



CONNECTING AT THE CROSSROADS

INNOVATION. EDUCATION. PARTNERSHIP. GROWTH.

DELIVERING FOR AMERICA | JUNE 2-5, 2024, INDIANAPOLIS

EXHIBITOR AND SPONSOR NPF 2024 PROSPECTUS

Indiana Convention Center, IN
June 2-5, 2024





CHART A COURSE FOR SUCCESS AT THE CROSSROADS OF INNOVATION!

June 2–5, 2024 | Indiana Convention Center, IN

Get ready to embark on an extraordinary journey at the Indiana Convention Center from June 2-5, 2024, where we're "Connecting at the Crossroads". This year we bring you the spirit of innovation, education, partnership and growth in the mailing and shipping industry. Just as Indianapolis proudly bears the title "The Crossroads of America," we're here to connect you with opportunities that lead to greater success. The NPF is not just an event; it's your opportunity to elevate your business. The NPF hosts the largest mailing and shipping expo in the industry, where your company can connect with attendees seeking invaluable education, networking and cutting-edge solutions that will benefit them, and drive your business forward. Join us and be part of the solution that keeps our industry at the forefront of delivering for America.

NPF 2024 Expo Schedule

Indiana Convention Center
June 2–5, 2024

Monday, June 3 9:30 AM – 4:00 PM

Tuesday, June 4 9:30 AM – 5:30 PM

Tuesday, June 4

Exhibitor Reception..... 4:00 PM – 5:30 PM

NOTE: For added traffic, attendee lunch will be held in the exposition hall Monday and Tuesday from 12:00 PM – 1:00 PM.

SECURE YOUR PARTICIPATION TODAY!

For all the details, contact:

Mary Guthrie
703-293-2313
mguthrie@NPF.org

Laurie Woodhams
703-293-2329
lwoodhams@npf.org



Participate at the 2024 NPF
and engage in...

Brand Visibility.

Community.

Connection.

Collaboration.

Demonstration.

Education.

Ideation.

Networking.

Sales.

Solutions.



FORGE CONNECTIONS WITH INDUSTRY INFLUENCERS AND INNOVATORS!

At the 2024 NPF, forge connections with like-minded professionals at the crossroads of innovation. This is the only industry-wide mailing and shipping event that brings qualified prospects, enriching sessions, workshops, networking opportunities, state-of-the-art technology and solutions that are readily available. Be prepared to connect, collaborate, and catalyze your success.

Why the industry attends the NPF? The Top Reasons!

- Hear directly from the PMG and USPS Leadership.
- Explore a wealth of technology and service options and services.
- Network with customers, prospects, industry suppliers, and USPS representatives of all levels.
- Enhance professional skill sets.
- Stay up to date on postal products and services, technologies, rates and innovations.

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Take a moment to review all NPF has to offer in this prospectus. Then get prepared to embark on the most anticipated event in the ever-evolving industry of mailing and shipping!

NPF EXPO – BY THE NUMBERS

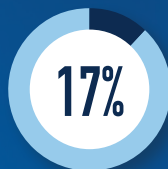
NPF ATTENDEES ARE TENURED PROFESSIONALS:



More than 20 years
industry experience



10-20 years'
experience



5-10 years'
experience

NPF ATTENDEES HAVE BUYING POWER:



More than \$10 million
in postal budgets

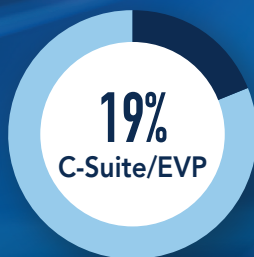


\$1-\$10 million in
postal budgets

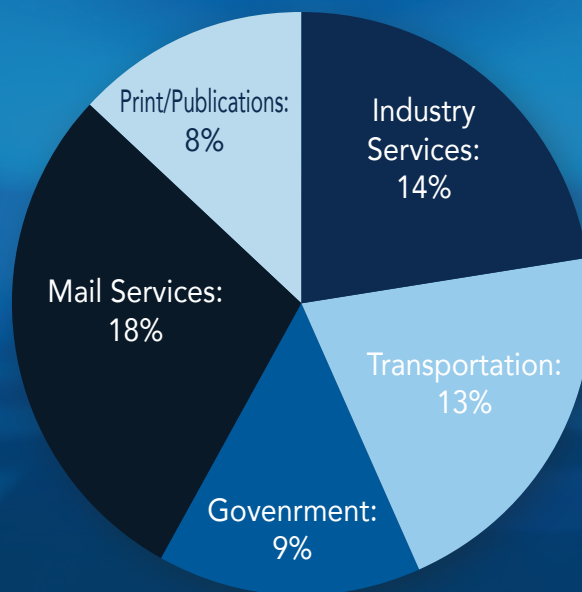


\$250K-\$999K in
postal budgets

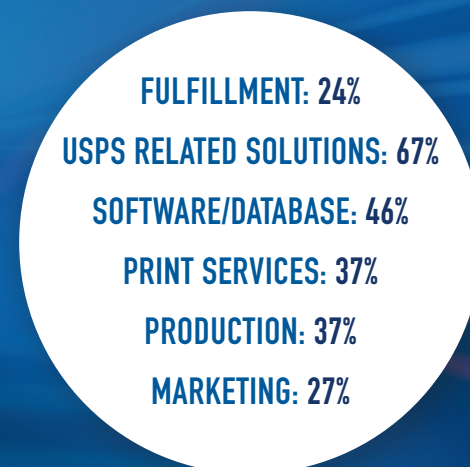
ATTENDEE JOB TITLE



EXPO ATTENDEE TOP INDUSTRY CATEGORIES



EXPO ATTENDEE TOP INTERESTS



INFLUENTIAL ATTENDEES VISIT AND SPEND UP TO 5+ HOURS IN THE NPF EXPO!

Many high-profile companies and their respective decision makers have visited the NPF expo. Following is a partial list of 2023 attendees.

AAA The Auto Club Group	Brother	Domtar Paper	Kaiser Foundation Health Plan of Washington	Pioneer Direct Marketing
AARP	Capital One Financial	Don B. Swisher Trucking Corp	Keypoint Intelligence - InfoTrends	Postal Realty Trust
ACI Logistix	Cardinal Health	Elite Bindery and Mail Solutions	Keystone Blind Association	Precision Scrubs LLC
Adams Outdoor Advertising	CarMax Business Services	Elon University	Keystone Vocational Services	Principal
Advance Lifts, Inc.	Cartridge Recycling Center, Inc.	EMC Insurance Companies	Kimberly-Clark Corporation	Print/Mail Consultants
Advantage ColorGraphics	Centers for Medicare & Medicaid	EPSILON	Lake County Press Complete	Rite Envelope Graphics
Aflac	Charter One Realty Marketing, Inc.	ESPN	Lincoln Financial Group	RJ Reynolds
AGX Logistics	Chase Corporation	Etsy, Inc.	Lowe's Companies, Inc.	Robin Hickman Realty
Aimoh	Chunghwa Post	Executive Mailing Service	Maryland State Board of Elections	Rockwell Automation
Alfa Mutual Insurance	CIGNA Corporation	Express Scripts/Cigna	Mayo Clinic	Sage Freight
All About Billing & Coding LLC	Citicom Printing	Farm Bureau Financial Services	Merkle, Inc.	Salesforce
All Flooring Solutions	Citizenship and Immigration Services	Fleet Trailer	Millennium Group	Shutterfly
Allegra Print Marketing & Mail	Clean Energy	FX Logistics LLC	Mind Blowing Scriptures LLC	Skibob's Honey Doo
Alliance Franchise Brands	Coca-Cola Company	GAMEFLY	Much More Than Snacks LLC	Skyview
Ally Financial, Inc.	Costco Wholesale	Gamestop	MYMOVE	Snowball Print Marketing
Alpha Lion Trucking	Crocs	Gannett	Mystic Logistics, Inc.	Social Security Administration
Amazon.com	CVS Health	Gunderson Direct	NASA Jet Propulsion Laboratory	St Jude Children's Research Hospital
American Express	Database Marketing Services	Gwinnett County	Nationwide Insurance Company	Starr Law Group
American Kennel Club	DC Board of Elections	H&H Transportation, Inc.	NC Dept of Revenue	State Farm Insurance
American Postal Workers Union	Defined Coffee	Hallmark Cards, Inc.	NC State University	The American Legion
Apple, Inc.	Deliver Strategies	Harvard University	Neiman Marcus	The Coca-Cola Company
Arrive Logistics	Delivery Point Mail Services	Hatteras Press	Netflix DVD	Truist Bank
Autodesk, Inc.	Dell Technologies	Honeywell	New York Life Insurance Company	U.S. Marines Corps
B & B Trucking, Inc.	Deloitte Consulting LLP	Horizon Blue Cross Blue Shield	Newport News Shipbuilding	United Airlines
Ball State University	Delta Air Lines	HP, Inc.	Nordstrom	US Census Bureau
Bancroft and Sons Transportation	Delta Print Group	HSM of America	Oklahoma State Election Board	US Coast Guard/DHS
Bank of America	Department of Veterans Affairs	Hughes Network Systems LLC	Omega Consultants	US Department of State
Base 60 Consulting	Dept. of The Treasury	IBM Corp.	Omnia Print and Mail	US Mint
Belk	DHL eCommerce	Infusion Marketing Group	Our Daily Bread Ministries	Utica National Insurance Group
Bennett Graphics	DHS/Immigrations Customs Enforcement	InnerWorkings, Inc.	Ozark Mailing Service	Virginia Tech
Blue Cross Blue Shield Association	Digital Print, Inc.	Innovairre Communications	PebblePost	Walmart eCommerce
BMI Mail Systems	Direct Marketing Solutions	Internal Revenue Service	Pekin Insurance	Wayfair LLC
Bookman Bright, Inc.	Discover Financial Services	J.B. Hunt Transport Services	Physicians Mutual	Wells Fargo
Boston Children's Hospital	Disney	Japs-Olson Company	Pinnacle Freight Solutions	What the Truck LLC
BrickStreet Mutual Insurance	Dollar Shave Club	John B Fly Shop	Pino CPA LCC	Worcester Envelope Company
Brigham Young University		Johnson & Johnson		Xerox Corporation

REASONS TO EXHIBIT AT THE NPF 2024

- Meet face-to-face with qualified buyers;
- Reinforce existing customer relationships;
- Generate new sales leads;
- Build stronger relationships with industry suppliers and USPS executives at all levels;
- Increase customer awareness;
- Develop prime and subcontractor business.
- Enhance product positioning;

What NPF 2023 Exhibitors are saying...

"I have been exhibiting at NPF for over 20 years. The amount of high volume mailers in attendance, coupled with great content, made for a great NPF. I am looking forward to Indianapolis, and we will likely invest more in NPF next year."

"For a first time exhibitor we were happy with the process and also the recognition we received. We are grateful for the relationship and plan to return."

"It was my first time at the event. I was very impressed with the format and presentation. The Company I work for has been a long time participant but it was new to me. Looking forward to Indy in 2024 already."



\$4,450 PER 10' X 10' SPACE

Contact Mary Guthrie or Laurie Woodhams.

SECURE YOUR 2024 NPF BOOTH!

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
- Upgraded show floor promotions to increase traffic flow
- Complimentary dessert and coffee breaks in the Exhibit Hall
- Special prize drawings
- 7 of 14 Exhibit hall hours are exclusive attendee hours that include two attendee luncheons
- 24-hour security service
- Exhibitors have access to an attendee registration list for purchase (for their own promotional purposes.) Complimentary attendee lists are not permitted.

FOR ALL THE DETAILS, CONTACT:

Mary Guthrie
703-293-2313
mguthrie@NPF.org

Laurie Woodhams
703-293-2329
lwoodhams@npf.org

DISCOVER 2024 SPONSORSHIP OPPORTUNITIES

Unlock unique sponsorship opportunities to connect with all NPF attendees. Combine sponsorship recognition with a prominent NPF exhibit booth and watch your outreach soar. If your company sponsored last year, you have first dibs on the sponsorship program for 2024. However, keep in mind that the NPF reserves the right to exclusively sponsor any of the offered opportunities. Don't miss your chance to make a lasting impression on the industry, influencers and attendees at "Connecting at the Crossroads" in Indianapolis!

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 and NPF App*
- Recognized at the Wednesday Luncheon
- Recognized by advertisement in the on-site *NPF Program/Exhibit Hall Guide*
- Recognized in post-show Exhibitor Newsletter
- Recognized on the NPF Website
- Special designation by company listing in the *NPF Exhibit Hall Guide* (if exhibiting)
- Special designation on nametags

FLOOR CLINGS

In addition to the sponsorship recognition package, sponsors will receive one 22"x28" (approximate size) Floor Cling Advertisement that will be placed in high traffic areas.

Co-Sponsor Contribution: \$1000

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: \$1000

DAILY PRIZE DRAWINGS

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 and Tuesday in the Exhibit Hall.

Co-Sponsor Contribution: \$500

TRADE SHOW MAP AND GUIDE

In addition to the sponsorship recognition package, sponsor will be recognized through business card size advertisements on map.

Co-Sponsor Contribution: \$1000

DESSERT BREAKS IN EXHIBIT HALL

In addition to the sponsorship recognition package, extensive signage will be placed at the dessert stations on Monday and Tuesday in the Exhibit Hall.

Co-Sponsor Contribution: \$1,000

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.

Co-Sponsor Contribution: \$1,500

GAMING APP

In addition to the sponsorship recognition package, sponsors will have an opportunity to participate in a traffic building, interactive game with attendees. Details to follow.

Co-Sponsor Contribution: \$1,000

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

USPS 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. (One sponsor per session)

Sponsor Contribution: \$3000

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

LANYARDS

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+

WATER BREAKS

In addition to the sponsorship recognition package, the sponsoring company logo will be placed on the water stations or water bottles.

Sponsor Contribution: \$3,500

FORUM DIRECTIONAL SIGN

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

**Thank you to
the 2023 NPF
Sponsors and Partners**

Google Cloud



intel



J.P.Morgan



**Thank you to
the 2023 NPF
Sponsors and Partners**



Peraton



**Thank you to
the 2023 NPF
Sponsors and Partners**



WELCOME 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.

Sponsor Contribution: \$10,000

WEDNESDAY CLOSING EVENT

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.

Sponsor Contribution: \$15,000

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

WEDNESDAY LUNCHEON

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 VIP seating.

Sponsor Contribution: \$10,000

RELAXATION STATION

Prominently located in the Exhibit Hall, attendees remain fully clothed and sit in a specially designed chair to receive a massage of the back, shoulders, arms, neck and hands. In addition to the sponsorship recognition package, sponsoring company will receive prominent signage at the station, a company representative may greet guests, and sponsoring company may provide massage therapists with shirts, hats or other clothing bearing sponsor's company logo.

Sponsor Contribution: \$10,000

CHARGING LOUNGE

In addition to the sponsorship recognition package, sponsor will receive branding and company logo on charging furnishings. Company representatives are welcome to staff and greet attendees.

Sponsor Contribution: \$10,000

EXHIBITOR RECEPTION-EXHIBITOR DRINK TICKETS

In addition to the sponsorship recognition package, extensive signage will be placed at food and drink stations throughout the reception and 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 registration tickets to pick up at sponsoring companies booth.

Sponsor Contribution: \$10,000

ATTENDEE BAG

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

Sponsor Contribution: \$20,000

BANNERS/CLINGS

In addition to the sponsorship recognition package, a banner with sponsor's company advertisement will be prominently displayed.

Co-Sponsor Contribution: TBD

APP BANNER AD

In addition to the sponsorship recognition package, sponsors will have an opportunity to place a rotating banner advertisement on the navigation page of the onsite app.

Co-Sponsor Contribution: \$1,000

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

ADVERTISING:

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
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*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.

PRE SHOW MAILINGS: \$1,000

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 5, 2024. 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 \$1000 to the NPF. Complimentary attendee lists are not permitted.

HOLD A MEETING AT THE NPF: \$2,500 PER DAY

Meeting Space Rental

An innovative way to grow your organization is to co-locate or hold meetings during the NPF. This offers a prime opportunity to broaden your audience and increase your exposure to the mailing and shipping industry. Contact NPF for more details.

Send application and artwork to: **Mary Guthrie**

National Postal Forum

Send to: **mguthrie@npf.org**

For questions, call Mary at: **703-293-2313**

Ad Insertion Closing Date: **April 19, 2024**

Artwork must be delivered by: **April 26, 2024**





MAXIMIZE YOUR REACH WITH NPF 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

THROUGH ROBUST PROMOTION, THE 2024 NPF WILL ATTRACT 4,000+ 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 website 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, Instagram, LinkedIn, and Twitter
- Promotion at National Postal Customer Council Day
- Exclusive USPS endorsement of the NPF

NOW IT'S YOUR TURN TO SEIZE THE OPPORTUNITY!

Contact NPF for available partnership, booth, sponsorships and advertising opportunities.

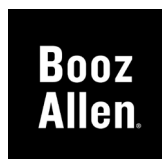
Mary Guthrie at 703-293-2313
mguthrie@npf.org

Laurie Woodhams at 703-293-2329
lwoodhams@npf.org



NATIONAL POSTAL FORUM PARTNER COMPANIES

For 2024 NPF Partnership opportunities call Mary Guthrie at 703-293-2313 (mguthrie@NPF.org) or Laurie Woodhams at 703-293-2329 (lwoodhams@NPF.org).



COMPLETE MAILING LISTS





EAM — MOSCA



ENGINEERING™
innovation



Mark 56 Group, Inc.



EXPERIENCE,
AT EVERY STEP





smiths detection



UNITED BUSINESS MAIL





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