The Premier Mailing and Shipping Event is Headed South and Delivering for America!

May 21-24, 2023 | Charlotte Convention Center, NC

Queens City. Where the spirit of winning reigns. What better place for the NPF to be bringing you the very latest on Delivering for America, the USPS plan designed to achieve stability, sustainability and service excellence well into the future. Attendees will learn first-hand how Delivering for America is right on track, moving heading into meeting the ever-evolving needs of our customers—and what it could all mean for your business.

The 2023 NPF will feature the largest mailing and shipping expo the industry has to offer, and will attract, excite and engage attendees through education, networking, new innovations and solutions that will help move business forward. Be part of the excitement and the solution that will keep the industry delivering for America!

BUILD RELATIONSHIPS WITH LIKE-MINDED MAILING AND SHIPPING PROFESSIONALS!

Why Mailing and Shipping industry leaders attend the NPF

- Hearing directly from the PMG and USPS Leadership
- Purchasing USPS and industry supplier product and services
- Exploring an abundance of state-of-the-art products and service options
- Networking and connecting with customers, prospects, industry suppliers and USPS representatives of all levels
- Enhancing professional skill sets
- Keeping up-to-date on postal products and services, technologies, rates and innovations

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

TABLE OF CONTENTS:

- Why NPF ............................................. 2-4
- 2023 NPF Booth Opportunities .......... 5
- 2023 NPF Sponsor Opportunities ....... 6-10
- 2023 NPF Highlights ..................... 11
- 2023 NPF Partner Companies .......... 12-14

For all the details, contact:
Mary Guthrie
703-293-2313
mguthrie@NPF.org

Laurie Woodhams
703-293-2629
lwoodhams@npf.org

NPF 2023 Expo Schedule
Charlotte Convention Center
May 22-23, 2023

Monday, May 22, 2023 ............... 9:30 AM – 4:00 PM
Tuesday, May 23, 2023 ............... 9:30 AM – 5:00 PM
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.
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 2022 attendees.

- A&B Printing and Mailing
- AARP
- Accenture Federal Services
- AIR Tracking, Inc.
- Alabama Power Co.
- Alaska Airlines
- ALSAC/St Jude Children’s Research Hospital
- AMAZON
- Apple, Inc.
- Bank of America
- Banning Advertising
- Best Friends Animal Society
- BHS Financial
- Blue Cross Blue Shield of TN
- BNSF Railway
- Booz Allen Hamilton
- Burlington Stores
- Cadian Solutions America
- CapitalOne
- Cardinal Services, Ltd.
- CarMax Business Services
- CenterPoint Energy
- City of Dallas
- CVS Health
- Delmarva Corrugated Pkg
- Delta Air Lines
- Democracy Fund
- Denver Elections
- Department of Veterans Affairs
- DHL, eCommerce Solutions
- Direct Marketing Wizard
- DOD/WHG Defense Post Office
- Dollar Share Club
- EBRI, Inc.
- ECS Federal
- Edward Jones
- Elections & Voting Information Center
- EPSILON
- Express Script/Cigna
- Farm Credit Bank
- Farmers Mutual Mail Insurance Company
- FedEx Corporate
- FineLine Printing Group
- Firebird Event
- Flexible International Mail
- Florida State University
- FedEx
- Farmers Mutual Hail Insurance Company
- FED Service
- Flex Printing
- Framework
- Georgia Power
- General Dynamics IT
- GSA
- Harvard University
- Harvard University Mailing Group
- Harley-Davidson
- Hellman's
- Honda
- HP
- IBM
- Infor
- Iron Mountain
- Juno Technologies, LLC
- L Brands
- Legacy Mail Management
- Macy’s
- Manulife
- Merck
- Merrick Bank
- Microsoft
- Merle Link
- Mortgage Connect Document Solutions
- Motus Freight
- Mutual of Omaha
- NASA / JSC / WSTF
- Nationwide Children’s Hospital
- Nationwide Insurance Company
- Netflix, Inc.
- Neptune Energy
- OGE
- Oracle Corporation
- Origin Energy
- Pacific Mail
- Pacific Mail Partners
- Pac-Net Transportation
- Pakenham
- Park Place
- ParcelWorld, Ltd.
- Pioneer Utility Resources
- Pirate Ship
- Postalytics
- PrimeNet Direct Marketing Solutions
- Progressive Insurance
- Publishers Clearing House
- Quantum Group
- Retail Shipping Associates
- RF Dondelayer
- Samsung
- Shazry
- Shutterfly, Inc.
- SkyMail International
- Standard Printing Company
- State Farm Insurance
- State of Colorado
- T-Mobile
- Tacoma Public Utilities
- The American Legion
- The Elections Group
- The Walt Disney Company
- U.S. Customs & Border Protection
- United States Air Force
- UnitedHealth Group
- UPS
- US Census Bureau
- US Coast Guard/CGIS
- US Department of Homeland Security
- US Senate SAA
- US Xpress
- USA
- WAM Print / Mail
- Walsworth
- Wells Fargo
- Warby Parker

NPF EXPO – BY THE NUMBERS

- NPF ATTENDEES ARE TENURED PROFESSIONALS:
  - More than 20 years industry experience: 46%
  - 10-20 years experience: 20%
  - 5-10 years experience: 12%
  - More than 10 million in postal budgets: 32%
  - 1-10 million in postal budgets: 28%
  - $250K-$999K in postal budgets: 16%

- NPF ATTENDEES HAVE BUYING POWER:
  - More than 10 million in postal budgets: 48%
  - 1-10 million in postal budgets: 20%
  - $250K-$999K in postal budgets: 12%

- NPF ATTENDEES ARE TENDENCY PROFESSIONALS:

- ATTENDEE JOB TITLE:
  - Middle Managers: 40%
  - Directs: 19%
  - C-Suite/EVP: 26%

- ATTENDEE TOP INDUSTRY CATEGORIES:
  - Industry Services: 9%
  - Transportation: 11%
  - Mail Services: 23%
  - Government: 15%

- EXPO ATTENDEE TOP INTERESTS:
  - Fulfillment: 28%
  - USPS related solutions: 74%
  - Software/database: 66%
  - Print services: 38%
  - Production: 43%
  - Marketing: 23%

Fulfillment: 28%
USPS related solutions: 74%
Software/database: 66%
Print services: 38%
Production: 43%
Marketing: 23%

NPF 2023 Exhibit | Sponsorship Prospectus

Statistics are based on 2022 post and exit survey data.
REASONS TO EXHIBIT AT THE NPF 2023

• 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 industry suppliers and USPS executives at all levels;
• Develop prime and subcontractor business.

WHAT FORMER EXHIBITORS OF THE NPF ARE SAYING...

“NPF has always been part of our annual marketing budget and with outstanding results.”
“NPF continues to be a great value and exceeds our ROI.”
“Exhibiting at the NPF is an excellent opportunity to further engage the industry.”
“The NPF staff is wonderful to work with and always is very attentive.”

SECURE YOUR 2023 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
• Access to registered attendee mail list for exhibitor promotions
• Upgraded show floor promotions to increase traffic flow
• Complimentary lunch, dessert and coffee breaks in the Exhibit Hall
• Daily 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
2023 SPONSORSHIP OPPORTUNITIES

SPONSORS are a 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 by advertisement in the on-site NPF Program/Exhibit Hall Guide and Trade Show Map and 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" x 28" (approximate size) Floor Cling Advertisement that will be placed in high traffic areas.

Co-Sponsor Contribution: $500

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 signage at each prize drawing station. Sponsorship is for each prize drawing that occurs Monday and Tuesday in the Exhibit Hall.

Co-Sponsor Contribution: $800

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: $1,000

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.

Co-Sponsor Contribution/Sponsor Contribution: $1,000; $3,000

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: $2,000

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: $2,000+

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

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

Sponsorships are a 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.
In addition to the sponsorship recognition package, extensive signage will be placed throughout the driner and event. For the Exclusive Sponsor, additional advertisement opportunities will be provided as well as VIP seating.

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: $7,000

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: $7,000

ATTENDEE BAG
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 at food and drink stations throughout the reception. For the Exclusive Sponsor, additional advertisement opportunities will be provided.

Sponsor Contribution: $7,500

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

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 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

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* ..................................... $3,000 each
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

Bann er s/Clings: $1,000 per ad

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, 2023. Exhibitors may mail to Mailing Industry Attendees, UPS and/or Exhibitors. The charge to mail to the pre-event mailing list is a flat fee of $1000 to the NPF.

Hold a Meeting at the NPF: $2,500 per day
Meeting Space Rental
An innovative way to grow your organization is to co-host or host 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.
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 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.
NATIONAL POSTAL FORUM PARTNER COMPANIES

For 2023 NPF Partnership opportunities call Mary Guthrie at 703-293-2313 (mguthrie@NPF.org) or Laurie Woodhams at 703-293-2329 (lwoodhams@NPF.org).