YOUR TICKET TO SUCCESS...DELIVERED AT 2020 NPF!

Attendees and Exhibitors, seize this golden opportunity to forge relationships with like-minded mailing and shipping professionals that will go the distance in creating a positive, powerful impact on your business. The 2020 NPF is the only meeting that delivers qualified client prospects, invaluable sessions, workshops, networking opportunities and state-of-the-art technology directly to you – all packed up in a three-day, person-to-person trade show event at the stunning Orlando World Center Marriott.

Why Mailing and Shipping industry leaders attend the NPF

- Purchasing USPS and industry supplier products and services;
- Exploring an abundance of options in state-of-the-art technology and services;
- Learning to improve efficiency and profitability;
- Networking and connecting with customers, industry suppliers and USPS executives at all levels;
- Enhancing professional skills and worth;
- Keeping up-to-date on new postal products and services, technologies, rates and issues;
- Hearing directly from the Postmaster General and USPS officers.

Take a moment to review all we have to offer in this prospectus. Then get prepared to embark on the most anticipated journey in the ever-evolving Industry of Shipping and Mailing! Happy travels!

Collaboration
Partnership
Brand-Awareness
Relationship Building
Sales
Meetings
Solutions
Education
Customers
Demonstrations

April 26-29, 2020
Orlando World Center Marriott
2020 NPF Trade Show Hours

Monday, April 27, 2020 ........................................... 9:30 AM – 4:00 PM
Tuesday, April 28, 2020 ........................................... 9:30 AM – 2:00 PM
Exhibitor Reception ........................................... 5:00 PM – 6:30 PM
Wednesday, April 29, 2020 ............................ 9:00 AM – 12:00 PM

NOTE: Attendee lunch will be held in the Exhibit Hall
Monday and Tuesday from 12:00PM – 1:30PM

YOUR JOURNEY AWAITS
Contact Mary Guthrie for all the details!
703-293-2313
mguthrie@NPF.org
NPF EXHIBIT HALL – WHERE A DIVERSIFIED GROUP OF MAILING AND SHIPPING PROFESSIONALS SEEK YOUR SOLUTIONS

NPF ATTENDEES ARE TENDED PROFESSIONALS!

[Pie chart showing the distribution of industry experience]

NPF ATTENDEES HAVE BUYING POWER!

[Pie chart showing the distribution of postal budgets]

PURCHASING INFLUENCE

2019 TOTAL ATTENDANCE: >4,400 PEOPLE!

The highest level in 10 years!

BY INDUSTRY


YEAR TO YEAR OVER 1/3 of attendees are first timers

NPF ATTENDEE PROFILE

INTERESTED IN FULFILLMENT SERVICES

SEeks USPS RELATED SOLUTIONS

LOOKING FOR MARKETING SERVICES

NEEDS MAILING EQUIPMENT

PURSUING PRINT RELATED SUPPORT

WANTS SOFTWARE/ DATABASE SOLUTIONS
WHY YOUR COMPANY SHOULD EXHIBIT AT NPF

• Meet face-to-face with qualified buyers;
• Generate new sales leads;
• Increase customer 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:

The NPF continues to be a great value and exceeds our ROI

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

The NPF staff is wonderful to work with and always is very attentive

"...NPF has always been an important part of our annual marketing budget and with outstanding results."  
Chris Lien, President, BCC Software

SHOWCASE YOUR PRODUCTS AND SERVICES – SECURE A 2020 NPF BOOTH!

You may customize your booth to your specifications ensuring that your company’s name and branding stay consistent, and design and build your booth 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 and NPF 2020 App
• Complimentary Exhibit Hall passes for exhibitors to distribute to customers
• Sponsor and Co-Sponsor opportunities
• Discounted rates on advertising
• 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

$4,150 PER 10’ X 10’ SPACE

Contact Mary Guthrie for all the details!
703-293-2313 | mguthrie@NPF.org
The following sponsorships are your unique opportunity to reach out to all NPF attendees. Combine sponsorship recognition with NPF exhibit booth and increase the success of attracting your target audience. Organizations that have previously sponsored or co-sponsored an event will have first right to participate in the sponsorship program for the next NPF. The NPF, however, reserves the right to exclusively sponsor any of the offered opportunities.

**SPONSOR AND CO-SPONSOR RECOGNITION PACKAGE INCLUDES:**
- Company logo displayed on the “Wall of Honor”
- Listed with logo and link on website sponsorship page
- Prominent on-site signage
- Named in the on-site NPF Program/Exhibit Hall Guide
- Recognized at the Wednesday Luncheon
- Recognized in post-show Exhibitor Newsletter
- Special designation by company listing in the NPF Program/Exhibit Hall Guide (if exhibiting)
- Special designation on nametags

**ATTENDEE BAGS**
In addition to the sponsorship recognition package, sponsor may place company logo and information on the registration bags.

Sponsor Contribution: $15,000

**GOLF TOURNAMENT**
In addition to the sponsorship recognition package, the sponsor’s logo will be printed on golf ball/tee sets.

Maximum players – 144

Co-Sponsor (or per hole) Contribution: $1,000

Exclusive 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)

**WEDNESDAY LUNCHEN**
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

**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

**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

**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

**NEW: BRAND LIGHT BOXES**
In addition to the sponsorship recognition package, illuminate your brand in a light box designed to draw attention and brand your company.

Sponsor Contribution: $2,500

**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

**1 METER BRANDING BOARD**
In addition to the sponsorship recognition package, sponsor will advertise on a 1 meter, double sided board to be placed in a high traffic area.

Sponsor Contribution: $1,000

**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, the 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

**NEW: BRAND LIGHT BOXES**
In addition to the sponsorship recognition package, illuminate your brand in a light box designed to draw attention and brand your company.

Sponsor Contribution: $2,500

**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

**1 METER BRANDING BOARD**
In addition to the sponsorship recognition package, sponsor will advertise on a 1 meter, double sided board to be placed in a high traffic area.

Sponsor Contribution: $1,000
NPF APP ADVERTISEMENT
In addition to the sponsorship recognition package, the sponsor will have their logo on the app that will be distributed on-site.
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.
Co-Sponsor Contribution: $1,000 per sponsor
Exclusive Sponsor Contribution: $1,000

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): $500 per sponsor
Co-Sponsor Contribution (Half-page back cover ad): $2,500 per sponsor

DESSERT AND COFFEE STATIONS IN THE EXHIBIT HALL
In addition to the sponsorship recognition package, extensive signage will be placed at the dessert stations and coffee on Monday, Tuesday and Wednesday 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

CONTINENTAL BREAKFASTS
In addition to the sponsorship recognition package, extensive signage will be placed at three morning continental breakfast food and drink stations.
Sponsor Contribution: $1,000 per sponsor

DAILY PRIZE DRAWINGS IN EXHIBIT HALL
In addition to the sponsorship recognition package, signage will be placed at the prize drawing stations and company logo will be added to the computer home page.
Sponsor Contribution: $1,000 per sponsor

FLOOR CLINGS
In addition to the sponsorship recognition package, sponsors will receive one 24” x 24” (approximate size) Floor Cling Advertisement that will be placed in high traffic areas.
Co-Sponsor Contribution: $500 per drawing

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

HANGING BANNERS
In addition to the sponsorship recognition package, a banner with sponsor’s company artwork displayed on the onsite APP will be prominently displayed.
Sponsor Contribution: (Quote to be provided)

WATER FOR SESSION BREAKS
In addition to the sponsorship recognition package, the sponsoring company logo will be placed at the water stations or on water bottles.
Sponsor Contribution: (Quote to be provided)

INCREASE BRAND AWARENESS AND GET NOTICED WITH NPF ADVERTISING
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 technology in industry.
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 10, 2020.
Sponsors are accepted on a first-come, first-served basis. Cost: $2,000

PUBLICATION ADVERTISING
The National Postal Forum Program and Exhibit Hall Guide will be combined into one publication and distributed 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
5” x 9” ad size, full page: $5,000 per ad
5” x 4.5” ad size, half page: $2,500 per ad
Page one (inside front cover) 2.5” x 9” $3,000
Cover 2 (inside back cover) 5” x 9” $3,000
Cover 3 (inside back cover) 2.5” x 9” $3,000
Back two pages of NPF Program matrix 5” x 9” each $3,000 each page
*Page trim size is 5” x 9”. Minimum 1/8” additional required per blessed.
The National Postal Forum reserves the right to position ads within the NPF Program/Exhibit Hall Guide at its sole discretion. The National Postal Forum reserves the right to reject ads that, in its opinion, are inappropriate for NPF publications.

Send application and artwork to: Mary Guthrie
National Postal Forum
3998 Fair Ridge Drive, Suite 150
Fairfax, VA 22033-2920
For questions, call Mary at: 703-293-2313
Ad Insertion Closing Date: March 27, 2020
Artwork must be delivered by: April 3, 2020

NPF 2020 Exhibitor | Sponsorship and Advertising Prospectus
TARGETED EMAIL BLASTS
An advertiser can purchase a "dedicated e-blast" that advertises their product/services to recipients in the NPF current distribution list.

NPF WEBSITE ADVERTISING
The NPF website is the ultimate resource for direct mail and postal professionals. To ensure high exposure for advertisers, the NPF website allows for only exclusive banner ad positions throughout the site.

MAILING INDUSTRY PRODUCT GUIDE
The latest version of the Mailing Industry Product Guide, with its revamped company profiles, more powerful search engine, and mobile-responsive design, makes it even easier for direct mail and postal industry professionals to find the products and services they need—your products and services. A basic company listing is available to NPF exhibitors/sponsors at no cost, but you can increase your company's visibility with an enhanced web- and email-enabled listing, as well as multiple display ad opportunities. We're confident that you'll find it a valuable tool for reaching your target market.

NPF MAILING INDUSTRY UPDATES
Sent every Wednesday to nearly 10,000 industry professionals, the NPF Mailing Industry Updates e-newsletter consists of the week's top direct mail-related news stories. A wide variety of ad options, including dedicated e-blasts to the subscriber list, are available to help you get your product or service in front of highly qualified buyers.

REACH MORE PROSPECTS... VIA NPF’S PARTNER, MULTIVIEW.

THE NPF GETS THE WORD OUT!
THE NPF PROMOTIONAL PROGRAM REACHES THE ENTIRE INDUSTRY! 2020 WILL HOST 4M+ INDUSTRY ATTENDEES!

• 50M+ direct mail pieces to previous and prospective attendees
• USPS Sales Force and Postal Customer Council promotional kit distribution to promote the Forum
• Dynamic NPF Web site containing the most current information
• Publication articles, ads and social reach of 400M+ industry professionals
• Frequent email messaging and PR releases
• NPF electronic newsletter emailed to 10,000 industry professionals weekly
• NPF updates on Facebook, LinkedIn, and Twitter
• Promotion at National Postal Customer Council Day
• Exclusive USPS endorsement of the NPF

LET’S GET THIS SHOW ON THE ROAD!
For available sponsorship and advertising opportunities contact NPF at:
703-293-2313 or email Mary Guthrie at mguthrie@NPF.org.

For 2020 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.

To learn more about these limited opportunities, contact our publishing partner:
MULTIVIEW
972.402.7070
salesinquiries@multiview.com
INNOVATING THE JOURNEY
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EVERY SUCCESSFUL JOURNEY BEGINS WITH ONE STEP.
TAKE THAT STEP TODAY!
Contact Mary Guthrie
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We’ll see you in Orlando!
April 26-29, 2020 | Orlando World Center Marriott