



NATIONAL POSTAL FORUM

VIRTUAL

SPONSORSHIP, ADVERTISING AND PARTNER LISTING OPTIONS

2021 NPF 2.0 Schedule

Eastern Time	Mon, Sept 20	Tues, Sept 21	Wed, Sept 22
10:00 AM – 11:00 AM	PMG General Session	Period 3 - 3 Concurrent Workshops	Period 5 - 3 Concurrent Workshops
11:15 AM – 12:15 PM	Period 1 - 3 Concurrent Workshops	USPS Officer Led Session	USPS Officer Led Session
12:15 PM 1:15 PM	Partner and Meeting Rooms Exclusive Time	Partner and Meeting Rooms Exclusive Time	Partner and Meeting Rooms Exclusive Time
1:30 PM - 2:30 PM	USPS Officer Led Session	Period 4 - 3 Concurrent Workshops	Period 6 - 4 Concurrent Workshops to include PCC content
3:00 PM - 4:00 PM	Period 2 - 3 Concurrent Workshops	CCMO General Session	Period 7 - 4 Concurrent Workshops to include PCC content
4:15 PM - 5:15 PM	Guest Speaker Session	Networking and Meeting Opportunities	Closing Networking Event

SPONSORSHIPS

Sponsorship Benefits – All companies that contract for a sponsor event receive the following:

- *Virtual Booth
- *Live chat and meeting availability
- *Recognition in the NPF Digital Program
- *Recognition in NPF E-Blasts
- *Four complimentary Virtual NPF registration for each sponsor/booth commitment
- *Virtual Booth Priority Listing for sponsor commitment of \$5,000+

MONDAY GUEST SPEAKER SESSION

\$5,000

Sponsor the Monday Guest Speaker Session with inspirational speaker –Dewitt Jones, one of America’s top professional photographers for National Geographic! Sponsor receives recognition on the event listing and includes live introduction and Q&A participation in the event. Your logo to appear on the virtual session listing page listed as “Sponsored by.”

WEDNESDAY NETWORKING EVENT

\$5,000

Sponsor the Wednesday Evening Networking event. Sponsor the interactive networking event to be held at the September Forum. Proposed event – DJ with Trivia/Jeopardy activity. Sponsor receives recognition on the event listing and includes live introduction and participation in the event. Your logo to appear on the virtual session listing page listed as “Sponsored by.”

SHOWCASE MEETING

\$1,000

Secure exclusive personal meeting room time to connect to current customers and invite new leads via the NPF platform. Your session will be listed in the schedule and the link will be present on the NPF platform meeting schedule. Present your content, host a Q&A or give a live demo in your dedicated room for 100 attendees. (Hosted in your Virtual Booth)

VIRTUAL SESSION (21 Available – Schedule TBD)

\$3,000

Sponsor the session of your choice. Sponsor receives recognition on the event listing and includes live introduction and participation in the event. Your logo to appear on the virtual session listing page listed as “Sponsored by.”

HERO BANNER AD (3 on Home page, 3 on Session Page, 3 on Partner Page, 3 on Speaker Page, 3 on Networking Page)

Home Page - \$5,000 (Size: 2880px x 752px – JPEG or PNG)
Session Page - \$2,000 (Size: 2880px x 600px – JPEG or PNG)
Partner Page - \$2,000 (Size: 2880px x 600px – JPEG or PNG)
Speaker Page - \$2,000 (Size: 2880px x 600px – JPEG or PNG)
Networking Page - \$2,000 (Size: 2880px x 600px – JPEG or PNG)

Your company advertisement displayed prominently on a rotating ad on the page of choice, that all attendees visit as they navigate through the platform. The advertisement is connected to the Partner booth in the Virtual Exhibit Hall when clicked on.

VERTICLE BANNER AD ON HOME PAGE (20 Available – Size: 300px x 500px, 5MB max size)

\$750

Your company logo or advertisement displayed prominently on the home page that all attendees visit as they navigate through the platform. The advertisement is connected to the Partner booth in the Virtual Exhibit Hall when clicked on.

HORIZONTAL BANNER AD ON HOME PAGE (20 Available -- Size: 1325px x 290px, 5MB max size)

\$750

Your company logo or advertisement displayed prominently on the home page that all attendees visit as they navigate through the platform. The advertisement is connected to the Partner booth in the Virtual Exhibit Hall when clicked on.

VERTICLE BANNER AD ON SESSION PAGE (20 Available – Size: 300px x 500px, 5MB max size)

\$750

Your company logo or advertisement displayed prominently on the home page that all attendees visit as they navigate through the platform. The advertisement is connected to the Partner booth in the Virtual Exhibit Hall when clicked on.

BANNER POSITION ON PLATFORM



Hero Banner

Tower Ad Banner

Horizontal Banner

Virtual Exhibit

- *The Virtual Booth may be loaded with videos, content, links, brochures, and more.
- *Gain access to attendees the opening day and 30 days after the virtual event!
- *Generate new sales leads and increase customer awareness while reinforcing existing customer relationships.
- *Build stronger relationships with customers, industry suppliers and USPS executives at all levels.
- *Receive leads from every attendee visiting your virtual booth.
- *Save travel, shipping, and booth expenses but hold on to all the great connections you can make annually at the NPF.
- *Chat and meeting availability.
- *Gaming networking contest to drive attendance to the virtual listing.

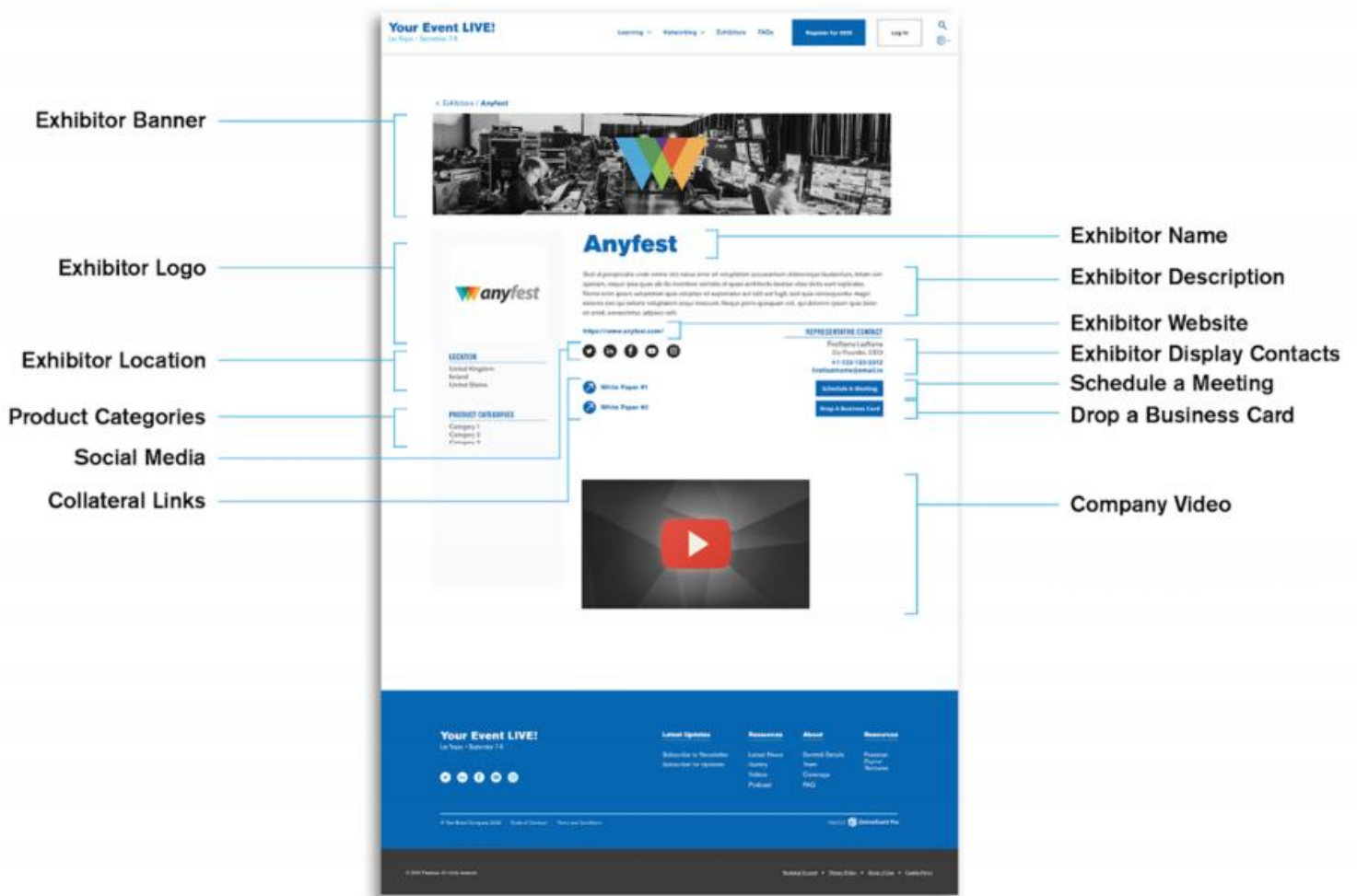
Virtual Partner Booth Listing (included in the sponsorship fee)

\$500 for the virtual listing only

exhibitor detail page options

The Exhibitor Detail page provides additional information on each exhibitor. From this page, attendees can download and collateral as well as schedule a meeting or provide contact information to the exhibitor.

Exhibitor Banner (optional) Single static image Size: 1325px x 290px	Exhibitor Name Up to 256 characters Style: primary color
Exhibitor Logo Size: 300px x 300px	Exhibitor Description Up to 2000 characters Style: body copy
Exhibitor Location	Exhibitor Website
Product Categories Up to 50 categories	Exhibitor Display Contacts Up to three names
Social Media Can include: Twitter Facebook Instagram LinkedIn YouTube	Schedule a Meeting Opens networking link Style: primary button
Collateral Links Up to 5 documents or external links Files must be: PDF, Word, Power Point, Excel, JPG, PNG External links must begin http:// or https:// Style: primary color	Drop a Business Card Provides Attendee contact information to Exhibitor Style: primary button
	Company Video Vimeo, YouTube, or Brightcove Up to 5 videos



NEW TO THE PLATFORM...

Networking opportunities are a key part of engagement at events, and **networking virtually is no different** than shaking hands in person.

An added bonus? Virtual events make it **even easier** to make those connections with a couple clicks.

Conversations lead to opportunities.

- Sponsors can easily find attendees and start conversations
- Requesting and accepting meetings is quick & simple

Contact Mary Guthrie at mguthrie@npf.org for questions and to reserve your spot!