ensure you know the compliance responsibilities presented in the notice. We review the comment process to be an efficient and helpful partner in the discussion.

INTERNATIONAL ADDRESSING REQUIREMENTS FOR SHIPPING SUCCESSFULLY TO FOREIGN CUSTOMERS

Addressing formats differ around the world. Learn the differences and requirements for successful delivery in other countries, including the elements of addresses, their length and placement when written on an envelope or label and how many lines and characters per line are necessary.

MAILING AND SHIPPING SOLUTIONS CENTER

The mailing and shipping solutions center will streamline the customer experience through a centralized contact number for mailing and shipping solutions, requirements, and preparation questions. This will provide standardized responses and increase overall customer satisfaction.

MAILING OPERATIONS FOR BEGINNERS

New employees may have learned their specific assignment, but do they understand the big picture? This end-to-end guided tour takes attendees through the mail production process, from mail piece design and list selection through address hygiene, data management, and production, concluding with an overview of work standards and service standards. Presented by two veterans of the mailing industry who will offer real-life examples of both best practices and pitfalls to avoid, the course will be provide a foundational understanding for those who are new to the mailing industry and equip them with the basics for further education and professional advancement.

NUTS & BOLTS - THE APPLICATION PROCESS FOR PERIODICALS

This workshop will provide an overview of the Periodicals application process. USPS will explain how to apply for Periodicals (including New Launch), circulation and content requirements, qualifying categories, financial implications and the Product Classification/PCSC roles in the application process. Enhancing the customer experience begins long before the initial transaction. This session will explain the advantages and disadvantages of applying for Periodicals, the challenges around the application process, marking/reporting advertising content and circulation restrictions and circulation growth.
PARCEL LOCKERS: DESIGNING A HOLISTIC SOLUTION TO MANAGE THE LIFECYCLE OF INCOMING PACKAGES AND MAIL
Parcel lockers have been around for many years. The industry has finally caught up with the technology to drive real efficiencies in the solution. How? Mobile workforces, “hologing”, demand for 24 hour service and availability and other changes that are driving businesses away from traditional mail/package delivery at the cubicle models. In this session, the presenters will share real life examples and experiences of how to optimize this change. The lockers can be wonderfully versatile if configured and planned appropriately. The factors that make this possible are not always obvious. In this session they will be identified and tools to optimize each shared.

POSTMARK: DANGER
“Postmark: Danger” The chances of receiving a suspicious or dangerous item in the mail at your home or where you work are extremely rare. With the USPS processing 150 billion pieces of mail each year, your chances are literally one in a billion. But what do you do if it does happen like it did last fall? Are you prepared for panic in your workplace? Employees feeling unsafe? Without a response plan, there can be a huge impact on your business or organization. This workshop provides information on how to develop a response plan, how to educate mail center employees handling suspicious mail and general tips on how to improve security for your business and employees. Invite a Postal Inspector to visit your business and review your mail center operations. Their security reviews can pinpoint problems that could lead to mail theft or open the door to other security issues. Learn from the experts to quickly identify potential hazards in the mail, keep employees safe and minimize threats.

PRESS PLAY: THE POSTAL SERVICE’S GAMIFIED APPROACH TO CYBERSECURITY TRAINING
How does the nearly 250-year-old Postal Service fight cybercrime in the digital age? By providing its employees with a training experience designed for the 21st century: “Cyber Defender,” the newest immersive virtual learning tool developed specifically for the Postal Service. As cyber threats grow, it’s become more important than ever to develop accessible and applicable training that drives real behavior change across the workforce. Cyber Defender demonstrates the Postal Service’s commitment to equipping the 220,000+ Internet-connected workforce with the skills needed to defend against evolving cyber threats. Attendees at this session will learn how gamified training can transform the cybersecurity learning experience and pick up helpful tips for launching immersive trainings in their organizations.

SEAMLESS ACCEPTANCE - WHY IT WORKS FOR YOU
Seamless Acceptance automates the entry and verification of commercial mailings by leveraging electronic documentation, Intelligent Mail barcodes and information collected from handheld sampling devices and mail processing equipment scans. Learn how this program can help move your mail from production to processing through the elimination of manual steps in the acceptance process.

SEAMLESS FULFILLMENT: WINNING THE FIGHT FOR THE FRONT DOOR
As competition to provide last mile delivery heats up, there is growing interest in new initiatives to create new products and services to help keep package fulfillment in the mailbox. In Europe, the posts have been experimenting with a new type of envelope/package for the small parcel. The vision of such a hybrid MailStream has captured the attention of leaders in the mailing community throughout the world. How would such a Parcel vision work? How could it be good for mailers and consumers to make eCommerce fulfillment seamless and swift? Hear from industry leaders on what it means for the future.

THE POSTMASTER GENERAL’S MAILERS’ TECHNICAL ADVISORY COMMITTEE (MTAC): UPDATE. WHAT’S ON THE HORIZON?
The Postmaster General’s Mailer’s Technical Advisory Committee (MTAC) is a venue for the United States Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of Mailing Industry stakeholders and the USPS. Attend the MTAC Update session to learn more about the progress made by the MTAC Task Teams, User Groups, and Work Groups with the current technical standards and near-term solutions impacting the Mailing Industry.

THE RETURNS PROCESS: ENHANCING THE CUSTOMER EXPERIENCE WORKSHOP
With the final data of eCommerce sales expecting to exceed a staggering $525 billion in 2018, returns are a critical component to a company’s business model. More than ever, customers’ expectations for a quick and easy returns process has reached an all-time high. This workshop provides an overview of how making the returns process quick, easy and convenient could lead to greater sales and an increased level of customer loyalty. In this highly competitive eCommerce marketplace, returns should be at the forefront of every company. Enhancing the customer experience begins long before the initial transaction. We share how USPS offers a returns option for companies of all sizes. The proven network provides timely and efficient processing to help enhance the customer experience. Participants can also hear first-hand from a PRS partners, and how the shipping and fulfillment companies can help to streamline the last mile process and avoid costly return processing errors through logistics.

THE VOICE ASSISTANT: A NEW ADDITION TO THE INBOUND MAIL CENTER?
For years, technology in the inbound mail center as it relates to packages and mail delivery has largely remained unchanged. These services are traditionally staffed by employees who build a wealth of information on things that impact mail and package delivery, such as promotions, staffing changes, desk moves and even employees traveling or working remotely. This localized knowledge can lead to inefficiencies, missed deliveries and worst case, lost mail and packages. Enter the voice assistant! This workshop starts by looking at how consumer-based technologies can be deployed into the enterprise to enhance the deliverability of mail and packages. As the workshop continues, we will investigate use cases for specific technologies such as Voice Assistant, Mixed Reality and next generation messaging.

TOP 5 FACTORS INFLUENCING YOUR INTERNATIONAL MAIL DECISIONS
In this workshop, attendees have the opportunity to interact with a panel of international mailing experts. Learn best practices and factors that may affect your international mail and what you need to consider and more.

UNDELIVERABLE AS ADDRESSED MAIL PROCESSING METHODS
Less than 5% of the billions of mailpieces handled by the USPS each year is determined to be Undeliverable As Addressed (UAA). That 5% costs the mailing industry and the USPS time, frustration and many unanswered questions. This session will show you how the USPS identifies, handles and processes UAA Mail.

WHEN DIRTY DATA GETS YOU DOWN: GARBAGE IN = GARBAGE OUT
Dirty data: unless it is from your client (or IT department) who swears it is the best data you have ever seen, practically perfect in every way, then what? Come take a tour of the inner city of addressing. From entry errors to questionable queries to droves of duplicates, be introduced to the bad records that ruin good data. Learn proactive ways to avoid creating these issues and best practices for dealing with the ones that make it through. CASS, DPV and the dreaded address of address hygiene will not be discussed, we promise. Get ready for some fun as we get that dirty data clean!
PUSHING THE ENVELOPE: WHY MAIL WORKS

11 TIPS FOR MORE EFFECTIVE DIRECT MAIL
Marketers are renewing their interest in direct mail as consumers suffer from email fatigue. Applying strategies such as precise targeting, customized offers, and personalized communications, marketers are leveraging direct mail’s ability to convert. Mail continues to outpace digital alternatives in this regard. Though direct mail use is resurging, sending the same old postcards to the same old list won’t cut it anymore. To take advantage of the medium, marketers must combine their new data-crunching and content-generation tools with creative design and innovative presentation. This workshop will cover tips for getting consumer attention, encouraging recipients to open their mail, and enticing them to take action.

2019 USPS MAILING PROMOTIONS
Hear about the three promotions currently underway and three upcoming promotions that are mailing to obtain an upfront postage discount on mailpieces that integrate technology or innovative print techniques.

8 INTEGRATION TECHNOLOGIES TO SEAMLESSLY TRACK DIRECT MAIL EFFECTIVENESS AND ENHANCE RESULTS BY UP TO 53%
The major buzz in the direct mail industry is that you need to integrate. Sure, we all understand the concept of utilizing several marketing channels to achieve the best results. What are the best technologies to use in conjunction with direct mail? How can you prove attribution specifically from direct mail? And most importantly, with all of the growing technology options, the same old list won’t cut it anymore. To take advantage of the medium, marketers must combine their new data-crunching and content-generation tools with creative design and innovative presentation. This workshop will cover tips for getting consumer attention, encouraging recipients to open their mail, and enticing them to take action.

B2B ADVERTISING - CUTTING THROUGH THE CLUTTER AUTOMATICALLY
Email boxes are overflowing, display ads are ignored, webinars are undersubscribed – How do you connect with prospects anymore? Hear from our panel how packages with personalized gifts and letters with the recipient’s picture on them get opened, and how good copy thank you notes get read.

BEAT THE COMPETITION WITH BETTER DIRECT MAIL DATA
In an increasingly tech-savvy world, customer expectations are higher than ever. Marketers who wish to attract and engage these customers must rely on customer data. Learn to identify and use the many types of data available, leverage third-party data to achieve better marketing results, and discover breakthrough data solutions to give you a competitive edge.

DATA DRIVEN: THE KEY ATTRIBUTE THAT MAKES MAIL A VIABLE MARKETING CHANNEL
Not all marketing channels are created equal — costs, response rates, reach, and ability to segment vary. This workshop will promote and discuss the key attribute that makes mail a viable marketing channel.

DIGGING FOR DIAMONDS...HOW TO UNLOCK HIDDEN GEMS IN YOUR DATA
An effective mail campaign doesn’t start when the ink hits the paper – it starts with the quality of the data. Data can be like a diamond in the rough; apply the right adjustments here and there and its’ value and effectiveness goes up tremendously. Of course, address cleansing and presorting are critical components to any mail campaign, but stopping there undermines the real potential in your data. That’s why repeatable and high quality data hygiene that goes beyond standard cleansing is critical to optimizing data in ways that produce successful campaigns time and time again.

EMBRACING THE “WEIRD AND WONDERFUL” POSSIBILITIES OF MAIL TO DRIVE OMNICHANNEL SUCCESS
With consumers exposed to thousands of ads each day, direct mail is proving effective at cutting through the clutter to play a starring role in omnichannel campaigns designed to acquire new customers. Presenting a unified, personalized message that starts with print and seamlessly integrates across digital platforms and devices requires the right data, a sound strategy, and eye-catching creative. Combining the insights that strategists provide with the artistic perspective of a creative director, this session will explore the weird and wonderful possibilities that direct mail provides for creating new customers by captivating your audience’s attention, driving response across channels, and improving your return on marketing investment.

EMERGING TECHNOLOGIES - WHY SHOULD YOU CARE?
This workshop will provide a review of emerging technologies and how they can be applied to print mail pieces in the future to help drive engagement and response rates. Come and learn how to leverage to bridge the gap between the physical and digital world and realize the benefits through its capabilities.

EMERGING TECHNOLOGIES IN THE MAIL
This session will provide a review of the latest emerging technologies and how they might be applied to a printed mail piece in the future to help drive engagement and response rates. We will present concepts to inspire marketers and mailers about the ways in which we may leverage the printed piece to bridge between the physical and digital, and realize all the benefits through the capabilities of mail and the convergence of paper and pixels. Also, learn what direct mail could look like beyond the year 2020. Determine what you can do now to be ready for the future.

FIRST-CLASS MAIL – THE PERSONAL TOUCH
First-Class Mail is the most personal communications solution to give you a competitive edge. Letters, cards, magazines, newsletters, acknowledgments, thank you notes get read. Letters start with print and seamlessly integrate across channels providing for creating new customers by captivating your audience’s attention, driving response across channels, and improving your return on marketing investment.

GIVE THEM WHAT THEY'RE ASKING FOR: WHAT MARKETERS WANT FROM MAIL
Marketers and advertisers are looking for channels that offer flexibility, ease of use, high return on investment, and measurability, especially when compared to the multitude of digital channels that are available. Mail can be all of these things, but marketers are often not aware of the tools that can make direct mail a valuable channel. We’ll review the characteristics that marketers are looking for in their channels, how direct mail meets those needs, and how to show marketers that direct mail delivers the value proposition they are looking for.

HOW DIRECT MAIL CAN RAISE $1.5 BILLION FOR YOU AND YOUR ORGANIZATION
In this advanced session, you will learn how personalized letters, cards, magazines, newsletters, acknowledgments, confirmations, acquisition packages, and other valuable collateral can generate significant revenue and operational support through the power of direct mail. Using actual strategies and tactics, this session will show you step-by-step how you can gain significant growth, enrich your file, and receive the stellar ROI that you deserve. In an age when online is the rage, direct mail when properly applied can, will, and does outperform digital platforms.

HOW TO FIND THE BEST LISTS
If 40% of a campaign’s success comes down to the list, then this should be the golden age of Direct Mail. New developments in marketing technology now allows targeting prospects based on their demographics, psychographics, their real world behavior (e.g., what stores and events they go to), and their online behavior (e.g., what websites and social media they frequent). Hear from audience experts how to find prospects that are like your best current customers.
HOW TO MAKE TECHNOLOGY WORK FOR YOUR DIRECT MAIL
This course will offer insights to the “How” to build the technologies that will make your direct mail explode with responses that will increase your ROI. Technologies covered will be Variable Data Print, Augmented Reality, and QR codes. We will start with a brief discussion on “Why Print”. We will discuss in detail how to secure your data and your web presence to comply with the guidelines developed by the National Institute of Standards and Technology. As Marketers increase their usage of customer data to build more responsive Direct Mail, they need to know how to protect their data. This session will offer a top ten list of actions every SMB should take to protect their data.

MAIL JUST WORKS: LEARN WHY AND HOW IT REMAINS RELEVANT
In this workshop, the attendee will learn why mail still works today. The presentation will support this theory with documented statistics and industry experiences of the presenter. It will go a step further and present information about how mail works to drive responses and generate ROI when used by itself and in conjunction with other media channels (E-mail, Social media, etc.) to supplement it effectively. Finally, throughout the session, attendees will gain insight into working with their internal partners to “sell” mail effectively and strategically to drive print and other core functions they also manage.

HOT TOPICS FOR MAIL OWNERS
The Mail Owners Workshop is a panel discussion for and by mail owners. With industry leaders from AT&T, Bank of America, Progressive and more, our panel will cover hot topics impacting mail owners today. Plus we will have a robust Q&A with the audience to see what is on your mind and help you with your questions. Topics will include how programs like Informed Delivery, Green and Secure Destruction, Informed Visibility, Seamless Acceptance, Move Update and much more are utilized by mail owners. Plus we will provide ideas and suggestions to help you as a mail owner an opportunity for you to engage with your data and your web presence to comply with the guidelines developed by the National Institute of Standards and Technology. As Marketers increase their usage of customer data to build more responsive Direct Mail, they need to know how to protect their data. This session will offer a top ten list of actions every SMB should take to protect their data.

PUTTING THE DATA INTO DATA-DRIVEN DIRECT MARKETING
Data is a powerful tool to help businesses make important marketing decisions, and many companies don’t know where to start with data, or are seeking fresh new opportunities. This workshop will show you how to get started - with some simple methods to understand how to use data to drive your next direct mail campaign. We will share a few examples of how businesses have used data to change their mailing programs. Mail smarter and improve their ROI. Learn about internal and external data sources and how they can help you jump-start into smarter Data Driven Direct Mail.

QUANTIFYING THE VALUE OF MAIL IN AN OMNI-CHANNEL MARKETPLACE
Please join us to discuss the drivers of marketing for the decision makers that choose the marketing spend, the CMO. What are their challenges and why do we have to engage with the data they collected in an illustrative way. Today, the stories our data can tell us are innumerable, but the story is only as good as the medium and the story-tellers. We will talk about how we can use our innate human ability to quickly find patterns in what we see. Data visualization helps to boil down complex ideas into simple, actionable views that can be both beautiful and highly informative. Here, we will give an overview of why you should use visualizations to tell your data stories and why you need the speed to action it provides.

WAITING FOR THE NEXT GENERATION CAMPAIGN AWARD WINNERS
Join VP of Product Innovation Gary Reblin as he talks to this year’s winners about the secrets to successful Informed Delivery campaigns, and announces this year’s Grand Champion winner.

THE RIGHT MESSAGE AT THE RIGHT TIME TO THE RIGHT AUDIENCE - AUTOMATICALLY
If you could put a personalized message in the mail within 24 hours of a purchase, would you do it? Triggered direct mail can send a message to people who visit your website, or visit a competitor’s store, or sign up for your service, or earn elite loyalty status, or who don’t read your emails – at without you doing a thing.

TIMING IS EVERYTHING: HOW MARKETING MAIL CAN DELIVER CUSTOMERS AT LIGHT SPEED
Marketing Mail has proven itself to be a valuable component of any multichannel campaign. However, it’s often difficult to execute concurrently with digital, mobile and social media channels. How can marketers ensure that mailing will be targeted to the right prospects at the right time to be effective? How can mail service providers ensure that mailings are perfectly choreographed with other touch points (ie call centers) for time sensitive campaigns? Getting it right could mean the difference between conversion and confusion. Attend this session and learn how companies are effectively leveraging marketing mail with digital channels & analytics to improve retention, response rates, and conversion and grow beyond their mailing list. Discussion will focus on relevant topics such as message targeting, optimizing spend, tracking and measuring response across channels and leveraging additional response channels such as USPS Informed Delivery. Gain insights on best practices for executing successful campaigns that drive more value from your mailings.

WHY DIRECT MAIL STILL WORKS
The largest living generation, millennials were born and raised in the digital age. However, this does not mean they are “digital addicts, and the impact of “digital fatigue” is very real. Direct mail is proven to work with millennials, and recent studies have shown that 90 percent of millennials surveyed find direct mail trustworthy. Moreover, 92 percent of those surveyed shared that mail influenced their purchasing decision. It’s time for savvy marketers to understand mail and millennials, and how to market to this important demographic. In this workshop, you’ll learn:
  • The importance of personalized messaging
  • How to keep up with millennials on the move
  • How to leverage multichannel marketing to improve response rates with millennials

WHY PRINT IS STILL AN IMPORTANT COMMUNICATION TOOL
For 15-20 years we’ve heard the prediction that print is dead, but the reality is – it is not going away any time soon. In fact, direct mail marketing pieces are on the rise and electronic delivery adoption rates for certain communications have flattened. This presentation will discuss why print is still an important communication channel - whether it is for marketing purposes or transactional mail - and how print is a critical part of an overall omnichannel communications strategy. Bottom line: Consumers still open and read their mail; however the trick is to grab their attention and increase engagement with your brand. Topics to be covered will include how to use print to drive consumers to digital channels as well as how to utilize the latest innovations of the USPS such as Informed Delivery and Informed Visibility to your advantage by increasing customer engagement and improving the overall customer experience.

WILDS: THE FUTURE OF BLOCKCHAIN IN TRADE AND LOGISTICS
Managing today’s logistics supply chains is extraordinarily complex. Ensuring the efficient flow of goods, data, and payments across multiple locations still requires lengthy paper trails, various intermediaries and many manual processes. This makes it difficult to manage critical information such as the origin and status of shipments, causing frictions in global trade. Blockchain technology promises to reduce these frictions through greater process digitization, automation, traceability and transparency. Come join our panelists that will share insights on the unique attributes of Blockchain, its impact on our industry, and how it will transform global logistics.
THE EVOLUTION OF DELIVERY: FROM MAILBOX TO MAIL “INBOX”

ENHANCING THE ECOMMERCE EXPERIENCE WITH USPS TECHNOLOGY
Take a tour of USPS technology solutions which you can leverage in your eCommerce website, warehouse fulfillment or returns processes. From simple queries to complex integrations, USPS offers online and offline solutions to help you meet customer expectations, choose the best products, prepare shipments, track packages, assist in returns and even provide labels to customers without a printer.

GOING WHERE THE MONEY IS - SELLING DIRECT MAIL TO DIGITAL BUYERS
With digital marketing budgets growing at double digits and traditional marketing budgets flat, selling to digital buyers is key to meeting growth targets. Learn from digital buyers what they are looking for, and how to position Direct Mail to meet their needs. Direct Mail response rates are 6 times that of any digital channel. Learn how to use SMS Text, cell phone cameras, and Informed Delivery to drive your prospects to your digital experiences.

INFORMED DELIVERY AND COMMINGLING: HOW TO MAKE EVERYTHING WORK AS INTENDED
This session will discuss how Informed Delivery interactive campaigns have helped many customers of all sizes and across many verticals. This session will share best practices, lessons learned, and tips to enable you to optimize your participation in Informed Delivery when you use or are considering using a Commingler.

THE STRATEGY AND TACTICS OF A WINNING INFORMED DELIVERY CAMPAIGN - CREATING AND MEASURING SUCCESS
Informed Delivery gives mailers the opportunity to make their mail more effective by reaching their prospects more than once. The delivery of an Informed Delivery ad can boost response and interest, as well as give prospects another avenue of response. This workshop will discuss the strategy and tactics of setting up an Informed Delivery campaign. How and why to create special web links, customized web landing pages, and how to use a unique URL for each piece to personalize the message. There will also be a discussion on how to measure meaningful response far beyond visits and click-through rates. Attendees will leave this workshop with all the tools they need to create their own campaign both within ID and online, and how to measure and optimize results.

INFORMED DELIVERY WORKS FOR MARKETERS
Daily advances in digital technology mean that marketing strategies must keep evolving to stay ahead of the curve. This workshop will introduce Informed Delivery as a part of an effective omni-channel marketing strategy, and will demonstrate how marketers can leverage the feature’s unique blend of digital and print to connect with consumers in innovative ways.

INFORMED DELIVERY: ADVANCED CAMPAIGN CREATION VIA POSTALONE!
Take interactive campaigns to the next level using PostalOne! Electronic Documentation (eDocs), which make advanced campaign creation possible. This workshop will cover the “how to” of Informed Delivery interactive campaign creation via PostalOne!

INFORMED DELIVERY: HOW TO CONDUCT INTERACTIVE CAMPAIGNS
USPS’ Mailer Campaign Portal allows mailers to easily upload digital content to conduct an Informed Delivery interactive campaign. This workshop will cover how to initiate interactive campaigns, view campaign data and results, upload and store digital media, and more, using the Portal.

INFORMED DELIVERY: USING AND UNDERSTANDING DATA
It’s all about the numbers, and Informed Delivery offers a lot of them. This workshop will explore the robust data that Informed Delivery provides, bringing data elements, timing, and potential use cases to life.

USING INFORMED DELIVERY TO ENHANCE YOUR NEXT OMNICHANNEL CAMPAIGN
When it comes to Informed Delivery (ID), marketers are likely to have questions. What does it take to manage a successful ID campaign at scale? What’s the best way to incorporate ID into a larger omnichannel marketing campaign? How can Dynamic Content Management and PostalOne! tools help you manage these complex campaigns? What quality control checks do you need in place to ensure your ID messaging is aligned with your direct mail offers and goes to the right recipient? And how do you measure success? Get the answers to these questions and more as we discuss what you need to manage complex one-to-one ID campaigns to ensure your marketing success.
2019 REGISTRATION OPTIONS

FULL REGISTRATION
Take advantage of all the NPF has to offer. The Full Registration is our best value. The package includes all General Sessions, Educational Workshops, US Postal Service Executive led sessions and workshops, Exhibit Hall access, Evening Receptions, Continental Breakfasts, Lunches and the Wednesday Closing Event.

Early Bird rate* .........................................$1,000
Regular rate** ............................................$1,050
On-site*** ..................................................$1,095

THREE-DAY REGISTRATION
Experience all NPF activities offered on three consecutive days of your choosing.

Early Bird rate* ..............................................$900
Regular rate** ..............................................$950
On-site*** ..................................................$1,000

TWO-DAY REGISTRATION
Experience all NPF activities offered on two consecutive days of your choosing.

Early Bird rate* ..............................................$850
Regular rate** ..............................................$900
On-site*** ..................................................$950

EDUCATION ONLY REGISTRATION
With concentration on education only, this package offers four days of Workshops, General Sessions and access to the Exhibit Hall. Food and beverage functions are excluded.

Early Bird rate* ..............................................$750
Regular rate** ..............................................$800
On-site*** ..................................................$850

SPouse/GUEST REGISTRATION
For paid attendees who would like to be accompanied by their spouse or guest during NPF social events, including access to the Exhibit Hall, this is a popular option.

$300 per additional guest

EXHIBIT HALL PASS ONLY
Interested in experiencing innovation in the Exhibit Hall? Take advantage of this Exhibit Hall only pass. Educational, food and beverage functions are excluded.

$50 flat fee for Exhibit Hall access

Fuel your success at the 2019 NPF. Select the registration package that’s right for you and register online at: NPF.org

YOU MAY BE QUALIFIED FOR NPF DISCOUNTS
• Receive a $50 Early Bird Discount*
• PCC members take $100 off a Full Registration or $50 off a Three-Day or Two-Day Registration.
• Plus, take an additional $150 off your Full or Three-Day Registration when you book your hotel through the NPF! See hotel options on page 36.
• For discounts, register online at NPF.org. Discounts will not be extended on-site.

REVIEW YOUR OPTIONS AND GO TO NPF.ORG FOR OFFICIAL REGISTRATION!

HURRY, EARLY BIRD REGISTRATION ENDS 3.1.19
COURTYARD BY MARRIOTT DOWNTOWN
601 West Washington Street Indianapolis, IN 46201
$215 per night

The Courtyard by Marriott is connected to the JW Marriott Headquarters hotel. A short walk through the JW Marriott hotel brings you directly into the Indiana Convention Center.

Experience a memorable getaway at the refreshed Courtyard Indianapolis Downtown, located in the heart of Circle City. After a day of meetings or exploring the city, wind down in our updated spacious accommodations, complete with free Wi-Fi, large work desks, luxurious bedding and flat-panel TVs. In the mood for a drink or a bite to eat? The Bistro serves up mouthwatering meals for breakfast and dinner as well as specialty Starbucks beverages and evening cocktails. Book our Indiana convention center hotel today!

FAIRFIELD INN & SUITES
501 W. Washington Street Indianapolis, IN 46204
$199 per night

Escape the Ordinary at the newly renovated Fairfield Inn & Suites. Conveniently connected to the JW Marriott Headquarters Hotel.

Work hard and play hard when you stay at newly-renovated Fairfield Inn & Suites Indianapolis Downtown. Each modern room and suite at our hotel come equipped with cotton-rich linens and a comfortable pillow top mattress. Built for your convenience, we provide a skywalk connecting the hotel directly to the Indiana Convention Center. Fuel-up for your day with our hotel’s complimentary continental breakfast featuring a wide selection of fresh fruit and pastries, then return in the evening for your favorite meal at our T.G.I. Friday’s.

INDIANAPOLIS MARRIOTT DOWNTOWN
350 West Maryland Street Indianapolis, IN 46225
$235 per night

Newly renovated spaces in downtown Indianapolis. Indianapolis Marriott connected directly with the Indiana Convention Center.

Newly-renovated! With newly redesigned rooms and meeting space, Indianapolis Marriott Downtown is the perfect home base for your trip to Hoosier country. For added convenience, take our skywalk to Indiana Convention Center and Lucas Oil Stadium. Our redesigned hotel rooms and suites are a representation of modern luxury with rich furnishings, unique decor and expansive windows. The newest hangout spot in downtown is Connor’s Kitchen + Bar where we serve up elevated comfort food and local craft brews.

JW MARRIOTT INDIANAPOLIS
10 South West Street Indianapolis, IN 46204
$245 per night

JW Marriott is the Headquarter Hotel for the National Postal Forum. All General Sessions will be held at this award-winning hotel!

Winner of four distinct Conde Nast Traveler awards including Best Hotel in Indiana along with the TripAdvisor Certificate of Excellence award, the JW Marriott Indianapolis Downtown is a landmark amid the five Marriott hotels connected to the Indiana Convention Center. This luxury hotel in Downtown Indianapolis soars 33 stories above the city and boasts one of the largest Marriott ballrooms in the world, offering over 103,000 sq. ft. of meeting and exhibit space, as well as two full-service restaurants. Adjacent to the convention center, just steps away from White River State Park, the Indianapolis Zoo, and many museums, our location is unparalleled.

SPRINGHILL SUITES BY MARRIOTT
601 West Washington Street Indianapolis, IN 42604
$215 per night

Springhill Suites by Marriott is conveniently located one block over from the Convention Center and right next door to the JW Marriott Headquarters Hotel.

Our downtown Indianapolis hotel is taking your stay to the next level. Collaborating with West Elm to create a travel experience found nowhere else. Guests will enjoy modern decor and furniture featuring custom sofas, hand-crafted pillows, reclaimed wood accents and more throughout the hotel that bring extra style to every stay.

GET A $150 REGISTRATION DISCOUNT WHEN YOU BOOK THROUGH THE NPF

The NPF has partnered with five exceptional hotels within walking distance from The Indiana Convention Center. As a benefit, attendees receive a preferred hotel rate plus a $150 registration discount off a Full or Three-Day Registration when hotel accommodations are booked through the NPF. This special offer is only available when you register online at NPF.org, so make your selection and enjoy the added savings!
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Attend the 2019 National Postal Forum
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100+ Mailing & Shipping Workshops
Exclusive USPS Led Sessions
USPS Official Certification Courses

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Largest Industry Exhibit Hall

REGISTER ONLINE AT NPF.ORG — SEE REGISTRATION OFFERS ON PAGE 35