The National Postal Forum (NPF), the premier mailing and shipping conference is back and together at last, reuniting and collaborating as a galvanized mailing and shipping community.

The 2022 NPF will feature the industry’s largest mailing and shipping exhibit hall that will attract, excite and engage influential attendees through educational opportunities; new innovations and solutions that will help move business forward. Be part of the excitement and the solution and let’s face the future together.

May 15–18, 2022
Phoenix Convention Center
2022 NPF Trade Show Hours

Monday, May 15, 2022 ........................................ 9:30 AM – 4:00 PM
Tuesday, May 16, 2022 ........................................ 9:30 AM – 5:30 PM
Exhibitor Reception ............................................. 4:00 PM – 5:30 PM

NOTE: Attendee lunch will be held in the Exhibit Hall Monday and Tuesday from 12:00 PM – 1:00 PM
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 2022 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 two-day, person-to-person trade show event at the stunning Phoenix Convention Center.

**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 New 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 Mailing and Shipping!**

**TABLE OF CONTENTS:**

- Why NPF ............................................ 2-4
- 2022 NPF Booth Opportunities ............ 5
- 2022 NPF Sponsor Opportunities ..... 6-10
- 2022 NPF Highlights ....................... 11
- 2022 NPF Partner Companies .......... 12-14
NPF EXHIBIT HALL – WHERE A DIVERSIFIED GROUP OF MAILING AND SHIPPING PROFESSIONALS SEEK YOUR SOLUTIONS

NPF ATTENDEES ARE TENURED PROFESSIONALS!
- 36% More than 20 years Industry Experience
- 25% 10-20 years experience
- 15% 5-10 years experience

NPF ATTENDEES HAVE BUYING POWER!
- 33% More than 10 million in postal budgets
- 29% 1-10 million in postal budgets
- 19% $250K-$999K in postal budgets

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

PURCHASING INFLUENCE
- 26% An Influencer
- 25% Part of a Team Process
- 15% Not Involved
- 10% A Recommender
- 17% Final Decision Maker

2019 TOTAL ATTENDANCE: >4,400 PEOPLE! The highest level in 10 years!
INFLUENTIAL BUYERS FREQUENT THE NPF EXHIBIT HALL

THE FOLLOWING IS A PARTIAL LIST OF HIGH-PROFILE C-SUITE, VP TO DIRECTOR LEVEL DECISION MAKERS THAT HAVE VISITED THE NPF EXHIBIT HALL.

AAA Life Insurance Co.
Accenture Federal Services
Allied Printing Services
Allstate Insurance Company
ALSAC/St Jude Children’s Research Hospital
American Bank Note Company
American Direct Marketing
American Express
American Kennel Club
American Media Inc
Anthem, Inc.
Asendia USA
AT&T
Booz Allen Hamilton
Boston University
BrickStreet Mutual Insurance
Brigham Young University
Bureau of Fiscal Services F.M.S.
Capital One
CarMax Business Services
Carter’s
Centers for Medicare & Medicaid
Community Impact Newspaper
Compassion International
Complete Mailing Services
Costco Wholesale
Customs and Border Protection
CVS Health
DC Board of Elections
Dell EMC
Deloitte & Touche LLP
Democracy Fund
Department of Homeland Security - USCIS
Department of the Navy/DALO
Department of the Treasury
DHL eCommerce
DHS/Immigrations Customs Enforcement
Direct Mail Solutions
DOD
Dollar Shave Club
Edward Jones
Fedex Supply Chain
Fidelity Investments
Gannett Publishing Services
Google Cloud
Hallmark Cards Inc.
Harland Clarke
Harvard University Mail and Distribution Services
Humana
J&A Printing
J.P. Morgan Chase
Kaiser Foundation Health Plan of Washington
Macy’s
Mail Communications Group
Mail Services, LLC
Microsoft Corporation
National Geographic
National Institute of Health
Nationwide Insurance Company
Netflix DVD
New England Journal of Medicine
Nigerian Postal Services
NJ Advance Media
Nordstrom
Oregon Humane Society
Postal Centers International
REI
RR Donnelley
Salesforce.com
Shelter Insurance Co.
Southeastern Printing
Springer Nature
St. Jude League
St. Joseph’s Indian School
State Farm Insurance
State of Michigan
Strategic Postal & Postal Logistics
TD Ameritrade
Teapplix, Inc.
The American Legion
The Bradford Group
The Dingley Press Inc.
The Walt Disney Company
U.S. House of Representatives
U.S. Postal Inspection Service
United States Air Force
United States Olympic & Paralympic Committee
UnitedHealth Group
University of California San Francisco
University of Nebraska Lincoln
University of Pennsylvania
University of Southern California
UPS
US Army Corps of Engineers
US Bureau of Reclamation
US Census Bureau
US Govt Accountability Office
US House of Representatives
US Postal Service
USAA
Verizon Wireless
Whataburger Restaurants
Winnet Connections
Wisconsin Foundation and Alumni Association
World Acceptance Corporation
WorldGroup Retail
WorldVu LLC
Wyoming Army National Guard
Xpressdocs
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.

"...NPF has always been an important part of our annual marketing budget and with outstanding results.”

Chris Lien, President, BCC Software

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"
SHOWCASE YOUR PRODUCTS AND SERVICES – SECURE A 2022 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 listing in the online expo
- 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
- 7 of 14 Exhibit Hall Hours are Exclusive Attendee Hours that include two attendee luncheons
- 24-hour security service

$4,450 PER 10’ X 10’ SPACE

Contact Mary Guthrie for all the details!
703-293-2313 | mguthrie@NPF.org
BECOME A 2022 NPF SPONSOR!

The following sponsorships are your unique opportunity to reach out to all NPF attendees. Combine sponsorship recognition with a 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 SOLD
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)

WEDNESDAY LUNCHEON SOLD
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

WELCOME RECEPTION SOLD
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 CLOSING EVENT SOLD
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  🟢SOLD🟣
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: $7,000*

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.
*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*

LANYARDS  🟢SOLD🟣
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*

HAND SANITIZER
In addition to the sponsorship recognition package, the sponsor would receive company logo recognition on the hand sanitizer stations and/or bottles.
*Sponsor Contribution: Quote to be provided*

FACE MASKS
In addition to the sponsorship recognition package, the sponsor would receive company logo recognition on the face mask.
*Sponsor Contribution: Quote to be provided*

SOCIAL DISTANCING WRIST OR BADGE BANDS
In addition to the sponsorship recognition package, the sponsor would receive company logo recognition on the bands.
*Sponsor Contribution: Quote to be provided*

CHARGING STATION
In addition to the sponsorship recognition package, the sponsor would receive branding and company recognition on charging furniture lounge. Company representatives are welcome to staff and greet attendees.
*Sponsor Contribution: $10,000*
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

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

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 and Tuesday in the Exhibit Hall.
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.
(One sponsor per session)
Sponsor Contribution: $1,000 per sponsor

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

CONTINENTAL 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

DAILY PRIZE DRAWINGS IN EXHIBIT HALL
In addition to the sponsorship recognition package, sponsor will be recognized through signage at each prize drawing station. Sponsorship is for each prize drawing that occurs Monday through Wednesday in the Exhibit Hall.
Sponsor Contribution: $500 per drawing

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 sponsor

HANGING BANNERS
In addition to the sponsorship recognition package, a banner with sponsor’s company advertisement 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 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 25, 2022.

*Flyers are accepted on a first-come, first-served basis. Cost: $2,000*

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 May 2, 2022.

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 $1,000 to the NPF. Please contact Mary Guthrie, 703-293-2313 or mguthrie@NPF.org, with inquiries and for quotes for printing and processing.

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**

- 5” x 9” ad size, full page* .....................$1,500 per ad
- 5” x 4.5” ad size, half page* ..................$1,000 per ad
- Page one (opposite cover 2) – 5” x 9” ..........$3,000
- Cover 2 (inside front cover) 5” x 9” ..........$3,000
- Cover 3 (inside back cover) 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 bleed.

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.

---

Send application and artwork to: Mary Guthrie
National Postal Forum
3998 Fair Ridge Drive, Suite 150
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 18, 2022
Artwork must be delivered by: April 25, 2022
REACH MORE PROSPECTS... VIA NPF’S PARTNER, MULTIVIEW.

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 service 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.

To learn more about these limited opportunities, contact our publishing partner:
MULTIVIEW
972.402.7070
salesinquiries@multiview.com
THE NPF GETS THE WORD OUT!

THE NPF PROMOTIONAL PROGRAM REACHES THE ENTIRE INDUSTRY! 2022 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 approximately 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

SEIZE THE OPPORTUNITY

For available sponsorship and advertising opportunities contact NPF at:
703-293-2313 or email Mary Guthrie at mguthrie@NPF.org.

National Postal Forum Partner Companies:
For 2022 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.
NATIONAL POSTAL PAST FORUM PARTNER COMPANIES

For 2022 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.
FACING THE FUTURE
Together

May 15-18, 2022
Phoenix Convention Center

Community | Connection | Collaboration

JOIN US IN PHOENIX!
AND LET'S SEIZE THE FUTURE!
Contact Mary Guthrie
703-293-2313
Mguthrie@NPF.org