Growth Driven
Fueling Your Mailing and Shipping Success

2019 EXHIBITOR | SPONSORSHIP PROSPECTUS

May 5-8, 2019
Indianapolis, IN
Indiana Convention Center
The National Postal Forum is Indy bound and is driven to fuel your mailing and shipping success. Join us at the Indianapolis Convention Center May 5-8, 2019 and experience a winning enthusiasm that will drive the results that will bolster your bottom line!

Get your motor runnin’ and see what’s in store for 2019!

The NPF is the only 2019 mailing and shipping event that delivers qualified business prospects, four-days of impactful sessions, educational workshops, and the industry’s largest three-day person-to-person trade show event. This unique platform continues to provide an ideal opportunity for mailers, marketing managers, shipping services, USPS representatives and product/service suppliers to share and disseminate knowledge and information that ultimately grows businesses and propels the Mailing and Shipping Industry forward.

Take time to review the opportunities we offer in this prospectus and get ready to take the checkered flag at the 2019 NPF!
**NPF Exhibit Hall – Where Attendees Seek Your Solutions**

The NPF Exhibit Hall is a one-stop destination where attendees seeking to strengthen their services can find solutions, tools and technologies to improve their operations. Whether it involves production software or equipment required for operations, attendees look to the NPF Exhibit hall for mailing and shipping related solutions.

**NPF Attendees – A diversified group of Mailing and Shipping Professionals**

The NPF Attendee represents virtually every segment of the Mailing and Shipping Industry. The NPF Exhibit Hall attracts Mail Service Providers, College & Universities, Direct Mail Advertisers to Financial Services, Fulfillment Services and Non-profit organizations and more. NPF Exhibitors will have the opportunity to engage and showcase their products and services to a highly specialized group of mailing and shipping professionals.

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**NPF ATTENDEE PROFILE**

**BY INDUSTRY**
- Mail Services - 26%
- Non-Profit - 19%
- Government - 19%
- College or University - 19%
- Direct Mail - 18%
- Fulfillment - 10%
- Financial Services - 14%
- Association - 4%

**BY JOB RESPONSIBILITY**
- Mail Services/ Management - 41%
- Operations/Manufacturing/Production - 15%
- Sales & Marketing - 13%
- Client Services/Postal Relations - 7%
- Consulting - 6%
- Information Technology - 5%
- Administration - 5%
- Logistics - 3%
Companies that Exhibit at NPF...

- Meet face-to-face with qualified buyers;
- Generate new sales leads;
- Increase brand awareness;
- Enhance product positioning;
- Reinforce existing customer relationships;
- Build stronger relationships with customers, industry suppliers and USPS executives at all levels;
- Develop prime and subcontractor business.

What former exhibitors are saying about NPF...

“Exhibiting at the NPF is an excellent opportunity to further engage with the industry”

“NPF staff is wonderful to work with and always is very attentive”

“NPF continues to be a great value and exceeds our ROI”

Showcase your Products and Services...

Secure a 2019 NPF BOOTH!

Long-term business relationships begin in the Exhibit Hall!

Showcase your company and reserve your space today!

Customize, design and build your booth to your specifications ensuring that your branding is consistent to your company’s product and service offering.

STANDARD BOOTH INCLUDES:

- 10’ X 10’ space
- 8’-high back drape, 3’-high side drape, one identification sign
- Four complimentary badges that allow access to the Exhibit Hall, NPF Sessions and Networking Receptions
- Company and product listing in the on-site NPF Program/Exhibit Hall Guide
- Company and product listing in the online expo
- Complimentary Exhibit Hall passes for exhibitors to distribute to customers
- Sponsor and Co-Sponsor opportunities

- Discounted rates on advertising in the on-site NPF Program/Exhibit Hall Guide
- Access to registered attendee mail list for exhibitor promotions
- Upgraded show floor promotions to increase traffic flow
- Complimentary dessert and coffee breaks in the Exhibit Hall for all
- Special prize drawings
- 10 of 15 Exhibit Hall Hours are Exclusive Attendee Hours that include two attendee luncheons
- 24-hour security service

Booth Price: $4,150 per 10’x10’ space
Recognized by advertisement in the on-site
• Recognized at the Wednesday Luncheon
• Special ribbon on nametags of every company member
• Special designation on nametags
• Special designation by company listing in the NPF Exhibit
• Recognized on the NPF Web site
• Recognized in post-show Exhibitor Newsletter and Blog
• Company logo displayed on the “Wall of Honor”
• Prominent on-site signage
• Named in the on-site NPF Program/Exhibit Hall Guide
• Recognized at the Wednesday Luncheon
• Recognized by advertisement in the on-site NPF Program/Exhibit Hall Guide and Trade Show Map and Guide
• Recognized in post-show Exhibitor Newsletter and Blog
• Recognized on the NPF Web site
• Special designation by company listing in the NPF Exhibit Hall Guide (if exhibiting)
• Special designation on nametags
• Special ribbon on nametags of every company member

Head Shot Photo Booth – All 3 days of the show
In addition to the sponsorship recognition package, the sponsored booth would be located on the exhibit hall floor. Professional photographers would be onsite to take head shots of attendees. Signage and branding of the sponsor would be throughout the booth.

Sponsor Contribution: $16,000 (pricing available for one and two days)

Attendee Bags
In addition to the sponsorship recognition package, sponsor may place company logo and information on the registration bags.
Sponsor Contribution: $15,000

Hotel Keys
In addition to the sponsorship recognition package, the sponsoring company’s name and logo will be printed on the keys of the NPF Headquarters Hotels. The keys will be distributed to attendees over the peak nights of the Forum.
Sponsor Contribution: Approximately $11,000 (Quote to be provided)

Cyber Station
In addition to the sponsorship recognition package, the Cyber Station will be a 20’x20’ booth prominently located in the Exhibit Hall and will contain a custom display incorporating the sponsors brand and logos. Also included will be charging stations and furnishings. Sponsoring company representatives are welcome to staff and greet guests.
Sponsor Contribution: $10,000

Refresh – Energize – Experience Lounge
(All 3-days of the event)
In addition to the sponsorship recognition package, the sponsored booth would be located on the exhibit hall floor. Games, special lounge furniture, snack and water will be available in this space for attendees to re-energize. Signage and branding of the sponsor would be throughout the booth.
Sponsor Contribution: Approximately $10,000

Refreshment Bar
Prominently located in the Exhibit Hall, the Refreshment Bar could be stocked with candy, healthy snacks, beverages/wine and beer. In addition to the sponsorship recognition package, sponsoring company will receive prominent signage at the station and a company representative may greet guests.
Sponsor Contribution: Approximately $10,000 (Quote to be provided)

Relaxation Station
Prominently located in the Exhibit Hall, attendees remain fully clothed and sit in a specially designed chair to receive a massage of the back, shoulders, arms, neck and hands. In addition to the sponsorship recognition package, sponsoring company will receive prominent signage at the station, a company representative may greet guests, and sponsoring company may provide massage therapists with shirts, hats or other clothing bearing sponsor’s company logo.
Sponsor Contribution: Approximately $10,000 (Quote to be provided)

Wednesday Luncheon
In addition to the sponsorship recognition package, extensive signage will be placed throughout the luncheon. For the Exclusive Sponsor, additional advertisement opportunities will be provided as well as the NPF Attendee Registration list to promote the event and the sponsorship and VIP seating.
Sponsor Contribution: $10,000

Attendee Badge
In addition to the sponsorship recognition package, sponsor may place company logo and information on badge to be distributed to all attendees.
Sponsor Contribution: $7,500

Exhibitor Reception
In addition to the sponsorship recognition package, extensive signage will be placed at food and drink stations throughout the reception. For the Exclusive Sponsor, additional advertisement opportunities will be provided as well as the NPF Attendee Registration list to promote the event and the sponsorship.
Co-Sponsor Contribution: $1,000 per sponsor
Sponsor Contribution: $7,000

Opening Reception
In addition to the sponsorship recognition package, extensive signage will be placed at food and drink stations throughout the reception. For the Exclusive Sponsor, additional advertisement opportunities will be provided as well as the NPF Attendee Registration list to promote the event and the sponsorship.
Co-Sponsor Contribution: $1,000 per sponsor
Exclusive Sponsor Contribution: $7,000

Wednesday Evening Closing Event
In addition to the sponsorship recognition package, extensive signage will be placed throughout the dinner and event. For the Exclusive Sponsor, additional advertisement opportunities will be provided as well as the NPF Attendee Registration list to promote the event and the sponsorship and VIP seating.
Sponsor Contribution: $7,000

Forum Directional Signage
In addition to the sponsorship recognition package, sponsor’s company logo will be printed alongside the NPF logo on all directional signage located throughout the NPF.
Sponsor Contribution: $6,000

Exhibitor Reception – Drink Tickets
In addition to the sponsorship recognition package, the sponsor would receive 500 drink tickets for the Exhibitor Reception, to promote attendance to the booth and to distribute to attendees. Drink tickets would be promoted in the program and flyer in registration bag to pick up at sponsoring companies booth.
Sponsor Contribution: $5,000

Notepads
In addition to the sponsorship recognition package, notepads will be placed in each Forum attendee’s tote bag for use throughout the meeting. Sponsoring company’s logo, will be printed on the pads.
Sponsor Contribution: $4,500

Writing Instruments
In addition to the sponsorship recognition package, a high-quality writing instrument will be placed in each Forum attendee’s tote bag to use throughout the meeting. Sponsoring company’s logo will be printed on the pens.
Sponsor Contribution: $4,500

Co-Sponsor (or per hole) Contribution: $1,000
Sponsoring company’s logo will be printed on golf ball/tee sets.
In addition to the sponsorship recognition package, the sponsoring company may provide massage therapists with shirts, hats or other clothing bearing sponsor’s company logo.

Sponsor Contribution: Approximately $10,000

Company may provide massage therapists with shirts, hats or other clothing bearing sponsor’s company logo.

Sponsor Contribution: $7,000

Exclusive Sponsor Contribution: $7,000
Co-Sponsor Contribution: $1,000 per sponsor
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Sponsor Contribution: Approximately $11,000 (Quote to be provided)

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Sponsor Contribution: Approximately $10,000 (Quote to be provided)
Coffee Cup Holder
In addition to the sponsorship recognition package, cardboard coffee cup holders with sponsor’s logo will be placed at three morning continental breakfast food and drink stations.
Co-Sponsor Contribution: $3,000

Lanyards
In addition to the sponsorship recognition package, sponsor will produce the lanyards with company logo for approximately 4,000 attendees to wear on-site.
Sponsor Contribution: $3,000

USPS Executive-Led Sessions
In addition to the sponsorship recognition package, sponsors will receive signage at the session and on the directional sign and receive recognition with the session listing in the on-site NPF Program/Exhibit Hall Guide.
Co-Sponsor Contribution: $1,000 per sponsor
Exclusive Sponsor Contribution: $3,000

VIP Luncheon on Monday or Tuesday in the Exhibit Hall
In addition to the sponsorship recognition package, the sponsor would receive a special area in the Exhibit Hall Luncheon where 200 invited attendees would eat. Sponsor can hand out special tickets and have a meet and greet at the luncheon area.
Sponsor Contribution: $3,000 (each day)

Trade Show Map and Guide
In addition to the sponsorship recognition package, the sponsor’s company logo ad will be printed on the Trade Show Map and Guide.
Co-Sponsor Contribution (Inside business-card size ad): $800 per sponsor
Co-Sponsor Contribution (Half-page back cover ad): $2,500 per sponsor

Registration Bag Insert Promotion
Put your company product and services information in the hands of mailing and shipping industry personnel who are attending the Forum to learn about and purchase the latest in mailing industry technology. Approximately 2,000 National Postal Forum attendees receive, on-site, a registration bag filled with the official NPF Program/Exhibit Hall Guide and other forum information. All information must be approved by NPF. Flyers must be provided by participating companies and received at NPF Headquarters by April 20, 2019. To order, check the Registration Bag Insert Promotion box on the Promotion Order Form. A confirmation and accompanying invoice will be sent to you.
Flyers are accepted on a first-come, first-served basis.
Cost: $2,000

Solicitation at the Front Entrance of the Exhibit Hall — 2-days
In addition to the sponsorship recognition package, the sponsor would be able to stand at the front entrance of the Exhibit Hall and pass out information to attendees regarding their products and services being displayed at the NPF.
Sponsor Contribution: $2,000 (Monday and Tuesday)

Dessert and Coffee Stations in the Exhibit Hall
In addition to the sponsorship recognition package, extensive signage will be placed at the dessert stations on Monday and Tuesday in the Exhibit Hall.
Co-Sponsor Contribution: $1,000 per sponsor

Gaming Opportunities in Exhibit Hall
In addition to the sponsorship recognition package, sponsors will have an opportunity to participate in a traffic building, interactive game with attendees. Attendees must be present to win. Details to follow.
Sponsor Contribution: $1,000 per sponsor

NPF Orientation Session
Be part of this highly useful and entertaining review of the National Postal Forum. This is a great opportunity to reach NEW, first-time attendees at the Forum. In addition to the sponsorship recognition package, sponsoring companies will receive signage in the workshop, and receive recognition with the session listing in the on-site NPF Program/Exhibit Hall Guide.
Co-Sponsor Contribution: $1,000 per sponsor

NPF Workshop Sessions
In addition to the sponsorship recognition package, sponsors will receive signage at the session and on the directional sign and receive recognition with the session listing in the on-site NPF Program/Exhibit Hall Guide.

Prize Drawing and Ticket Listing
In addition to the sponsorship recognition package, exhibitors will advertise company/booth prize or give away by being listed on a printed ticket for each attendee. Prizes will be announced at 11 am on Wednesday at the Networking Lounge and Prize Drawing stage in the exhibit hall. Winners will be sent to participating companies to pick up their prize. Winners do not necessarily need to be present to win.
Co-Sponsor Contribution: $500

Peer-to-Peer Roundtables
In addition to the sponsorship recognition package, sponsoring companies will receive signage at the session and on the directional sign and receive recognition with the session listing in the on-site NPF Program/Exhibit Hall Guide.
Sponsor Contribution: $1,000

Printing Stations
In addition to the sponsorship recognition package, signage will be placed at the printing stations and company logo will be added to the computer home page.
Sponsor Contribution: $1,000 per sponsor

Contiental Breakfasts
In addition to the sponsorship recognition package, extensive signage will be placed at three morning continental breakfast food and drink stations.
Co-Sponsor Contribution: $500

To place an order, contact Mary Guthrie by phone at 703-293-2313 or mguthrie@npf.org.
**Water for Session Breaks**

In addition to the sponsorship recognition package, the sponsoring company logo will be placed on the water stations or water bottles.

**Sponsor Contribution:** (Quote to be provided)

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**Pre-Show Mailings**

As a value-added service, exhibitors may promote their products and services to NPF attendees through pre-show mailings. The National Postal Forum must approve all promotional pieces in advance. Promotional items must tie in the company’s participation and products being displayed at the National Postal Forum. Promotional mailings may be scheduled to drop as early as April 19, 2019.

Exhibitors may mail to Mailing Industry Attendees, USPS and/or Exhibitors. The charge to mail to the pre-event mailing list is a flat fee of $500 to the NPF. Please contact Mary Guthrie, 703-293-2313 or mguthrie@npf.org, with inquiries and for quotes for printing and processing.

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**Publication Advertising**

The National Postal Forum Program and Exhibit Hall Guide will be combined into one publication that will be distributed on-site to approximately 4,000 mailing industry professionals. The NPF Program/Exhibit Hall Guide contains detailed information on the keynote address, business sessions, special events, product and contact information for all exhibitors, floor plans and all information needed to take maximum advantage of the NPF Forum.

**Advertising Options:**

- **Four-Color Ads—NPF Program/Exhibit Hall Guide**
  - 8.5” x 11” ad size, full page*: $1,500 per ad
  - 8.5” x 5.5” ad size, half page*: $1,000 per ad
  - Page one (opposite cover 2) – 8.5” x 11”*: $3,000
  - Cover 2 (inside front cover) 8.5” x 11”*: $3,000
  - Cover 3 (inside back cover) 8.5” x 11”*: $3,000

- **Back two pages of NPF Program matrix**
  - 8.5” x 11” each*: $3,000 each page
  - Corner Ads 3” x 3” ad*: $500 per ad

*Page trim size is 8.5” x 11”; minimum 1/8” additional required per bleed.

Position guarantees are not available. The National Postal Forum reserves the right to position ads within the NPF Program/Exhibit Hall Guide at its sole discretion. NPF reserves the right to reject ads that, in its opinion, are inappropriate for NPF publications. Check off the ads you would like to place on the Promotion Order Form.

Send application and artwork to:

Mary Guthrie  
National Postal Forum, Suite 150  
3998 Fair Ridge Drive  
Fairfax, VA 22033-2920

You may also send to: mguthrie@npf.org

For questions, call Mary at: 703-293-2313

Ad Insertion Closing Date: April 1, 2019

Artwork must be delivered by: April 5, 2019

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**The National Postal Forum Promotional Program Drives Extraordinary Traffic!**

**2019 Expected to host 4M+ Attendees**

**WE GET THE WORD OUT!**

- 50M+ direct mail pieces to past and prospective attendees
- USPS Sales Force and Postal Customer Council promotional kit distribution to promote the Forum.
- Dynamic NPF Web site touting the most current information.
- Publication articles, Ads and social reach of 400M+ industry professionals.
- Frequent email messaging and PR releases.
- NPF news brief emailed biweekly.
- Digital Online campaign Social updates on NPF Facebook, LinkedIn, Twitter and Blog pages.
- Promotion at National Postal Customer Council Day.
- Exclusive USPS endorsement of the NPF.

**READY TO MAKE IT HAPPEN?**

For available sponsorship and advertising opportunities contact us at:

703-293-2313 or email Mary Guthrie at mguthrie@npf.org
# NATIONAL POSTAL FORUM
## PARTNER COMPANIES

For 2019 NPF Partnership opportunities call Mary Guthrie at 703-293-2313 or Laurie Woodhams at 703-293-2329 or email mguthrie@NPF.org or lwoodhams@NPF.org.

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We’ll see you at the starting line!

Be part of the greatest spectacle in delivery!