



# The 2019 National Postal Forum at Indy:

WHY IT'S A MUST-ATTEND FOR THOSE DRIVEN TO WIN.

Every year, the NPF provides the opportunity for mailing and shipping professionals to learn and connect in ways that will help fuel greater growth within their companies. This year, the energy-packed 4-day Forum will be taking place in Indianapolis, the home of the Indy 500. What better venue to pump up excitement about the latest happenings within the industry! By equipping attendees with the education, networking ops and training geared towards revving up your company's profit potential, the NPF will help you reap an ROI that's positively turbo-charged!

## THE NPF: GETTING YOU UP TO SPEED TO HELP YOU SUCCEED.

Innovations. Information. New methods of getting things done. And delivered. The future is coming at you fast at every turn. Attendees of the 2019 NPF will be in the driver's seat, learning the tools, cutting edge technologies and gaining front-row access to knowledge imparted by leaders from the most successful global marketing firms and mailrooms. All of which will translate into even better best practices, more cost-effective ways of doing business. And give you the inside track in solidifying customer loyalty.

### OVERVIEW:



#### EDUCATION:

- Get in on the most effective, efficient ways to utilize the USPS
- Learn of the most recent USPS campaigns for saving your company money
- Add big value to your professional development with USPS Professional Certifications
- Back at the office, share what you've learned with colleagues via online session materials



#### TECHNOLOGY:

Witness up close the most current technologies in action that can streamline operations, reduce costs. Take part in the industry's largest exhibit hall and discover innovation that can help your bottom line.



#### NETWORKING:

Take advantage of invaluable opportunities to exchange experiences and ideas with fellow marketing and mailing industry pros. Participate in the many networking events including Peer-to-Peer Roundtables where like-minded professionals share best practices.

## FASTEN YOUR SEATBELTS

Adopting the latest USPS changes. Solving service issues. Reducing costs. Getting your business to grow full throttle. The NPF empowers attendees to accomplish it all by:

#### Providing a comprehensive educational program

- 100+ educational workshops led by USPS industry experts
- Official USPS Certification Courses: Certified Direct Mail Professional, Executive Mail Center Manager and Mail Design Professional
- USPS and industry expert led sessions
- USPS Professional Certification

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

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

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

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

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

- Monday Opening General Session featuring the Postmaster General
- Tuesday General Session featuring the USPS Chief Customer and Marketing Officer
- USPS Executive Briefing Workshops

# Everyone's racing to attend the 2019 NPF!

## EXCLUSIVE ON-SITE USPS CERTIFIED COURSES OFFERED TO NPF ATTENDEES

### Certified Direct Mail Professional (CDMP) Course offered at NPF

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

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

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

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

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

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

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

### Demonstrate your dedication with USPS Professional Certification!

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

## CONFERENCE BUDGETING EXPENSES

### CONFERENCE REGISTRATION: \$400 - \$1095

Depending on the registration option you choose.

### HOTELS:

#### Courtyard by Marriott Downtown

601 West Washington Street Indianapolis, IN 46201

Rate: \$215 per night

#### Fairfield Inn & Suites

501 W. Washington Street Indianapolis, IN 46204

Rate: \$199 per night

#### Indianapolis Marriott Downtown

350 West Maryland Street Indianapolis, IN 46225

Rate: \$235 per night

#### JW Marriott Indianapolis

10 South West Street Indianapolis, IN 46204

Rate: \$245 per night

#### Springhill Suites by Marriott

601 West Washington Street Indianapolis, IN 46204

Rate: \$215 per night

### MEALS:

**\$0 - \$50:** All meals are included with **Full, One, Two** and **Three Day Registrations** with the exception of Monday night. *(No meals are included with the Education Only Registration type.)*

### DISCOUNTS:

- **Book your hotel room through NPF and save \$150** off a FULL or 3 DAY registration.
- **\$100 off of a FULL or \$50 off of a 2 DAY or 3 DAY** registration if you are a PCC member.

### TRANSPORTATION TO AND FROM AIRPORT:

The Indianapolis Airport is approximately 14 miles from downtown Indianapolis and the Indiana Convention Center. There are plenty of transportation options to choose from including public transportation, Taxis, Uber, and Lyft.

#### Indianapolis International Airport:

7800 Col. H. Weir Cook Memorial Dr,  
Indianapolis, IN 46241

#### Indiana Convention Center:

100 S Capitol Ave, Indianapolis, IN 46225



**Make your plan and register for the 2019 NPF today.  
Start your engines at NPF.org.**