



## NATIONAL POSTAL FORUM

April 26-29, 2020

Orlando World Center Marriott

Orlando, Florida

BULLETIN #1

### ATTENTION: NPF EXHIBITOR

As Show Management, we are delighted that you have chosen to participate in the 2020 National Postal Forum in Orlando, Florida.

A confirmation of your booth space assignment was sent to you. Every effort was made to provide you with your booth space preference, however, not all requests could be accommodated. Booth spaces were assigned on a first-come, first-served basis according to when your deposit was received. **Now is the time to check your space location and review surrounding companies to ensure that you are located near compatible companies.** Electrical service is installed from floor ports located throughout the hall. The ceiling height clearance for Cypress Ballroom is 30'. **The Ballroom is carpeted!** Please contact the Freeman Decorating Company for ceiling height clarification and specific dimensions of your booth space assignment if you have any questions or concerns while planning your exhibit layout.

The Exhibitor Service Manual containing rules, regulations and general information, plus various order forms for services you may need during your installation and dismantle, can be found online at [NPF.org](http://NPF.org) under The NPF Exhibitor Resources tab and then scroll down. Please review this manual as soon as possible and note the various deadlines for specific information and services. If you have questions about any of the information contained in this manual, please contact Show Management or the Freeman Decorating Company.

All booths will be provided with 8' high - blue, and red back wall drape and 3' high blue side drape. The Cypress Ballroom is fully carpeted.

The balance due date for the remaining cost of the space assignment is due Friday, March 20, 2020. Please refer to your invoice for your balance due.

If you have questions concerning your space assignment or deposit, please call Mary Guthrie at (703) 293-2313 or Laurie Woodhams at (703) 293-2329 at the NPF Headquarters.

**OFFICIAL SERVICE  
CONTRACTOR/EXHIBITOR SERVICE  
MANUAL**

Freeman Decorating Company  
1601 Boice Pond Road  
Orlando, FL 32837

[freemanOrlandoES@freemanco.com](mailto:freemanOrlandoES@freemanco.com)

Phone: (407) 816-7900

Facsimile: (469) 621-5605

Freeman Decorating Company has been appointed the Official Service Contractor for this event and will be responsible for an orderly and efficient move-in and move-out. The Service Manual, which can be found online at NPF.org includes detailed display rules and regulations, order forms for furnishings, electricity, telephones and information on shipping your display and materials

**LOCATION**

Orlando World Center Marriott  
8701 World Center Drive  
Orlando, FL 32821  
Tel: 407-238-8544

National Postal Forum Events and Exhibition will be at the Orlando World Center Marriott in Orlando, Florida. The Exhibition will be held in Cypress Ballroom and the Registration will be located, in Cypress 1 Alcove outside the Cypress Ballroom at the main convention center in the Orlando World Center Marriott.

**OFFICIAL EXHIBITION DATES AND HOURS:**

Monday	April 27, 2020 9:30 a.m. – 4:00 p.m.
Tuesday	April 28, 2020 9:30 a.m. – 2:00 p.m. 5:00 p.m. – 6:30 p.m. (Exhibitor Reception)
Wednesday	April 29, 2020 9:00 a.m. - 12:00 noon

**INSTALLATION**

Saturday	April 25, 2020 8:00 a.m. – 5:00 p.m.
Sunday	April 26, 2020 8:00 a.m. – 5:00 p.m.

Exhibits must be set by 5:00 p.m. on Sunday, April 26, 2020 to facilitate cleaning the Exhibit Hall. Exhibitors may enter the hall during the above installation hours and remain in the hall after the official closing of installation listed above to continue to work on their displays. Additional exhibitors will not be permitted to enter the hall after the official closing time of installation. If you need additional time to set your booth, please contact Show Management.

**DISMANTLE**

Wednesday	April 29, 2020 12:00 noon – 8:00 p.m.
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Dismantling of exhibits will begin at the break of the show at 12:00 noon on Wednesday, April 29, 2020. All exhibits must be removed from the facility by 10:00 p.m. on Wednesday, April 29th. All carriers must check in no later than Wednesday, April 29th at 8:00 p.m.

## **EXHIBITOR REGISTRATION -- READ CAREFULLY**

Exhibitor registration is provided for four individuals per 10'x10' space. This registration entitles EXHIBITORS entry into the exhibition hall during installation, exhibition, and dismantle hours as well as business sessions. Each exhibitor must have a badge to gain access to all General Sessions and Educational Sessions. Exhibitors who wish to attend the full schedule of Educational Sessions and all social events must complete the attendee registration form located in the preliminary announcement, and pay the fee indicated.

To register your personnel, please go to NPF.org and access the Registration button to sign-in with your username and password by April 6, 2020. All personnel must be registered under the company that is exhibiting. **FOUR BADGES PER 10'X10' BOOTH ARE PROVIDED AND ALLOW ACCESS TO THE EXHIBITION HALL. ANY EXHIBITOR REGISTRATION UPDATES, ADDITIONS, AND CHANGES CAN ALSO BE MADE** by signing in with your username and password on our website. Exhibitors may pick up their badges beginning Saturday, April 25th at 8:00 a.m. at the Exhibitor Registration Desk at the Orlando World Center Marriott Convention Center. Exhibitors are encouraged to register in advance; however, on-site registration will be available at the Exhibitor Registration Desk.

### **Exhibitor Appointed Contractors**

Exhibiting companies that have appointed Exhibitor Appointed Contractor or personnel to set their booth must complete the Non- Official Contractor Form found on our website under The Exhibitor Resources Tab and return it to Show Management by Friday, **April 10, 2020**. Special badges will be provided to outside contractors and installation and dismantle Exhibitor Registration Desk

located in Cypress 1 Alcove beginning on **Saturday, April 25, 2020 at 8 am.**

## **HOUSING INFORMATION**

**For those companies that book rooms for their personnel through the NPF hotels, the company will receive two (2) lunch tickets for every 10'x10' booth space for both Monday and Tuesday's luncheons in the exhibit hall.** Please go to NPF.org and sign-in with the Register button using your username and password. If you have forgotten your username or password, click on the forgot username and password and provide email address to update. Rooms are available through NPF housing at the Orlando World Center Marriott. As the contact person for your company, use your username and password for signing in and reserving hotel reservations. Please remember that you must enter unique emails as the system does not allow duplicate emails. You can also make changes as needed. Just go to our web site [NPF.org](http://NPF.org) and click on the Register Button.

### **Hospitality Functions and Affiliate Meetings**

The National Postal Forum monitors closely the requests from companies for hospitality suites/meeting rooms to encourage exhibitors to use the suites/rooms during non-official function hours, and to discourage non-exhibiting companies from utilizing a hospitality suite for business purposes and product demonstrations. If you are aware of violations of these policies, please inform Show Management. If you need a meeting room for special meetings, please complete the Meeting Space Request Form found at NPF.org under the Exhibitor Resources Tab and email the completed form to NPF at [meetings@npf.org](mailto:meetings@npf.org).

## **Off Property Activities**

If your company is planning an activity for the National Postal Forum, we ask that you send to the NPF Headquarters in writing, a description of the function, date and time, and means of transportation. We ask that you provide this information to the NPF staff so that we may respond to individuals when the NPF staff is asked about these special functions. NPF will not publicize these events and assumes that all functions are by invitation only.

## **PROMOTIONAL OPPORTUNITIES**

### **Sponsorships**

Sponsorship opportunities are available to exhibiting companies. Participating companies will be included in several branding opportunities such as listed in the on-site NPF Program/Exhibitor Guide, on the “wall of honor,” and through signage placed on-site. Please go to the Exhibitor Prospectus for sponsorship opportunities or contact Mary Guthrie at [mguthrie@npf.org](mailto:mguthrie@npf.org) for more details.

### **Advertisement for the NPF Program and Exhibit Hall Guide**

To place your company’s ad in the Program/Exhibit Hall Guide for the Forum, please email Mary Guthrie at [mguthrie@npf.org](mailto:mguthrie@npf.org) to hold a space. The Program/Exhibit Hall Guide will be distributed to all NPF attendees on-site. The closing date to place an ad is March 27, 2020. All camera-ready artwork should be received at the NPF Headquarters by **April 3, 2020**.

### **Registration Bag Insert**

Don’t miss the opportunity to include your promotional flyer in the National Postal Forum registration bag. See details in the Exhibitor Prospectus.

## **Pre-Show Mailing**

The attendee mailing list for the National Postal Forum will be available to mail to promote your company's products and participation at the National Postal Forum. For more information, see the Pre-Show Mailing tab under the Exhibitor Resources online. Please contact Mary Guthrie at (703) 293-2313 or [mguthrie@npf.org](mailto:mguthrie@npf.org).

## **Complimentary Guest Passes**

Complimentary Guest Passes will be e-mailed to each individual exhibiting company. Exhibitors may distribute them to their customers to attend the Exhibition at no charge.

The Complimentary Guest Passes do not include access to the General or Educational Sessions, or any social functions. Exhibit hall passes will be available onsite for purchase in the amount of \$50.00.

## **NPF Logo**

The National Postal Forum encourages all exhibiting companies to promote the National Postal Forum in their marketing to their clients. To help you in this marketing outreach effort please download the NPF Logo located under the Exhibitor Resources tab online.

## **Speakers and Educational Session Suggestions**

Those who are interested in participating in a presentation for Educational Sessions must have previous and relevant speaking experience. NPF will begin to accept presentation abstracts after the 2020 NPF for the 2021 NPF. Check the home page at [NPF.org](http://NPF.org) for the online abstract submission program after the Forum.

## **New Product Information**

If you would like to have new product information showcased in the Program/Exhibit Hall Guide or distributed in a press release prior to the Forum, please complete the New Product Information Form and return it to NPF by Friday, March 27, 2020. This form is for products and services that have been launched since the previous Forum (NPF in Indianapolis). Download a copy of the New Product Form located under the Exhibitor Resources tab online.

## **SPECIAL EVENTS AND SERVICES**

Arrive early to the NPF and make this career-enhancing trip even more memorable. You can make a difference by volunteering and making memories in Orlando, Florida.

### **Habitat for Humanity**

The NPF is supporting Habitat for Humanity and their goal of creating a world where everyone has a place to call home. On Saturday, April 25th from 9:00 a.m. to 3:00 p.m., spend the day working on a single-family home in Orlando. You can feel good about your contribution and make a tangible difference by helping grow a community. Register online at [NPF.org](http://NPF.org) by accessing the Register button.

### **NPF Charity Golf Outing**

The 2020 NPF Charity Golf Outing will be held at the acclaimed Hawk's Landing Golf Club. Shotgun is at 1:00 p.m. on Saturday, April 25<sup>th</sup>. Golf outing proceeds will be donated to Habitat for Humanity Orlando. Register online.

## **Welcome and Areas' Reception**

The Welcome Reception and seven USPS Area Receptions will be combined and held at the Marriot on Sunday, April 26th from 5:00 p.m. – 6:30 p.m.

## **Exhibitors' Reception**

The annual NPF Exhibitors' Reception will be held Tuesday, April 28th, from 5:00 p.m. – 6:30 p.m. in the Exhibit Hall giving you a chance to interact with colleagues and industry leaders from across the nation.

## **Wednesday Evening Event**

Exhibitors are welcome and encouraged to join their industry peers on Wednesday, April 29, 2020, at the closing event that will be held on property. Exhibitors may purchase tickets for this event at the Exhibitor Registration Desk on-site for \$100 per person.

## **Luncheons and Dessert Break in Exhibit Hall**

Complimentary dessert and coffee breaks will be provided inside the exhibit hall in various areas throughout the hall Monday through Tuesday.

The Monday and Tuesday NPF Luncheon programs will be held in buffet style inside the Exhibit Hall. Immediately following the Luncheons, dessert will be served in the exhibit hall at various stations located throughout the exhibit hall.

Tickets are available for sale on-site for the Monday and Tuesday luncheons or provided complimentary when hotel rooms are reserved in the NPF housing block. Tickets may be purchased at the Exhibitor Registration Desk on-site for \$35.00 per person.

## **NPF Lounge and Prize Drawing Stations**

This year, we've carved out a special space dedicated to making it easier to engage with your fellow NPF attendees, swap ideas, feed your hunger for knowledge...or simply chill. Introducing the 2020 NPF Lounge, a central gathering place...also where the final prize drawings will take place on Wednesday before closing. Don't miss this dynamic 2020 Exhibit Hall feature.

To enhance traffic flow through the exhibit hall, the National Postal Forum has placed prize-drawing stations throughout the hall.

## **Mailing Industry Resource Pavilion**

The Mailing Industry Resource Pavilion is an information-gathering place for mailing industry professionals attending the National Postal Forum. It is where NPF attendees will find an assortment of organizations active in the mailing community that can help them develop their careers and increase their knowledge.

## **Learning Lab**

Participate in a whole new level of stimulating mini-workshops at the Learning Lab.

## **Onsite APP for 2020 NPF**

The NPF APP is designed to create engagement and interaction! All NPF attendees will have the opportunity to download the APP to their smart phone. The goal is to connect and stay up to date on all the activities at the NPF. Stay tuned for more information. Sponsorship opportunities are available. Contact Mary Guthrie at [mguthrie@npf.org](mailto:mguthrie@npf.org) for more information.

## **USPS Booth and Consultation Center**

The USPS exhibits offer you another opportunity to see how they seamlessly align with your business needs. Both booths will be on the exhibit floor for your and the attendee access.

## **ENGAGE**

Be sure to follow the National Postal Forum on Facebook, LinkedIn and Twitter. When tweeting, use the #2020NPF hashtag to track tweets.

Information provided on these media streams will keep you up to date with what is going on with the forum and the mailing industry.

### **LinkedIn:**

<https://www.linkedin.com/groups/2554479/>

### **Facebook:**

<https://www.facebook.com/pages/National-Postal-Forum/189689389763?ref=TS>

### **Twitter**

[https://twitter.com/postalforum?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor](https://twitter.com/postalforum?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwqr%5Eauthor)

## **QUESTIONS**

If there are questions about the National Postal Forum or any order forms listed on our web site, please contact Mary Guthrie ([mguthrie@npf.org](mailto:mguthrie@npf.org)) or Laurie Woodhams ([lwoodhams@npf.org](mailto:lwoodhams@npf.org)) at:

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Suite 150  
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**INNOVATING  
THE JOURNEY**  
AT EVERY TOUCHPOINT



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